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For Immediate Release

Sumitomo Forestry Co., Ltd.

Proposing a New Method for Making Housing Purchases via a Website

Sumitomo Forestry Launches *My Select BF-Si* Standard Home Designs

—Achieve Enhanced Cost Performance by Cutting Sales Costs—

Sumitomo Forestry Co., Ltd. (President and Representative Director: Akira Ichikawa; Head Office: Chiyoda-ku, Tokyo) announced today the launch of *My Select BF-Si*, standard home designs that can be personalized via an Internet website. This product offers the same basic performance of the houses offered until now, including a high level of seismic resistance, fire resistance, and durability. It is made of wood and is high quality and energy efficient—a solar power generation system is a standard feature. The company aims to improve sales and design efficiency by offering various specifications for floor plans (skeleton/infill[1] can be applied to some). Superior cost performance was achieved by reducing sales costs. The launch of this product will allow the company to meet a wide-range of customer needs, provide customers with services not previously offered, and expand new sales channels.

1. The skeleton/infill method is a design approach that divides the structural framework (skeleton) and interior and equipment (infill). This product facilitates a change in a portion of the design for the interior and equipment (infill).

■ Product Overview

Name:	*My Select BF-Si*
Launch date:	August 8, 2013
Sales area:	Nationwide in Japan (excluding Okinawa and some areas of heavy snowfall)
Construction:	Big-Frame construction
No. of plans:	30 plans (two-story structures: 28 plans; one-story structures: 2 plans)
Product price:	From ¥529,000/3.3 m^2 (tax included)
Product site URL	http://sfc.jp/ie/lineup/myselect/index.html (Japanese language only)

■ Product Features

My Select product allows customers to use the existing BF floor plan designer[2] website design simulator operated by Sumitomo Forestry. In the comfort of their own home and at their own pace, customers can use the website to select a desired floor plan and housing fixtures and systems that suit their family makeup and lifestyle.

Customers can experience the enjoyment of designing their own home by taking the initiative in planning, such as through CG rendering of the interior and exterior, image verification via color coordination, and confirmation of the base price of the selected floor plan. This also increases the customer's ownership of their home and their sense of satisfaction.

The company aims to improve its sales and design efficiency by using the Internet. Consequently, major features of this product is that the price can be kept low by cutting sales costs and the system deals with the needs of customers who desire to build their home at a relatively fast pace.

2. BF floor plan designer provides simulation contents for floor planning using Sumitomo Forestry's proprietary Big-Frame construction method and allows the user to freely position internal walls and furniture and create a floor plan that suits the customer's individual lifestyle. The floor plan that is created can be viewed in 3D, allowing the users to view the interior as if they were actually walking through the rooms.

■ Sales Scheme

Customers register to use *My Select BF-Si* website, select their own plans, and confirm various specs, including changes to floor plans and price. A dedicated representative handles inquiries and offers advice via the website concerning issues such as how to use the website, prices, and architecture. Once the customer is satisfied with the details, including plan and price, the salesperson handling the customer's area confirms the construction site. Customers can also consult with the salesperson on how to move forward. After receiving a construction application, customers receive homebuilding support from the salesperson in charge, and people in charge of design, interior, and construction.

■ Skeleton/infill Allows for High Versatility

Big-Frame construction method, which is used for *My Select*, is based on the skeleton/infill design concept, which separates designs for the structural framework (skeleton), and the interior and equipment (infill), which can be positioned to suit individual lifestyles. This approach allows for future remodeling to suit changing life stages—the birth of a child, children leaving home, and two/three generations living together—and to deal with changing lifestyles.