

# LENNAR ANNOUNCES VISIONARY COMMUNITY OF 3D-PRINTED HOMES WITH ICON IS NOW UNDERWAY IN GEORGETOWN, TX

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Reservations Begin in 2023 for the 100-home Community Codesigned by BIG-Bjarke Ingels Group

GEORGETOWN, Texas, Nov. 10, 2022 /PRNewswire/ -- Lennar, one of the nation's leading homebuilders, and ICON, a construction technologies company pioneering large-scale 3D printing, announced today that construction on the largest community of 3D-printed homes is underway and reservations will begin in 2023.



Situated north of Austin in the city of Georgetown's master-planned community of Wolf Ranch by Hillwood Communities, a Perot company, the 100-home community combines innovative robotics, software and advanced materials to create homes that are technologically advanced, environmentally sustainable and architecturally striking. Each Lennar home in Wolf Ranch is co-designed by the renowned architectural firm BIG-Bjarke Ingels Group. Prices are anticipated to start from the mid-\$400,000s.

"We are very pleased to partner with ICON and BIG in building a first-of-its-kind, printed home community that combines innovative designs with sustainable features at an affordable price," said Stuart Miller, Executive Chairman of Lennar. "Given the housing shortage that persists across the country, it has never been more important to innovate in order to find new methods of construction that will enable greater design flexibility and greater production at affordable prices."

Blending contemporary Texas ranch style aesthetics, the community of 3D-printed homes features elevated architectural and energy-efficient designs that highlight the benefits of resiliency and sustainability with the digital possibilities of additive construction. Delivered at speed and at scale using a fleet of ICON's Vulcan robotic construction systems, software and advanced materials, each home's full wall system - including interior and exterior walls - are produced with less waste and with more design freedom.

"For the first time in the history of the world, what we're witnessing here is a fleet of robots building an entire community of homes. And not just any homes, homes that are better in every way... better design, higher strength, higher energy performance and comfort, and increased resiliency," said Jason Ballard, co-founder and CEO, ICON. "In the future, I believe robots and drones will build entire neighborhoods, towns, and cities, and we'll look back at Lennar's Wolf Ranch community as the place where robotic construction at scale began. We still have a long way to go, but I believe this marks a very exciting and hopeful turn in the way we address housing issues in the world."

Construction at Wolf Ranch deepens a relationship that began with Lennar's investment in Austin-based ICON's series B financing round and offers a promising path toward an alternate method of delivering technology-driven homes that meet rising demand in desirable communities. In addition to state-of-the-art homes, Lennar homeowners in Wolf Ranch can enjoy all of the amenities offered in tree-covered hill country – including pools, recreational trails and parks within easy access of downtown Georgetown and a short drive to Austin.

Lennar's investments are facilitated by LEN<sup>X</sup>, which drives a focused strategy within Lennar to integrate technology solutions across the homebuilding industry. With a clearly defined strategy of investing in technology companies directly adjacent to Lennar's core homebuilding operations and a disciplined investment process, LEN<sup>X</sup> provides hands-on mentorship and guidance from senior leaders of Lennar's management team and a marquee opportunity to provide products and technology to Lennar customers, allowing portfolio companies to scale at an unprecedented pace.

The community will offer eight stunning floorplans with 24 unique elevations ranging from 1,574 to 2,112 square feet of thoughtful living space. The homes will offer three to four bedrooms and two to three baths. All homes will be powered by the sun with rooftop solar panels and will feature components from Lennar's Connected Home package including a Ring Video Doorbell Pro, a Schlage Encode™ Smart WiFi deadbolt and a Honeywell Home T6 Pro WiFi smart thermostat. Plus, each home will come equipped with the Wolf Ranch security package.

"We are excited to welcome Lennar and ICON's cutting-edge home construction technology to Georgetown," Georgetown Mayor Josh Schroeder said. "The Georgetown community prides itself on honoring our past and innovating for our future, and we are eager to see the future being built right here."

Hillwood Communities is honored that ICON and Lennar chose Wolf Ranch to launch this exciting initiative and we look forward to the positive impact it will bring to the homebuilding industry," said Fred Balda, president of Hillwood Communities. "This innovative approach aligns with Hillwood's long history of elevated design and the thoughtful development approach we take to ensure a higher standard of living for the residents of our communities."

Reservations begin in 2023. Interested homebuyers can join the interest list by clicking [here](#).

## About Lennar Corporation

Lennar Corporation, founded in 1954, is one of the nation's leading builders of quality homes for all generations. Lennar builds affordable, move-up and active adult homes primarily under the Lennar brand name. Lennar's Financial Services segment provides mortgage financing, title and closing services primarily for buyers of Lennar's homes and, through LMF Commercial, originates mortgage loans secured primarily by commercial real estate properties throughout the United States. Lennar's Multifamily segment is a nationwide developer of high-quality multifamily rental properties. LEN<sup>X</sup> drives Lennar's technology, innovation and strategic investments. For more information about Lennar, please visit [www.lennar.com](http://www.lennar.com).

## About ICON

ICON develops advanced construction technologies that advance humanity. Using proprietary 3D printing robotics, software and advanced materials, ICON is shifting the paradigm of homebuilding on Earth and beyond. For more information visit [www.iconbuild.com](http://www.iconbuild.com) or follow the conversation on **Instagram**, **Twitter**, **Facebook**, **YouTube** (@ICON3DTech).

## About BIG – Bjarke Ingels Group

BIG-Bjarke Ingels Group is a Copenhagen, New York, London, Barcelona, and Shenzhen-based group of architects, designers, urbanists, landscape professionals, interior and product designers, researchers, and inventors. Led by Bjarke Ingels, the studio is currently involved in projects throughout Europe, the Americas, Asia, and the Middle East. BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. BIG believes that by hitting the fertile overlap between pragmatic and utopia, architects can find the freedom to change the surface of our planet, to better fit contemporary life forms.

## About Hillwood

Hillwood, a Perot company, is a premier commercial and residential real estate developer, investor and advisor of properties throughout North America and Europe. Through its Communities division, Hillwood has delivered more than 40,000 single-family lots in more than 100 master-planned communities across 13 states and Costa Rica. These communities continue to raise the bar in terms of quality, innovation and the unmistakable sense of community that sets each property apart. Before laying the physical groundwork for any new residential development, Hillwood Communities takes the time to focus on the ideals that draw people together — and the everyday interactions that strengthen those bonds. By purposefully designing its walkways, gathering spaces, and structural amenities to spark spontaneous encounters and foster shared interests, Hillwood Communities believes in the power of community. For more information, please visit <http://www.hillwoodcommunities.com>.

## About the City of Georgetown

Georgetown is a welcoming, vibrant city that has been ranked No. 1 in Southern Living Magazine's "South's Best Cities to Live in" and is home to the "Most Beautiful Town Square in Texas." Georgetown has a rich history, with Victorian storefronts and a cultural district with a wide selection of restaurants, wineries, shops, art galleries, theaters, and museums, as well as Southwestern University, tied for the No. 1 National Liberal Arts College in Texas in the latest U.S. News & World Report ranking. Outdoor recreation includes 40 parks, 16 miles of hiking and cycling trails, and Lake Georgetown. Georgetown is the fastest growing city in the U.S. with a population of more than 50,000.

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