

2023 Baessler Homes Impact Report

Public Benefit Corporation



BAESSLER
H O M E S

Introduction – Our History

Baessler Homes was founded in 1968 by Ted and Sheila Baessler. In 2012, Jamie & Sarah Baessler assumed stewardship of the Company and in 2017, the Company was converted to The Baessler Group (TBG). In 2023, the Company became 100% Employee owned, with Jamie Baessler continuing in his role as CEO.

TBG is a public benefit corporation (PBC) and operates as a for-profit ministry with the primary focus of caring for the people that the Lord brings to the Company. Ministry at TBG means “caring for the whole person” in all aspects of their life.

Purpose (Why)

Our Purpose defines why TBG exists as a company. As a Kingdom company and a for-profit ministry, TBG will live in a way that honors God. TBG does this according to Matthew 22:36-39 by loving God and loving others.

The Baessler Group, PBC's Statement of Faith in Action shall be the Corporation's guide for what it looks like to love and honor God as a Kingdom company. Our public benefit statement is as follows:

Our primary purpose for existing as an organization is to reveal the Kingdom of God by loving and serving those we work with and caring for each person in all aspects of their life.

Our Vision (What)

As a homebuilder, the for-profit products/services that we provide to the marketplace are valuable newly built homes. These for-profit activities fund our commitment and calling to the ministry of caring for people. We will focus on providing attainable housing to our marketplace with additional attention on creating homeownership opportunities for individuals and families within our community.

Process (How)

Our Mission and Values are founded on Christian principles, and these define the expectations of how all team members are to contribute to the Company. It is expected that each team member will put the Mission and Values into action daily.

Mission: Through love and service to all, we will steward our resources to maximize our impact for God's Kingdom in a culture that encourages growth of each team member's God given talents. Our Values: Honor, Excellence, Passion & Humility

This Mission led to the formation of BH Impact, the outreach initiative for TBG. BH Impact helps to lead and coordinate the outreach initiatives of our Mission. BH Impact partners with local, national and global non-profit organizations that provide resources and services to people in our communities. Our desire is for every Team Member at TBG to feel a part of something bigger that changes lives, making an impact in the communities we live and build in.

This greater view of generosity expands our opportunities to be generous in numerous ways with those in our community around us. Passion is one of our twenty-one Leadership Characteristics at TBG. As a Leadership Characteristic we define Passion as: Intense desire in all aspects of L.I.F.E.; which means we will be generous with our Labor, Influence, Finances, and Expertise.

Below are some specific examples of how we have applied L.I.F.E as an organization to live our goal of being a Public Benefit Corporation.

Impact Story #1

Homebuyer: A New Beginning

Cara Davies went out to Fort Lupton in March of 2023 searching for a home due to her pending divorce. She was extremely emotional starting the home search process and felt defeated by her options. Her original interest was in a townhome but once she stepped inside one it showed all over her face it just wasn't what she wanted.

After talking through it some more with Community Sales Manager Annie Collison, they determined it was a possibility for Cara to get a single-family detached home. The new Springfield model was to be released earlier than expected. Cara's face lit up like a Christmas tree at the prospect. She truly desired a single-family detached home but didn't think it was even possible. With the attainable price point of the Springfield and the timing of completion she felt so at peace moving forward. The sense of relief Cara felt is clear in her pictures.

The build process came with a lot of emotional ups and downs and questioning if she had made the right decision. Even on closing day, she was wondering if she made the right choice. But ultimately, every time she stepped inside her cute little blue house, she felt an overwhelming sense of peace. This was going to be her fresh new start and she is so proud of her home.

Every homebuyer is memorable but there are some that just touch your heart in a special way and she was definitely one of them. Baessler Homes was able to provide her with a new beginning in a home she didn't think she could have.



Impact Story #2

Supporting a Trade Partner in Need

In May of 2023 Brendan and Kelly Pucket's house was flooded by extreme rain. Their family of seven have been a part of the foster and adoptive community for years and give an incredible amount to the community. The flood that broke down their basement door subsided a week after depositing 4 feet of water in their basement. The Pucket's four boys lived in rooms in the finished basement. The boys were forced to move out of their rooms while the water and waste was removed from the rooms.

Baessler Homes Production Manager, Michael Valdez, has an extensive background in disaster relief. Micheal has a close relationship with Brendan Pucket because Brendan is also a Baessler Homes Trade Partner. Because of their close relationship, Michael was asked to help navigate and lead the Pucket family through this massive cleanup. Michael lived out the Baessler Homes' value of Passion by using his expertise to help a valued trade partner and family in need. The Baessler Homes Caring Hearts team also directed some funds to help financially support the family as they walked through this hard time.

Beyond helping the family directly, members of the Baessler Homes team also connected the Pucket family with a local disaster relief non-profit who helped organize multiple volunteer days at their house. As a result, community volunteers stepped forward to help with cleanup and rebuilding. In these ways the Baessler Homes team were able to help and support this family in the community by living out The Baessler Homes Mission "To love and serve all."

Impact Story #3

Caring Deeply for Team Members

My name is Karley Spada and I have been a Team Member of Baessler Homes for about a year and a half. In January of 2023, I was driving home from the hospital after visiting my newborn nephew. I was stopped at a red light and got rear-ended by a driver under the influence, driving about 60mph. Moments before the accident, I said to my husband, "I don't know if I've ever felt so happy in my life. This is pure bliss," after meeting my sister's little boy. Little did I know that my life would drastically change seconds later.

Unfortunately, I sustained some injuries from the accident that I am still actively recovering from, almost a year later. Throughout this entire process, my team at Baessler Homes has been a bigger support than I ever knew possible from an employer. The coolest thing about working for Baessler Homes is the amount of genuine care that our team gives.



From an operational standpoint, I was immediately supported to meet the needs I had due to the injuries I sustained in the accident. My team was flexible with the ability to work from home when I needed to, worked with my scheduled doctor's appointments, physical therapy sessions, etc. Not once did I ever receive anything other than support to meet me where I was at, and I had only been at the company for six months at this point!

But what was even more impactful was the personal and relational care that I received. As soon as some of my Team Members heard about the accident, they started showing up at my door with care packages, gift cards for meals, and tangible gifts to let me know that I am cared for. Not only that, but I still get asked on a regular basis how I am feeling and how I am recovering.

These questions were never asked only because "it's the right thing to do." The team here at Baessler actually cares. They want to know and want to help however possible. Our team has something called the "Caring Hearts Fund." This is an account where our team has the option to contribute money from their personal paycheck towards this growing fund. The purpose of this fund is to provide financial support when a Team Member endures a hardship. So not only did Baessler Homes as a company support me in my job, they supported me in my personal life, and the team also directly supported my financial hardship that followed this accident with their own personal money.

Coming from my previous work experience, I truly never knew that a place of work could care so deeply about the people that work there. I could say so much more about the blessing and the impact that Baessler Homes has had on my life. I couldn't be happier to work for such an incredible company. Blessed is an understatement!

Total 2023 Donations

TBG is committed to donating at least 15% of its net profits each year. In 2023 the total of financial donations exceeded \$1,200,000. TBG supported many organizations during 2023, of which the top were:

- Network Beyond
- Homes for Hope
- Nexus International
- Northern Colorado YFC
- Groundwire (Champion Ministries, Inc.)
- Young Life Northern Weld County
- Azteca Boxing Club
- FCA of Northern Colorado
- House of Hope, Guatemala
- Alliance Defending Freedom
- Serve 6.8

In addition to financial donations from the Company, TBG Team Members contributed more than 500 hours of their time supporting local non-profit organizations by sharing their Labor, Influence and Expertise. Some of the beneficiaries included:

- Habitat for Humanity
- Serve 6.8
- Weld Food Bank
- House of Hope
- United Way
- Homebuilders Association of Northern Colorado

TBG also sponsored a team of 14 to travel to Guatemala City to work at an orphanage for a week, helping to upgrade their home and care for the children God has entrusted to them.

Plans for 2024

In 2024, plans to live out generosity will continue in all aspects of L.I.F.E. The “F” financial commitment is expanding to include an internal generosity team who selects the organizations receiving donations, both domestically and internationally.

The team will continue to share its “I” influence by connecting those in need with other organizations who share a passion to help.

TBG plans to take a second trip with new team members to share their gift of “L” labor by loving and serving those in need at the orphanage in Guatemala City. There are also plans for local contributions of labor.

Several team members are committed to continue sharing their “E” expertise by volunteering to help individuals and organizations with the leadership and operational skills and knowledge they need to improve their lives.