

The ReUse People
(of America & Canada)
and
The ReUse Institute

Prepared for
Domicology
Michigan State University

May 17, 2019



TRI
Salvaging the built environment™



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4 Market Positions

- Retailing – 2 TRP stores and 11 partner stores
- Deconstruction – 2 crews
 - Full & partial deconstruction
 - 95% residential & 5% commercial
- Project management
 - deconstruction oversight
 - 50 TRP-Certified Deconstruction Contractors
- The ReUse Institute – Deconstruction & Retailing
 - Training workers & contractors
 - Workshops for architects, contractors, city officials



Metrics

- Over 4,000 buildings on 3,752 projects
- Diverted over 400,000 tons from landfills
- Trained
 - 89 contractors
 - 367 workers not including our own
 - Consulted with 36 state, local and federal agencies
 - Provided over \$250,000,000 in tax-deductible donations



Challenges

- Educating
 - Federal, state and municipal governments
 - Contractors
 - Architects
 - Consumers

- Distribution



A Sub-set to the Challenge

- Most deconstruction practitioners are only interested in lumber
- Social enterprises are primarily interested in employment
- Most retailers are only interested in getting more materials



Solution

More Marketing

The Four P's

Product – focused on the right market

Price – Value (to whom)

Place – Distribution (warehousing, transportation, breaking bulk, delivery)

Promotion – Yeah, this means selling and that means you!



Questions

Please direct questions to:

- TedReiff@TheReUsePeople.org

Or

- Call my cell number 510.557.1538

I apologize for not being present but presently
I am training 20 students in San Mateo
California in the “art and science of
deconstruction.”



Thank You



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