

# JDA REAL ESTATE DEVELOPMENT WEBINAR AFFORDABLE HOUSING

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# ABOUT H&L

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## Jamaica's Partner in Affordable Housing

H&L is a multi-sector enterprise serving the building, home improvement, and agriculture sectors, with a growing focus on affordable housing solutions in alignment with the National Housing Policy.

## Our Reach

- 30,000+ products from 300+ manufacturers
- 14 retail locations plus e-commerce platform
- Nationwide supply network for housing professionals and consumers

## Our Brands



## Our Impact

Committed to sustainability, ethical business, and community upliftment through the H&L Foundation—with a focus on helping Jamaica meet its housing goals.



# JAMAICA'S NATIONAL HOUSING POLICY AT A GLANCE

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**Target:** 15,000 new homes annually through 2030

**Reality:** Current supply delivers less than half of that need

## Our Impact

Focus:

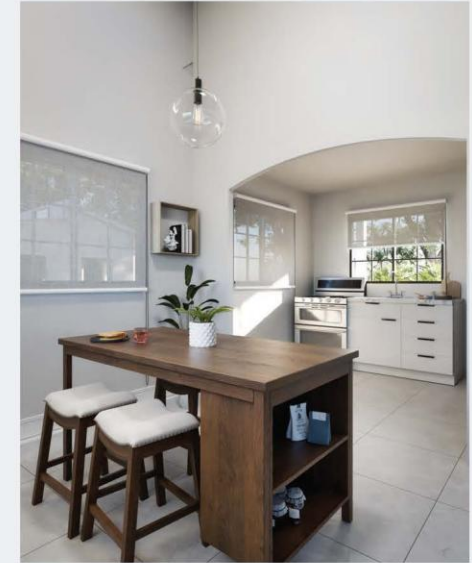
- Affordable, accessible housing for low- to middle-income Jamaicans
- Formalising housing and reducing informal settlements

## Strategic Actions:

- Expand public-private partnerships
- Increase serviced lots and starter units
- Streamline planning approvals
- Improve access to mortgage financing

## Goal:

Quality, affordable homes for all Jamaicans





# INTRODUCING H&L HOMES

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## **Innovative Housing for Jamaica's Future**

Affordable modular concrete homes designed for speed, quality, and resilience.

## **Powered by Proven Technology**

- Eternit system with successful use in South America
- IEco-friendly Eterboard autoclaved concrete panels

## **Built for Speed and Safety**

- 6-8 week construction time
- Compliant with JS315, JS306, and ASCE 7 standards
- Hurricane, earthquake, and fire resistant





# TURNKEY MODULAR HOMES EVERYTHING BUT THE LAND



## Each unit includes:

- Pre-cut concrete wall panels
- Windows and doors
- Electrical wiring and lighting
- Tiled bathroom with fixtures
- Kitchenette with sink and faucet
- Tiled roof and ceramic flooring
- Water storage tank

No hidden costs. No upgrades needed.



# UNDERSTANDING THE FULL COST PICTURE

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## H&L Homes: Built for Impact

### Base Unit Prices:

- One-bedroom: J\$4.1M
- Two-bedroom: J\$4.5M
- Three-bedroom: J\$8.9M

### Additional Costs Not Included:

- Land
- Foundation
- Labour

### Next Steps:

Partnerships with landowners and financiers

Transparent pricing to support low- and middle-income buyers



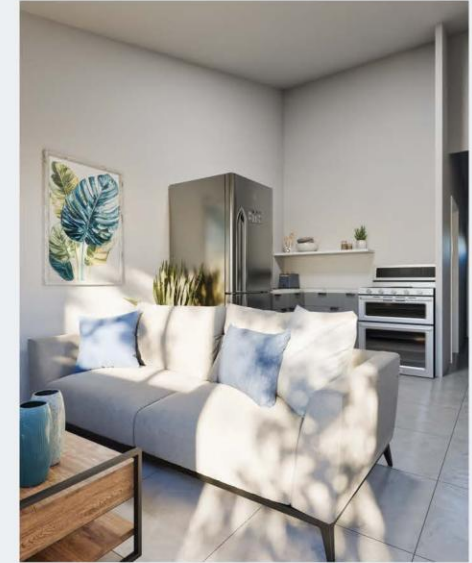


# DELIVERING ON HOUSING POLICY PRIORITIES

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## **H&L Homes: Built for Impact**

- Faster construction to help meet national targets
- Predictable, affordable pricing with minimal waste
- Fully equipped units ready for immediate occupancy
- Resilient design for climate and disaster risk
- Flexible, family-friendly floor plans
- Certified local workforce ensures quality and code compliance





# BUILDING LOCAL CAPACITY

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## **UTECH + H&L Installers Certification**

Equipping Jamaican contractors to support national housing goals.

### **Course Overview (30 Hours)**

- 9 hours classroom
- 15 hours site demos
- 6 hours assessments (theory and practical)

**Key Skills:** Planning, installation, troubleshooting, code compliance.

### **Certification Requirements:**

- Minimum 70% pass rate
- Minimum 80% attendance

**Outcome:** Skilled, certified local installers ready to support scalable housing delivery.





# OUR COMMITMENT TO JAMAICA'S HOUSING FUTURE

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- Helping Jamaica close its 15,000-unit annual housing gap
- Supporting job creation and skills development
- Scaling access to safe, dignified, affordable homes
- Backed by trusted brands and national partners





# BEYOND CONSTRUCTION: WHAT THE ECOSYSTEM NEEDS

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**To unlock Jamaica's housing future,  
we must address systemic barriers:**

- Streamline permitting and approvals
- Accelerate release of serviced land
- Expand mortgage access and financing
- Promote land reform and infrastructure investment
- Encourage public-private partnerships for affordable housing delivery





# REINFORCING QUALITY & TRUST

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**H&L Homes are built for confidence and compliance.**

- Certified by the Bureau of Standards Jamaica (BSJ)
- Designed to meet international building codes (IRC, IBC, ASCE 7)
- Installed by UTECH-certified professionals
- Backed by a trusted Jamaican brand

**Changing the perception of prefabricated homes through education, performance, and community impact.**

