



EAGLE CONSTRUCTION: CRAFTING AFFORDABLE LUXURY

- Eagle Construction, a home developer with a unique vision, is currently developing 20 communities around Richmond, VA.
- Eagle has achieved success by offering a lifestyle within its homes centered around premium materials and products at an affordable price.
- Features that differentiate Eagle developments are the inclusion of a NanaWall folding glass wall.

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An Appealing Design with Modern Amenities

Popular customizations to these homes include an elevator and a NanaWall folding glass wall that spans the entire width of the top-floor, connecting the top floor media room to the terrace and outside. Opening it creates an indoor/outdoor room 30 feet long and as wide as the entire home (roughly 20 feet). Even with the wall closed, the wide glass aperture brings the terrace view indoors, delivering an expansive sense of space to relax in.

Eagle's president, Josh Goldschmidt, describes the upscale features of the design strategically "It's a different enough experience from the other homes in the area," he explains. "It's got an elevator, and when you get up to the fourth floor, the NanaWall is the final wow factor. It speaks to luxury. It's very 'Wow.'" The NanaWall has proved to be a highly in-demand customization, with "a high percentage" of townhome buyers opting for it.

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Eagle Construction's Competitive Strategy

Eagle Construction has achieved success by offering a lifestyle within its homes centered around premium materials and products. One standout feature that differentiates them from nearby developments is the inclusion of a NanaWall folding glass wall that seamlessly connects interior and exterior, facilitating indoor/outdoor living.



Staying Ahead of the Competition

Competing builders have tried to follow Eagle's lead by incorporating other makes of operable walls in some of their offerings, but Goldschmidt believes that these off-brand folding walls don't convey an equal sense of luxury, nor are they as reliable and high-quality as NanaWall. He notes that Eagle has had no problems with NanaWall materials or workmanship "If we buy a new product and put it in a bunch of houses and it has a problem, then we have twenty or thirty or forty problems. When we did the research: the components that NanaWall uses, the hardware, the sill system, all those engineered details ... the components and materials perform at the highest level, in an industry where things don't usually go that way. We trust them."

Eagle is not only selling a sense of luxury, but also the sense of getting more for your money. The opening glass wall is the perfect example of their approach. The premium quality, the minimalist design and ease-of-use convey that sense of luxury.

The flexibility created by the NanaWall folding door turns two rooms into three is a key value proposition. Eagle is selling more homes this way, because Josh Goldschmidt sums up the result succinctly: "It's worked very well."



PROJECT INFORMATION

Product: SL60 Folding Glass Wall

Unit Width: 13' 1"

Unit Height: 7' 10"

Panel Count: 5

Sill: Low Profile Saddle Sill

Glazing: Double Glazed Low E Insulated Tempered 70

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