

# BARNDOMINIUMS

## Design Trend & Business Opportunity



# Overview

- About Us
- What is a Barndominium?
- Why the Barndominium Trend?
- Barndominium Design Essentials
- The Opportunity...
- Playing in the Market...
- How We Can Help You...
- Questions?



# About Stacey Lynn

- Chief Design Officer – TBC
  - I am a self-taught Designer / Builder
  - Served as GC / Won design award
- Approaching 1M followers on social media
- Consultant to architects, engineers, builders, & material suppliers who:
  - Are new to the world of Barndominiums
  - Want to translate the “Residential Touch”
  - Are new to the world of post-frame / steel frame
  - Want to pool our collective expertise
  - Want to collaborate on projects
  - Can use a “One Stop Service Center...”
- Editor-In-Chief
  - The Luxury Barndominium 202 Floor Plan E-Book
  - The Barndominium Lady Magazine



# About Oliver

- Chief Operating Officer – TBC
  - BS Engineering – West Point
  - Entrepreneur and former Army Ranger
- Former CEO crisis management firm working with multiple industries
- Oversees TBC Ops and Admin:
  - Coordinates with lenders, developers, builders, contractors.
  - Helps align other operational aspects of business
    - Media & publications
    - Retail & branding
  - Like the songs says:
    - He's just "the a guy with the a girl that everybody wants to know"



# What Is A Barndominium?

- It is a custom designed, post framed (engineered wood truss), single-family residence, often with metal sides and roof – prominent in the northeast and upper Midwest.
- Blend the proven post frame build techniques with residential WOW!
  - Building Style
  - Lifestyle
  - The “Elbow Room Movement”





## What Is A Barndominium?

- For others - A Barndominium is a custom, steel-framed, single-family residence with metal roof and siding.
- Barndominiums blend the proven strength, reliability, and durability of steel construction with residential WOW!
  - Building Style
  - Lifestyle
  - The “Elbow Room Movement”



# What Is A Barndominium?

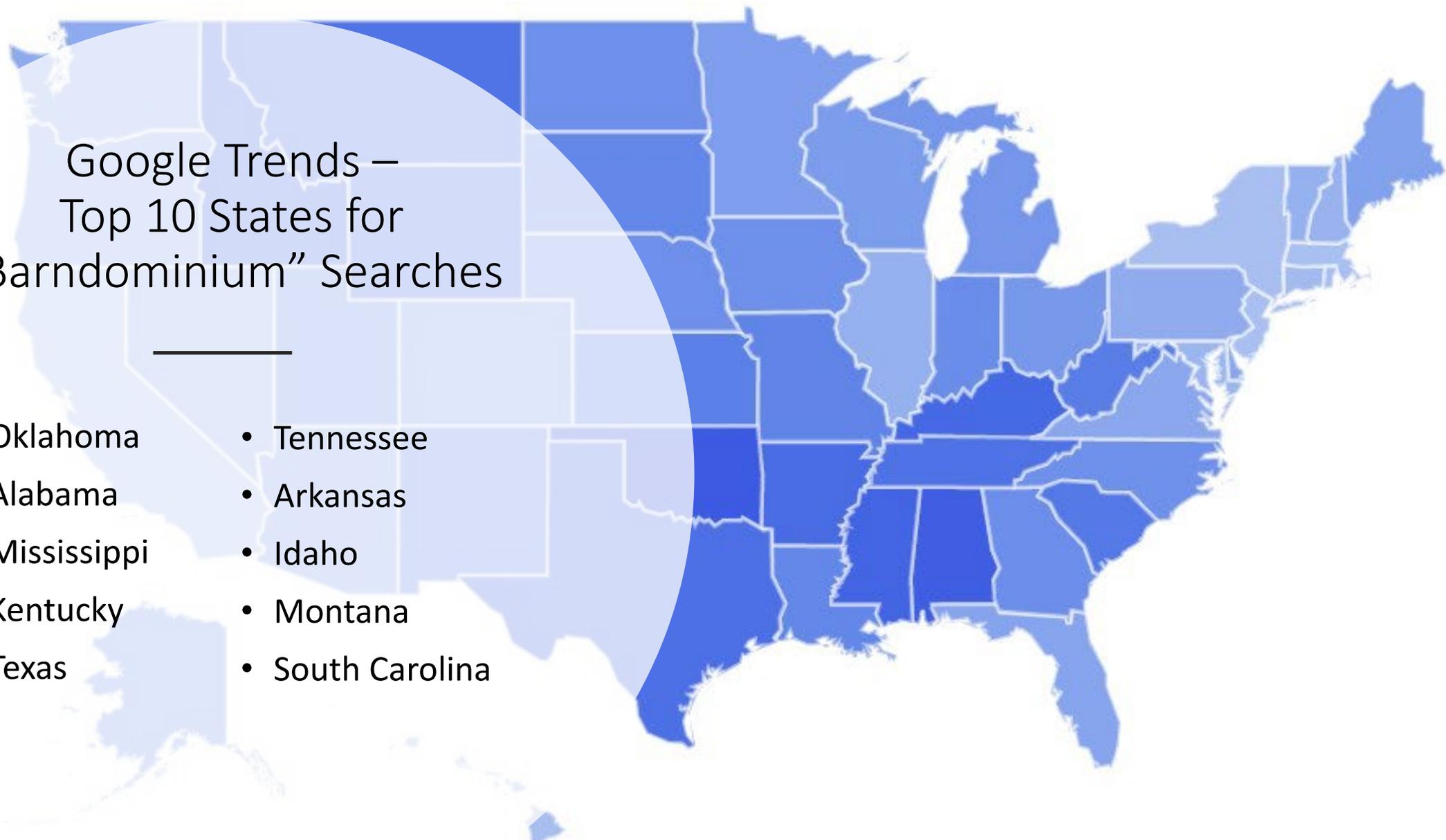
- For You - Most of All...
  - It's a business opportunity.
  - Post-frame builders can:
    - Offer the upbeat residential style we propose.
    - Team with Steel framers and erection crews for more business
  - Work the entire growing market space.
  - Same for other trades and resources.

Business Opportunity

## Google Trends – Post Frame vs Steel Frame Trendlines

- Google says...
  - Post Frame is immensely popular
  - Post Frame & Steel Frame continue to trend upward
- Banks understand wood construction
- Banks are better understanding residential steel construction
- Banks understand custom homes





Google Trends –  
Top 10 States for  
“Barndominium” Searches

- 
- Oklahoma
  - Alabama
  - Mississippi
  - Kentucky
  - Texas
  - Tennessee
  - Arkansas
  - Idaho
  - Montana
  - South Carolina



# Historic Market Perceptions of Barndominiums

Cheap housing

Not to code housing

Not lendable

Not insurable

For “country folk”

Makeshift housing...



# Emerging Market Perceptions of Barndominiums

- With Residential Design Intent
  - Luxury Housing
  - To Code Product
- Willing to lend
  - Has Value
  - Holds Value
  - Appreciates in Value
  - Can Comp to Custom Homes
- Willing to Insure
  - Durable Product
  - Sustainable Product



# Consumer & Lender Perception of Barndos

- Engineered Wood Truss...
  - Can be more readily designed as a residence.
  - Engineered building
    - Designed to meet local codes and loads
    - Generally, not a kit
  - Lenders will consider financing (mortgage) a residence.
- Pole Barn
  - Ideally suited for work buildings, shops
  - Often pitched as kit.
    - Kits have an intended use
    - Intended use is typically not as a residence.
  - Lenders look at financing these structures differently.



# Consumer & Lender Perception of Barndos

- Steel Framed
  - Designed as a residence.
  - Often an Engineered building
    - Designed to meet local codes and loads (Bolt-up)
    - Generally, not a “kit” – Life-size erector set.
  - Lenders will consider financing a residence.
- Shouse
  - Work buildings with added residential space.
  - Sometimes pitched as a kit.
    - Kits have an intended use
    - Work / living space combination.
  - Lenders not looking at financing the same way.

# Why The Barndominium Trend?

- Elbow Room Movement
  - Migration to rural settings
  - Sustainable living
    - Acreage in suburban or rural settings
    - Comfort, health, and safety in 2023 and beyond
    - Clean, green, self-sufficient
    - A return to multi-generational living
  - Barndo Compounds - Perfect for
    - Legacy properties
    - Multi-family, multi-generational situations
    - Home businesses, schooling, hobbies, home-based recreation



# Why The Barndominium Trend?

- Youth Movement
  - Third of our following is young professionals between 25 and 35 years old
  - Lenders, retailers want to appeal to this market segment
- Men's Interest
  - 35% of our social media following is male
  - Unusual for a "home design" focused business
- More Than A Design Style...
- Also, A Lifestyle...
  - Open living
  - Family friendly
  - Home officing and home schooling
  - Homesteading
  - Getting back to nature



Barndominiums  
Are To The  
Future...  
What Farmhouse  
Was To Recent  
Design Trends

- Trendy & Versatile
- Design Worthy
  - Open spaces
  - Great use of light
  - Energy efficiency
  - Outdoor living / entertaining
- Structurally Very Sound
- Scalable

A rustic kitchen with a large island, wooden walls, and a sign that says "CREEK HOUSE". The island has a stainless steel countertop and ornate wooden legs. In the background, there is a wooden cabinet with glass doors, a framed painting, and a window with a rooster figurine on the sill. The ceiling features decorative light fixtures.

# Barndominium Design Essentials

## These Are Just Cool Projects



# Barndominium Design Essentials

## These Are Just Cool Projects Indoors & Out

- Adapted for family comfort and functionality
  - Oversized great rooms
  - High (vaulted) ceilings
  - Open kitchens
  - Specialty rooms
    - offices, gyms, theatres, wine rooms, bunk rooms,
    - safe rooms, learning spaces for kids, smugglers pantries

# Barndominium Design Essentials

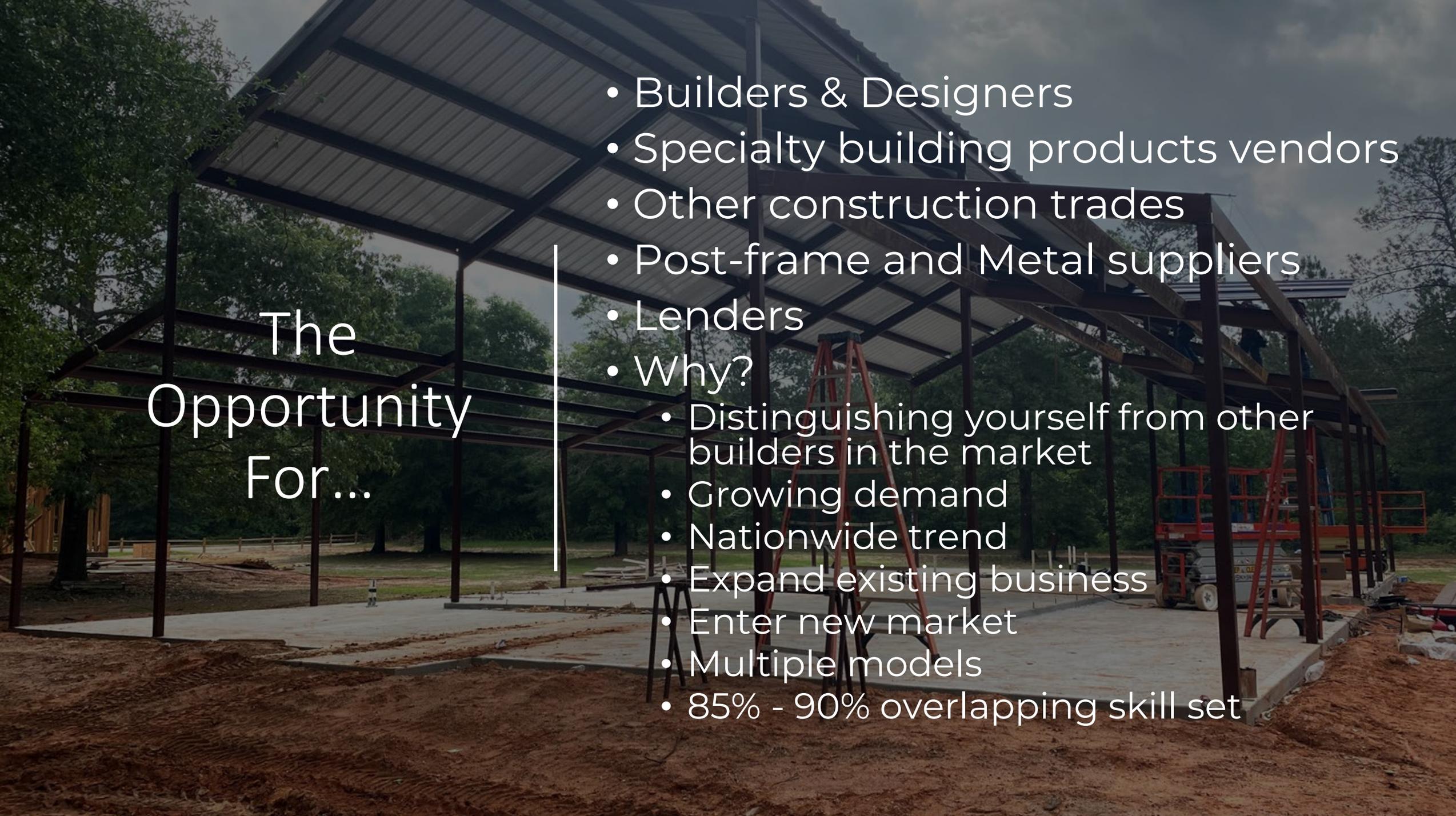
## These Are Just Cool Projects

### Indoors and Out

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- Adapted for family comfort and functionality
    - Outdoor living and entertainment
    - Outdoor kitchens
    - Oversize fireplaces
    - Multipurpose room designs
    - Patios
    - Porches, porches, and more porches
- 





# The Opportunity For...

- Builders & Designers
- Specialty building products vendors
- Other construction trades
- Post-frame and Metal suppliers
- Lenders
- Why?
  - Distinguishing yourself from other builders in the market
  - Growing demand
  - Nationwide trend
  - Expand existing business
  - Enter new market
  - Multiple models
  - 85% - 90% overlapping skill set

# Entering the Market



Recognize Client Preference & Lifestyle



Partner w/ a Barndominium Designer



Post Frame Builder

Engage a shell builder as a sub  
Traveling erector crews  
90% overlapping work



Wood Frame Builder's  
Opportunity

Adapt to market design preferences  
4:12 pitch is easy to build but plain  
6:12 or 8:12 roof pitch adds WOW!

# How We Can Help You...

- A call to action...
  - Put the team together
  - Link builders and customers for the great Barndominium Expansion
    - Reach out to us... Share your story, and we'll get you linked up where we can.
    - We are designing in over 40 states – our clients constantly ask for reputable builders
  - We have opened a post-frame design division
  - Our customers are looking for you
  - Let us help you find each other for the perfect Designer / Builder / Customer combination

Questions



## Contact Info

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THE BARNDOMINIUM COMPANY™

## 202 LUXURY BARNDOMINIUM FLOOR PLANS



by *Stacee Lynn*  
THE BARNDOMINIUM LADY

