

## Our story & founder interview

Cary met Raphaël in 2015 when they were both working on other business projects in Silicon Valley (US). Together, they were looking at the right angle and opportunities to combine their complementary skills to create a unique product that could scale. Cary had stayed in a glasshouse a few weeks prior “I stayed in the total glass house which left an amazing impression on me, how good it felt being in an immersive environment while living in a house. This left a lasting impression on me that I had to do something about”. A couple of years later, Pure Homes was born.

The Pure Homes team designs and builds modular homes in the Gold Coast, Queensland, Australia. Our goal is to become the leading manufacturing company for modular pods and to guarantee customers worldwide, high-quality, sustainable and affordable units. We provide prefabricated modular pods that can be used as:

- Short and long term stay luxury guesthouses
- Homes Offices, Granny Flats, Relocatables
- Luxury homes for people downsizing or moving rural
- Multiple cabin single site developments

*Pure Homes has recognised that the construction industry is due for a shake-up “we have a chance to change the way people live and enjoy staying in our units. While other industries have mechanized and surged, the construction industry remained static. This is where technology must be considered to create a library of available parts and standard components to streamline the process from start to finish. Being able to disrupt an outdated and expensive industry is a challenge that excites myself and the whole team... we don’t behave like a traditional building company, instead, we are more like a transparent turn key solution that has a fixed cost and no surprises along the way...oh and we also can build a unit in less than 4 weeks from start to finish”.*

At Pure Homes we plan on continuing to innovate in the industry “*by getting feedback from our customers we can adapt and evolve our processes to suit our customer’s needs. At the moment because the land is so expensive we are developing a water-based housing solution called the Pure Aqua*”.

**Quotes in italic are from a sit-down interview with the co-founder Cary White**



## Full interview with Cary White

### **What is the story of Pure Homes? How did you come up with the idea?**

7 years ago I met a crazy cool swiss guy called Raphael (now cofounder) while traveling in Silicon Valley, several weeks earlier I stayed in the total glass house which left an amazing impression on me on how good it felt being in an immersive environment while living in a house. This left a lasting impression on me that I had to do something ...7 years later we are now doing it.

### **Why now?**

Because it needed to happen, regardless of the result we wanted to be able to create something I would ideally want to live and work in anywhere in the world. Luckily others have now jumped in on that journey to help grow and develop what we have started. These people are our customers and friends

### **In short, tell us about your journey since the inception of the company?**

It's been hard, it has been so difficult to get engineers and designers onboard that understand not only the look and feel but also the practical side of what we are trying to achieve. It's really hard to find the right people but at long last, we have a great team internally and externally that are on board with us and our journey. Now we can laugh about some of the mistakes and difficult lessons learnt, and decisions we made a long time ago in the design and now paying off in a far superior product.

### **What is the difference between Pure Homes and another modular build?**

We are most proud of our finished product and the design aspects of the build, we would easily have one of the most robust and durable products on the market which is great for sustainability and low maintenance to the end user.

### **What are some of the challenges the company has faced and how did you overcome this?**

Finding the right people, finding the right materials, outgrowing the facilities rapidly, and discovering



the best process to improve the customer experience so that it is as efficient and enjoyable as possible.

### **How do you see Pure Homes in the next two years?**

Growth pains as we need larger facilities, expansion of our team, solidification of our process, innovation - aqua and relocatable solutions

### **How do you see the company and the industry in the distant future?**

I see we will grow and expand as our product develops and gets a larger market share as people see and enjoy the benefits we uniquely offer. The industry is due for a shake-up and I think the economy will change and we will be ready when it happens

### **What excites you about this journey to get you up in the morning?**

The chance to change the way people live and enjoy staying in our units. Being able to disrupt and outdated and expensive industry

### **What could Pure Homes be doing better right now?**

Bigger production facilities to help manage demand, currently we have outgrown our 2 main factories

### **How do you plan on making the customer experience as simple and enjoyable as possible?**

Stop behaving like a traditional building company and more like a transparent turn key solution that has a fixed cost and no surprises - oh and we also can build a unit in less than 4 weeks from start to finish (subject to council red tape time frames)

### **How do you plan on continuing to be innovative in the modular construction industry?**

Great question, by getting feedback from customers watching what is emerging from an energy and sustainability space will evolve and adapt to suit our customer's needs. At the moment because the land is so expensive we are developing a water-based housing solution called the 'pure aqua'



PURE HOMES

**How would you describe the culture within Pures Homes?**

The main idea is we create a small but committed team of professionals that are all working toward the same goal of changing how people live. These are also the same people we choose to hang out with socially or over a meal