

# A Faster Way to Deliver Home Shells

A builder-ready shell delivery model using the ICON Titan Faster shell delivery. Fewer handoffs. Better schedule control.

**5-7 days**

**Estimated print time**

ICON residential example

**R-18**

**Thermal performance**

ICON cited configuration

**178 min**

**Fire test result**

ASTM E119 test

**Target launch: Titan deployment in 2027**

Pilot-ready partner model for builders and developers

# Why builders are open to a new shell system

Builders are managing labor shortages, handoffs, and schedule drag.

Labor shortages are still extending build timelines

Carrying costs rise when schedules slip

Material cost volatility is still pressuring margins

Resilience sells stronger wind/fire/durability story

A faster, more predictable shell can reduce schedule risk and trade friction

It creates a more resilient product that is easier to sell to risk-conscious buyers



**The result: a shell system that reduces coordination risk has real operating value.**

# What the printed shell replaces

A code-backed wall system that replaces a large share of the traditional wall assembly.

## Traditional Shell Overview

- Studs / lumber framing package
- Wall sheathing / OSB
- Exterior fasteners / connectors / hardware
- House wrap / weather barrier
- Exterior siding package
- Stone / brick veneer
- Framing labor crew
- Exterior siding / masonry labor
- Material waste / overrun / rework
- Schedule drag / subcontractor coordination risk —  
Variable / hidden cost

## 3D Printed Shell Overview

- Concrete
- Reinforcement & embeds
- Foam / sleeves / misc
- Consumables & waste
- Operator labor
- Equipment & ops
- Property / yard allocation

Why it can be the smarter choice — even at a higher shell cost

The business case is bigger than direct wall cost.

Lower interest carry from a faster path to shell completion

More reliable schedules for starts, inspections, and closings

Fewer trades to coordinate and fewer handoffs to manage

Less rework from trade overlap and tolerance conflicts

Less exposure to shortage-prone framing and drywall labor

A stronger, more differentiated product for the end buyer



A shell can cost more and still make the builder more money through speed, predictability, and lower carrying-cost risk.

# Why builders can trust the system

Code pathway and performance are already part of the value story.

**ICC-ES**

**ESR-4652 listed**

Acceptance under AC509

**R-18**

**Thermal spec**

ICON cited configuration

**2+ hrs**

**Fire resistance**

ASTM E119 wall test

**100 psf**

**Florida wind-load compliance**

When built as specified

## What this gives a builder

- A code-backed path for approvals
- A load-bearing wall system with documented performance
- A stronger resilience and efficiency story for buyers

## Bottom line

This is not just a new construction method. It is a code-backed shell product with a stronger resilience story.

# Market proof — Lennar / ICON Wolf Ranch

The market already validated buyer demand for production-scale 3D-printed homes.

**100 homes**

Production-scale 3D-printed community in Georgetown, TX.

**>25% sold**

Reported sold by August 2024, less than two years after printing began.

**>80% sold**

Reported sold by July 2025, showing strong mainstream adoption.

## Current market signal

- Current pricing: \$469,990–\$578,990
- Floorplans: 8 plans
- Size range: 1,574–2,112 sq. ft.
- Positioned as an actively selling Lennar collection
- Product includes rooftop solar, metal roofs, and master-planned amenities

## Why this matters to a builder

- Buyers accepted 3D-printed homes at mainstream production-home pricing
- Sell-through moved from >25% to >80%, reducing market-adoption risk
- A national builder put its brand behind the product and kept selling
- This is proof of demand — not just a prototype or PR story



Wolf Ranch is the clearest market signal available today: buyers will purchase a 3D-printed home when the product, price point, and community are right.

## Bottom line

**Lennar already de-risked buyer adoption. The remaining question is execution — not whether the market will buy.**

# How we partner with builders

Start with a pilot, a defined scope, and a repeatable plan.

**1**

## Pick the pilot

10-20 homes, an ADU program, or one repeatable plan set

**2**

## Freeze the shell scope

Define what the printed shell replaces and what stays conventional

**3**

## Coordinate the sequence

Foundation, print, reinforcement, dry-in, then standard follow-on trades

**4**

## Measure the outcome

Track shell time, labor reduction, waste, and superintendent effort

Requested next step: one pilot opportunity, one decision-maker, and one pre-construction planning window.



The simple pitch

**Modernize the shell.  
Protect the schedule.  
Reduce builder friction.**

This approach upgrades the part of the build where labor drag, handoffs, interest carry, and delays hurt the most.

Next step: select one pilot opportunity for preconstruction review.

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