



WAYPAVER™
PREMIER FACTORY EXPERTISE



hello@waypaverintl.com

THE WAYPAVER WAY

An elite team, humbly at your service.

Waypaver™ International was formed by three long-time friends with over 100 combined years of experience in volumetric modular factory design, operation, and ownership. We bring you big expertise in an efficiently small package—a nimble, high-touch team with zero attitude. Our vision is to make modular the preferred way to build, worldwide.



**“You’ve got to be able to see
the big picture and see the
project through to end.”**

— Rick Murdock, CEO / Founder

Meet Us Online at
waypaverintl.com



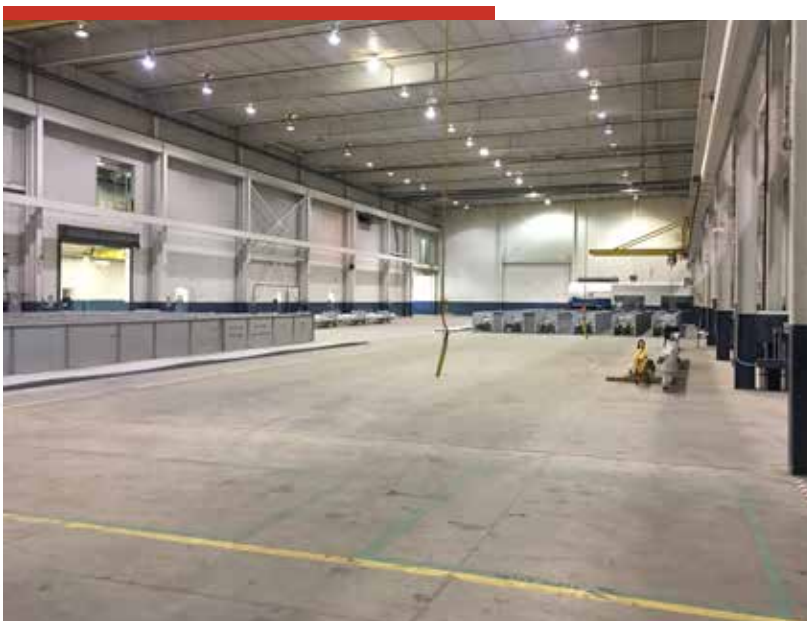
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WHAT IT TAKES

Waypaver™ International brings you a full suite of services to plan, design, staff, launch, and run a successful volumetric modular construction factory. We've lived the dream. We've survived the hard knocks. There's no greater joy to us than making a difference by bringing high-quality, affordable housing within reach worldwide. But the path is not without challenges and risks. We're here to help you size up the potential, count the cost, and pave your way to success.



SUMMARY OF KEY SERVICES

- Project planning and goals
- Detailed project scope
- Site visit and assessment
- Overall budget and drawings
- Equipment recos and budget
- Scope of work—station by station
- Management roles and guidance
- Installation instruction/inspection
- Other services tailored to your needs





ARE YOU SURE YOU WANT TO DO THIS?

Business is booming. Because we've planned, launched, and owned modular factories, we get approached daily. Our "Getting Real" Questionnaire will help you decide if you're ready to make a long-term commitment to complete your factory—and handle the ongoing pressure of keeping it constantly fed with projects. AFTER you've done the soul searching, here are highlights of what comes next.



PHASE 1

Risk Assessment and Discovery

To get started, we'll want to get real about what creating a factory entails. We'll begin with a series of questions for you that will help you measure twice and cut once. This may also include a site visit. After risks are clear, we'll do a detailed discovery of your goals and expectations, finances, and other resources. By this time you'll have a good feel for the challenge and the journey ahead.

PHASE 2

Budget and Framework

After we've asked the tough questions and sized up the situation, we'll draft a detailed budget and an overall factory floorplan. This will include production line and module production flow details, as well as total acreage use including completed module staging and departure roadways.

(See more phases on next page)

"Our small but mighty team promises a fun and functional adventure."

— Merrick Macomber, VP / Partner





ARE YOU SURE YOU WANT TO DO THIS?

Continued

PHASE 3 Equipment and Systems

All your equipment needs will be specified—from crane systems and jigs to tools and compressors. This will include model numbers and costs for all equipment, tools, and power needs at each station, as well as related drawings.

PHASE 4 Factory Operation Work Scope

You'll get recommendations on how each station should function. This includes estimated staff required and scope of work, as well as estimated labor hours per module per station. We'll identify storage yards or lots for completed modules. We can also provide job descriptions for technical and management positions, as well as quality control and work-progress documentation. One or more site visits are likely during this phase.

PHASE 5 Professional Services Alignment

Our team has worked with many of the top engineering, architecture, operations, purchasing, staffing, business development, and other professionals with specific experience in modular. We normally don't provide these services directly. But we will share recommendations for partners, tips on staffing a management team, and proven best practices for successful day-to-day operation and growth. We want you to succeed!

**"You have to feed your factory
with new projects constantly."**

— Roger Lyons, Project Manager





STAYING ON PATH

We apply the critical path method to your project. You'll get detailed breakdowns of key events in the process. This includes minimum time needed to complete each task, flags for items that could impact timing, and potential outcomes of early/late start or finish times.





YOUR FACTORY DREAM TEAM

Found your factory on decades of lessons learned.

Creating and running successful modular factories as industry pioneers has been exciting—and humbling. Today, our business is all about helping you understand risks, avoid costly mistakes, and enjoy the adventure. Our leadership team below covers all the bases, bringing 100 combined years of modular factory success to your project.



RICK MURDOCK

CEO / Founder

Mastery—Modular: 40+ yrs, Consulting: 20+ yrs, Automation: 2 yrs

Skillset—Modular pioneer, factory black belt, industry visionary

Dream—Making modular the preferred way to build—worldwide

Rick has paved the way in the volumetric modular industry—founding, building, and running three thriving companies in the process. His 40 years as a modular leader range from his years as co-founder of Guerdon Enterprises to his latest role of designing a first-of-its-kind automated factory and getting it built.

Skilled in all facets of volumetric modular—from factory operation to final assembly onsite—Rick has created and managed factories, brought developers and factories together, and helped many factory owners find success. Rick's leadership style is to set a clear and ambitious vision, remove roadblocks, and serve the entire team.

Rick is a visionary realist, who sees such tremendous value in modular that he's devoted his life to taking on challenges, making breakthroughs, and sharing proven success formulas.





YOUR MODULAR DREAM TEAM

Continued



MERRICK MACOMBER

VP / Partner

Mastery—Ops & Startups: 10 yrs,
Modular: 6 yrs

Skillset—Ops ninja, culture rock star,
marketing pro, modular maven

Dream—Affordable housing for all,
enjoyable work for you

Merrick brings an essential skillset in operations, finance, management, and culture—built on years of experience in modular, beginning at Guerdon. She has repeatedly risen to leadership roles in large operations and startups as a multifaceted problem solver and team builder.

As a project manager, Merrick has driven key support functions of some of the most innovative and successful large-scale modular projects in the West. As a management team executive, she is versed in talent acquisition and building lasting team culture, operations and marketing, and ground-up corporate office design—including 2,500 square-foot, 6,000 square-foot, and 30,000 square-foot office spaces. A strong believer in social good, she has founded and led community nonprofits.

Merrick has a passion to grow the industry and create fun, empowering cultures where each employee looks forward to coming to work.





YOUR MODULAR DREAM TEAM

Continued



ROGER LYONS

Project Manager

Mastery—Modular: 55+ yrs, Factory Ownership 35 yrs, Consulting: 13 yrs

Skillset—Modular veteran, global expert, industry giant

Dream—World-class modular factories everywhere the world needs them

Roger has dedicated his life to affordable housing and the modular industry. After 20 years helping establish and grow the factory home industry, he founded Penn Lyon Homes—a manufacturer of high-quality single-family and commercial structures.

Roger's depth and breadth of global factory experience is truly unmatched. After over a decade running his own factory, he formed a consulting firm focused on developing modular factories worldwide. He helped his customers establish 12 modular factories in 7 countries before joining Waypaver in 2017.

Roger is a true industry partner, who has served as Chairman of the National Modular Housing Council, President of the Modular Council at the National Association of Home Builders, Chairman of the Building Systems Council—and has been recognized with the S.A. Walters Award.





YOUR MODULAR DREAM TEAM

Continued



JOE SIEVERS

Manufacturing Project Manager

Mastery—Modular: 30+ yrs,
Onsite Modular and GC: 25 yrs,
Service/Warranty 25 yrs

Skillset—Modular A-Z, hands on and
supervisory, sites and factory

Dream—Mainstreaming modular
throughout the world

Joe is among the most experienced modular pros in the business. He has completed more than 60 total multifamily projects and hundreds of single-family projects across 15 western states plus Canada and Texas.

Joe began his modular career in 1989, spending over 2 years rotating through all factory stations to learn every aspect of factory operation. He then began doing service and warranty work as a liaison between retailer, factory, and customer. He has directed onsite services for two major modular companies, and acted as project manager for the general contracting arm of one of the nation's largest developers.

Joe is a true jack of all trades in modular and a true believer in the modular approach. He also has decades of history working with the other members of Waypaver.





GETTING STARTED

Owning and running your own factory could be the most challenging, and hopefully, lucrative thing you've done. But the greatest reward is knowing you're part of a big leap forward for construction. Whether your factory builds workforce housing, schools, hotels, multifamily, single family, or tiny homes, you'll be equipped to deliver very high-quality living spaces—faster, and at less cost.

Together, we can pave the way.

WAYPAVER INTERNATIONAL
999 W. Main Street, Suite 100
BOISE, ID 83702
(833)-877-1717



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