



We inspire, educate, and empower homeowners to increase the efficiency and value of their homes.



Process and resell donated building materials
valued at more than \$2mil / year

~75% of sales to low- and moderate-income *Plus Members*, who pay a lower price than the general public. Fundraising underwrites discounts.

Serve both individuals and residential contractors

Zero-Carbon building opened in Spring 2021

- 8,800 sqft
- 46kW solar array
- Pursuing ILFI Zero Energy Certification





Robust schedule of educational workshops

Designing a Bathroom

Basic Wall Framing

Sheetrocking and Taping

Kitchen Design

Window Rehab

Installing Interior Trim

Interior Painting

Tiling



Intro to Tools for Women



Major Product Categories

Windows and Doors



Lighting



Plumbing

Kitchen Cabinets

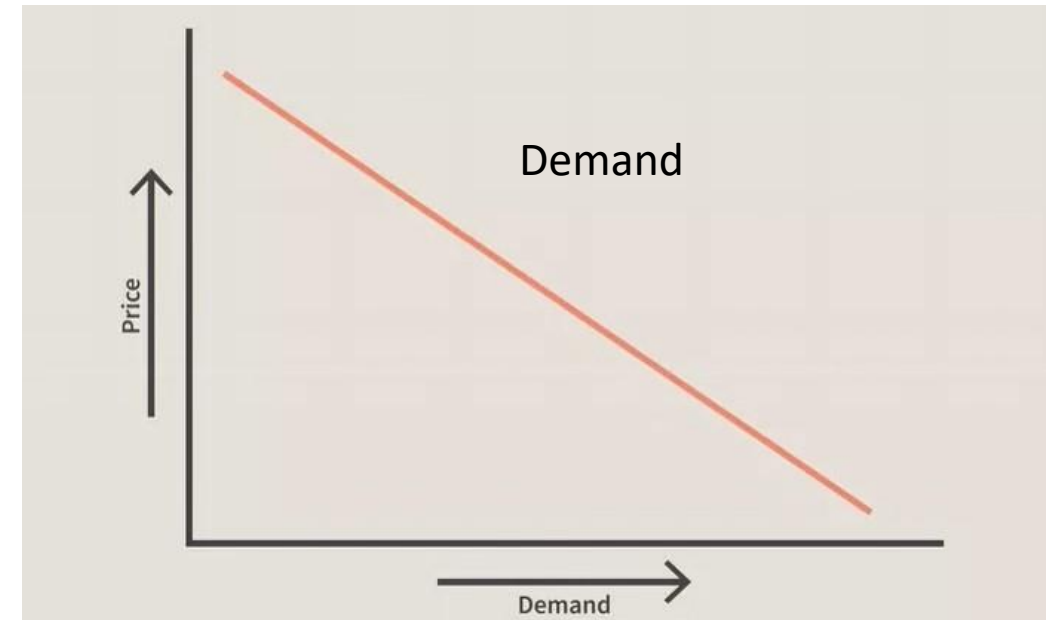


Pricing is an art



Vinnie, *Pricing Artist*

Supply is endless
Demand matters



- Clear inventory with program of promotions

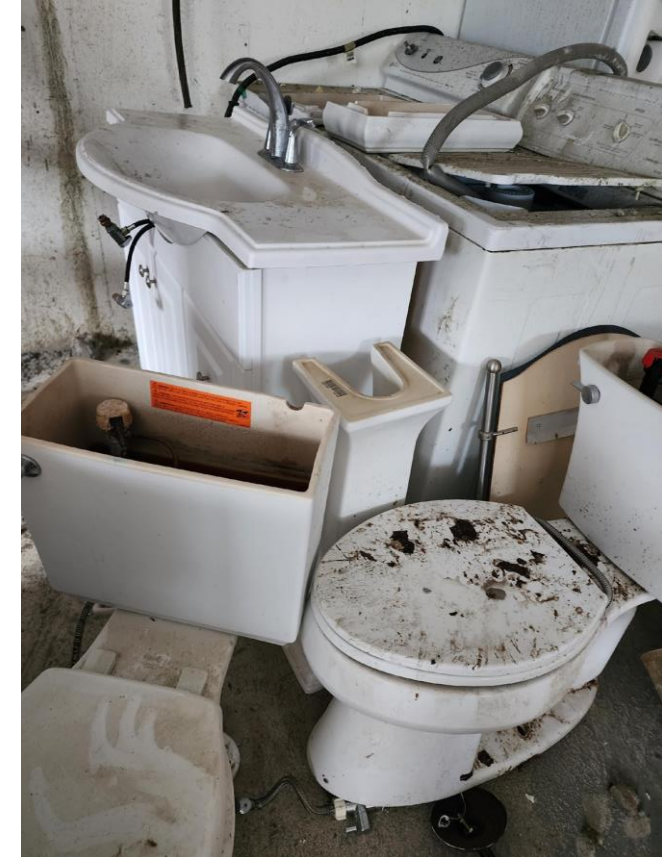


Driving Sales Growth

- Prioritize high impact merchandise
- Small items drive foot traffic and repeat visits
- Consistent customer engagement via email marketing

COGS = Staff cost to process

Dream
donation



Not dream donation





Primary constraints on growth

Physical Space: processing and storage

IT Systems: inventory and transactional



Open Source

software for which the original source code is made freely available and may be redistributed and modified



What opportunities exist for this group to work together?

Market Size

2000: ~\$100mil

Now: \$25bil market growing at 15%+



Ways we might work together

Other reuse organizations

- Share inventory leads outside of our specialties and capabilities
- Cross market and cross promote customer success stories
- Share best practices as we all evolve our go-to-market strategies

Local industry

- As donors: Easily clear deadstock. No recovery \$, but many other benefits
- As consumers: Cost savings, marketing value, environmental impact, compliance

Policy makers

- Opportunity to lead by example
- Seed market in alignment with zero waste policies

Commercial markets

Product categories

- Early stages of identifying appropriate product categories

Deconstruction

- Workforce development opportunities are very appealing
- Infrastructure and process to build before our role becomes clear



Cabinetry from Simmons University



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