

DENVER



Building Smarter: Preparing for AI's Impact on Home Building

Although AI is still in its early stages and many tools available are more artificial than genuinely intelligent, the pace of development is accelerating, and forward-looking builders know it's not a question of if it will impact the industry, but when and how.

In this special session during the Leadership Council Meeting, Tim Costello, CEO of Built for the Future, will help residential construction leaders think critically about what AI could mean for their business models, operations, and customer experiences. While most builders aren't using AI yet, prudent business leaders are starting to prepare.

Following his presentation, Tim will moderate a roundtable with home builders who are already leaning in, sharing how they're evaluating risks, exploring opportunities, and getting ready for what's ahead.



Tim Costello
*Founder & Chief
Technologist
Built4F*



Myles Cardenas
*Land Planning &
Development
Manager
Taylor Morrison*



Grace Tsao Mase
*CEO
HomeRES.ai*



Greg Hardwick
*Owner & President
Hardwick General
Contracting*

Meet the Speakers

Tim Costello | Founder & Chief Technologist | Built4F

Has been a pioneer his entire career.

As the Technology Planning Manager for Advanced Vehicle Engineering at General Motors, Tim oversaw the launch of the first modern electric vehicle, the EV1. As VP of Global Operations at Applied Materials (the world's largest manufacturer of semiconductor equipment), he drove the transformation of the semiconductor industry's manufacturing systems from a craft system to a lean, flow production system. This transformation enabled the acceleration of the digital world we exist in today. Tim then founded the home-building industry's technology consortium, BHI. For 22 years, Tim led BHI and the home-building industry's digital transformation. BHI was the market leader in digital customer acquisition and experience, serving over 1,300 builders, which built over 60% of the homes in the U.S. Since leaving BHI in 2022, Tim serves on the boards of several technology companies, consults, and speaks on industry trends and digital transformation. Tim was inducted into the Shingo Prize Hall of Fame for his work in lean process transformation and is a sought-after speaker and technology consultant who challenges traditional thinking and the status quo. Tim has provided more than a dozen presentations at the International Builders' Show since 2012.

Myles Cardenas | Land Planning & Development Manager | Taylor Morrison

Seasoned land development professional with a robust background in residential construction and community planning.

Currently serving as the Land Planning and Development Manager for Taylor Morrison's Atlanta Division, Myles oversees strategic land acquisition and development processes, ensuring the successful delivery of residential communities across the region. Beyond his role at Taylor Morrison, Myles is deeply involved with the Greater Atlanta Home Builders Association (GAHBA). He has held several leadership positions, including chair of the Young Professionals Group and past president of the Metro East Chapter, which serves DeKalb, Rockdale, and Newton counties. His commitment to the industry was recognized when he was named the Region B winner of the 2024 NAHB Young Professionals Award.

Myles is passionate about workforce development and community engagement. He has spearheaded initiatives such as a nine-week immersive program in partnership with the Boys & Girls Clubs of America, introducing students to various aspects of the construction industry. Additionally, he has participated in national programs aimed at fostering diversity and inclusion within the home building sector, including involvement with the NAHB's HBCU Cohort.

Meet the Speakers

Grace Tsao Mase | CEO | HomeRES.ai

Visionary leader with over 25 years of expertise in digital transformation and sustainable operations. She expertly manages thousands of projects and maintains impressive profit margins.

An International Design Excellence Award finalist with three U.S. patents, Grace is the author of “AI-Empowered Dream Builders” and “Revivify Your Home.” She actively contributes to the industry through mentorship and innovation, blending technical excellence with business acumen and a passion for resiliency and sustainability.

Before authoring “AI-Empowered Dream Builders,” Grace held executive positions at Curbio and BEYREP, where she honed her expertise in construction operations, project management, material procurement, and client relationship management. She also worked at YP, Beachbody, United Online, and Yahoo!, focusing on product development and user experience design.

Grace holds a master's degree in architecture from Yale University and a bachelor's degree in architecture from UC Berkeley, along with contractor licenses across multiple jurisdictions. Her achievements include recognition as a ‘Power Player’ by Angeleno and an ‘Icon of Beverly Hills’ by Modern Luxury.

Greg Hardwick | Owner & President | Hardwick General Contracting

A national award-winning custom home building company with a passion for building luxury custom homes and delivering an exceptional personalized experience.

Greg is past president and a current board member for the Greater Orlando Builders Association (GOBA). Greg is the past president of the Master Custom Builder Council (MCBC) and also serves on NAHB’s Leadership Council, is second vice chairman of the Custom Home Builders Committee, and is a past chair of the NAHB Builder 20 Executive Committee. Greg was recently selected as the 2016 and 2020 MCBC Builder of the Year, GOBA’s 2017 and 2018 Remodeler of the Year, and the Florida Home Builders Association’s (FHBA) 2019 Remodeler of the Year.