



Portland Cement Association

2009 MID-SIZE PRODUCTION BUILDER PROGRESSIVE INCENTIVE PROGRAM APPLICATION FORM

An industry incentive program designed for Homebuilders using concrete products for the first time in their projects

The Portland Cement Association (PCA), continues to strive to increase concrete market share and enhance the intensity of cement products used within the single family residential market. The PCA Mid-Size Production Builder Progressive Incentive Program (Program) is designed to introduce concrete products to regional production builders (Homebuilders) who are making the commitment to incorporate concrete products in their homes for the first time.

The Program would provide progressive financial incentives, paid directly to the Homebuilder, with increases in the financial payments directly proportional to the number of homes completed. The amount paid will depend on the quantity of cement based technologies incorporated into the homes as outlined in the enclosed Schedule of Incentives. The Homebuilder will have twenty-four months from the date of the Schedule of Incentives to complete up to ten homes featuring up to three agreed upon concrete technologies. PCA will commit to making the incentive funds for the specific ten home agreement identified in the attached Schedule of Incentives available for the twenty-four month period. Continued funding beyond that period will be subject to availability. The 24-month period begins as of the date of PCA signature on the Schedule of Incentives.

Please Note: Homebuilders will not be eligible for incentives for any concrete product they have built with previously. These incentives are available to homebuilders committing to the first time use of up to three concrete products listed on the enclosed schedule of incentives.

By offering a progressive incentive, the first time concrete Homebuilder will be enticed to work through the typical learning curve associated with any new construction product, knowing there will be a larger payoff later, when realistic efficiencies are being realized. Properties deemed eligible for this program shall be properly permitted, newly constructed, "production" homes.

Responsibilities of PCA and the Homebuilder:

PCA agrees to pay financial incentives to the Homebuilder for up to three cement based technologies per home, based on the progressive payment amounts listed per the attached Schedule of Incentives. The incentives will be paid on a house by house basis within 30 days of receipt of a copy of the certificate of occupancy for the home and completion of an on-site inspection of the home by a PCA designated local industry representative to verify the installation of the identified cement based technologies.

Homebuilder agrees to incorporate up to three of the cement based technologies in each of the homes to be built as part of the Program, at the identified project as indicated on the completed enclosed Schedule of Incentives, to submit the necessary documentation as proof of home completion, and to make the home available prior to occupancy for verification inspection. Failure to install agreed upon cement based technology in the per house quantity identified will result in loss of the corresponding incentive identified for that home, that technology. Any subsequent payments for that technology will be adjusted one home downward.

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2009 PCA Mid-Size Production Builder Progress Incentive Program - Schedule of Incentives

Step 1: Identify the Project Name, and Location where ten homes will incorporate up to three of the concrete technologies listed. Step 2: Select a maximum of three of the listed concrete products. Step 3: Identify the estimated area and/or quantity of material anticipated per home. Step 4: Total the amount of the incentive for the concrete products you agree to incorporate into ten homes within the project identified below. Step 5: Provide your contact information. Step 6: Sign the form. Step 7: Send/fax completed schedule to PCA. Step 8: PCA will sign, date and return.

Project Name: _____			Project Location: _____									
Completed House Number:	1	2	3	4	5	6	7	8	9	10	Total:	
1) Concrete Wall Systems: ___ Insulating Concrete Form, ___ Concrete Masonry, ___ Removable Concrete Form, ___ Autoclave Aerated Concrete, ___ Precast Concrete, ___ Tilt-up												
___ sf of wall area and/or ___ cu. yds. Concrete per home	\$1,000	\$1,000	\$1,500	\$1,500	\$2,000	\$2,000	\$2,500	\$2,500	\$3,000	\$3,000	\$20,000	
2) Floor and Roof Concrete System: ___ Composite Steel Joist, ___ Insulating Concrete Form, ___ Precast Plank, ___ Removable Form, ___ Autoclaved Aerated,												
___ sf of floor area and/or ___ cu. yds. Concrete per home	\$500	\$500	\$750	\$750	\$1,000	\$1,000	\$1,250	\$1,250	\$1,500	\$1,500	\$10,000	
3) Concrete Basements: (Incorporation of full basements in place of slab on grade)												
___ sf of increased foundation area/ ___ cu. yds. Concrete per home	\$350	\$350	\$520	\$520	\$700	\$700	\$880	\$880	\$1,050	\$1,050	\$7,000	
4) Driveways: ___ Concrete, ___ Interlocking Concrete Pavers, ___ Pervious Concrete, ___ Permeable Concrete Pavers												
___ sf of driveway area and/or ___ cu. yds. Concrete per home	\$200	\$200	\$300	\$300	\$400	\$400	\$500	\$500	\$600	\$600	\$4,000	
5) Patios: ___ Concrete, ___ Interlocking Concrete Pavers, ___ Pervious Concrete, ___ Permeable Concrete Pavers												
___ sf of paved area and/or ___ cu. yds. Concrete per home	\$150	\$150	\$225	\$225	\$300	\$300	\$375	\$375	\$450	\$450	\$3,000	
6) Exterior Finishes: ___ Stucco, ___ Concrete Brick, ___ Fiber Cement Siding, ___ Manufactured Stone, ___ Concrete Roof Tile												
___ sf of wall/roof area per home	\$150	\$150	\$225	\$225	\$300	\$300	\$375	\$375	\$450	\$450	\$3,000	
7) Retaining Walls or Security Walls: ___ Segmental Masonry, ___ Concrete Masonry												
___ sf of wall area per home	\$100	\$100	\$150	\$150	\$200	\$200	\$250	\$250	\$300	\$300	\$2,000	
8) Interior Treatments: ___ Concrete Countertops, ___ Decorative Concrete Floors												
___ sf of floor/counter area and/or ___ cu. yds. Concrete per home	\$50	\$50	\$75	\$75	\$100	\$100	\$125	\$125	\$150	\$150	\$1,000	
Total Incentive per Home:												
Portland Cement Association 5420 Old Orchard Road, Skokie, IL 60077 (847) 972 9166 By: _____ Title: _____ Date: _____			Builder: _____ Address: _____ Phone: _____ By: _____ Title: _____									