

Be Selfish,
Be Green



CR Herro

Old Green (1970 – 2008)

▶ Personal Sacrifice:

- Live Smaller
- Give Up Comfort and Convenience
- Change Lifestyle
- Expensive
- Ugly

▶ 'Natural' Materials

- Straw Bale / Rammed Earth
- Natural Lighting
- Reduced Amenities



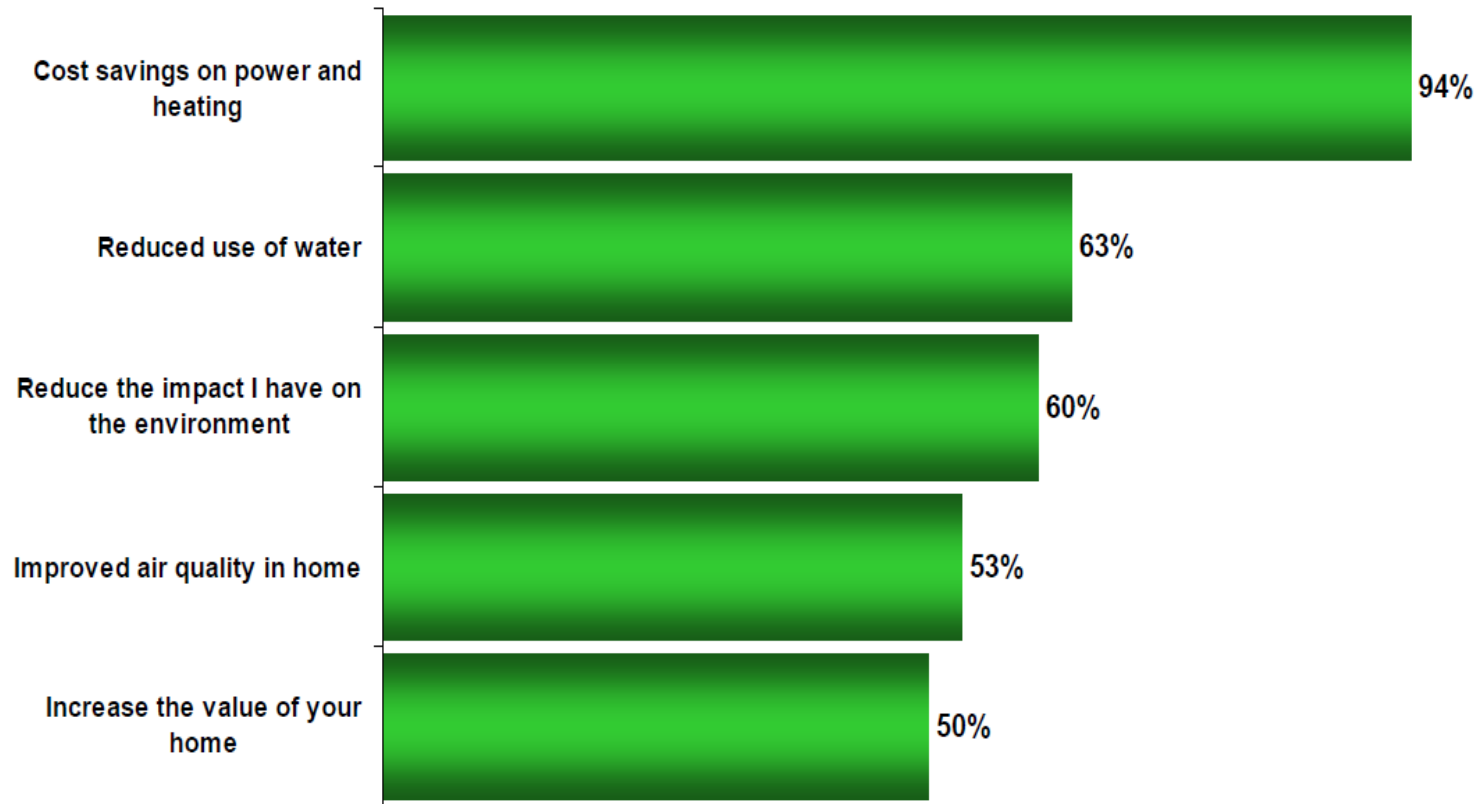
Green only works if it is better than

Customer Priorities

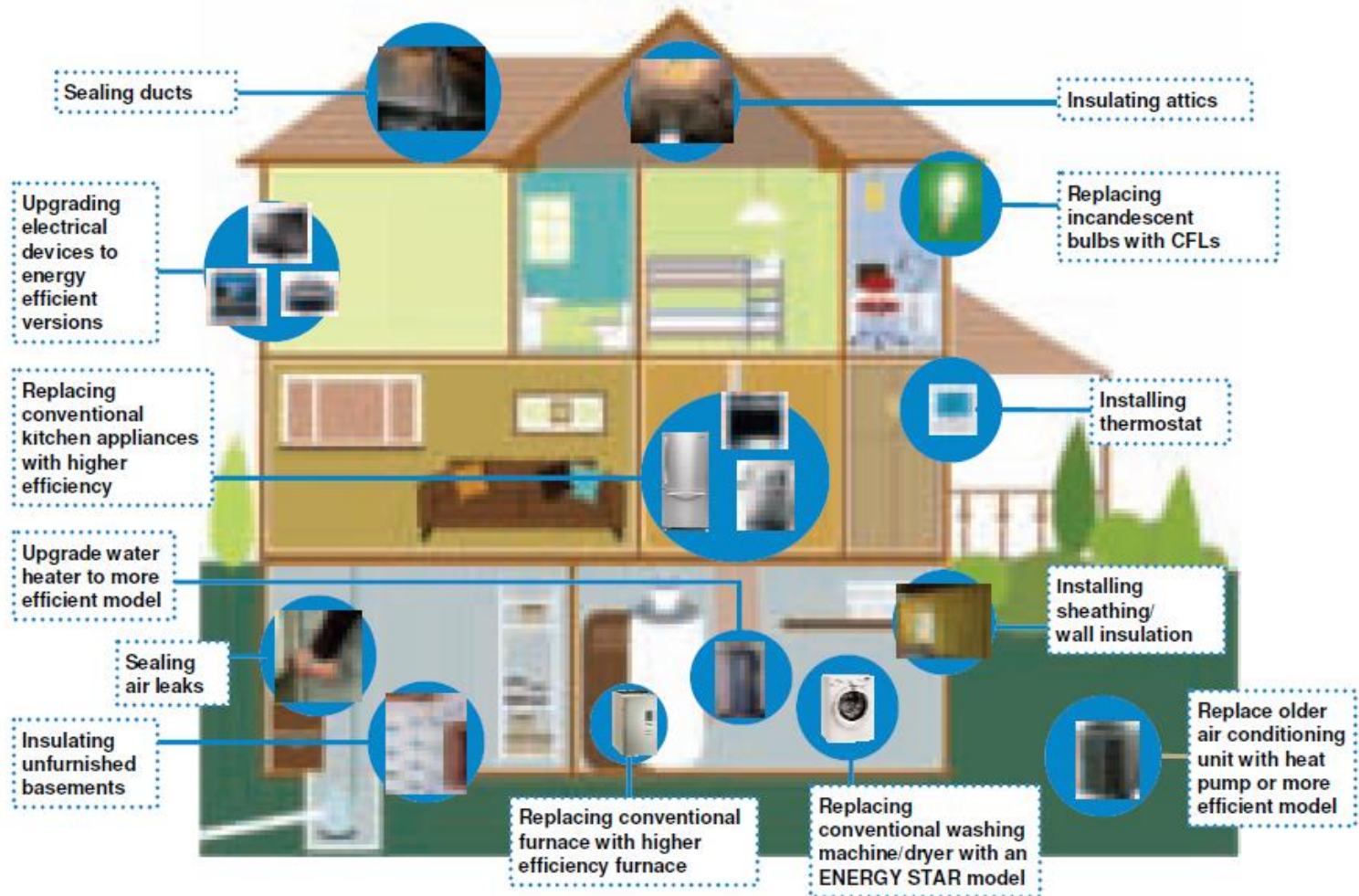
- ▶ Location
- ▶ Floor Plan
- ▶ Price
- ▶ ?



TOP 5 REASONS TO BUY GREEN HOME / MAKE GREEN IMPROVEMENTS TO HOME



Reducing the Current Reality: 50% Waste



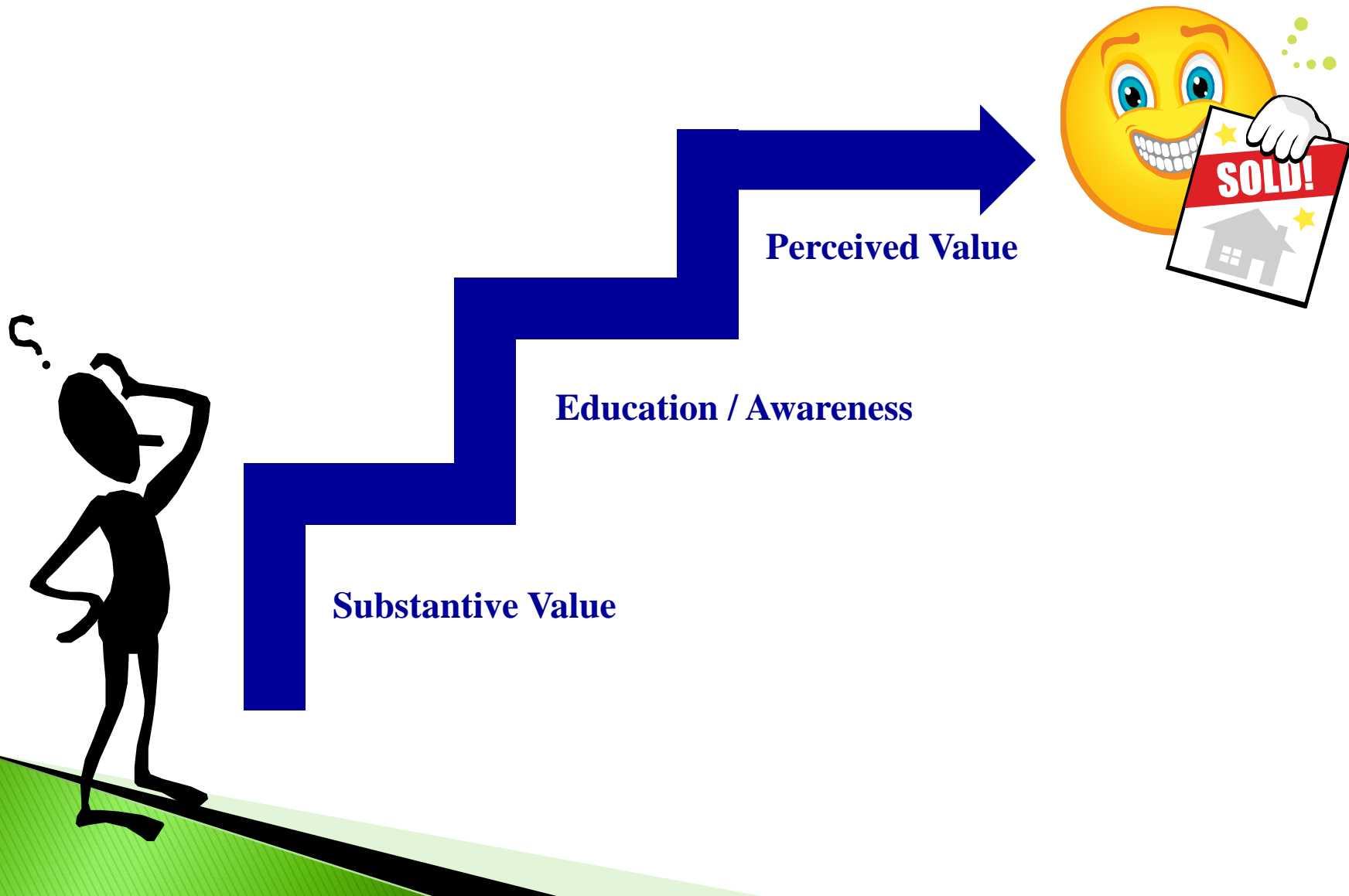
System of Interrelated Parts

Better is Better

- ▶ Low Utility Costs
- ▶ Healthier
- ▶ More Comfortable
- ▶ Quieter
- ▶ Safer
- ▶ Appraisal Value / Underwriting Value / Resale Value

Without Changing Lifestyle

Where are we today with EE&S?



Creating Change

- ▶ Awareness
- ▶ Validation
- ▶ Monetization



Meritage Learning Centers



Creating Customer Impact

Consumer Awareness



ENERGY PERFORMANCE RATING

ENERGY SAVING FEATURES

The Salida 4032

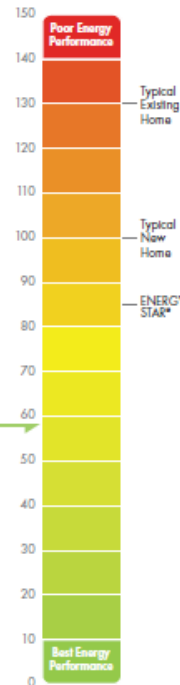
HOW THIS SCORE IS DETERMINED.

Home Energy Rating System, or simply HERS, is a scoring system set by the Residential Energy Services Network (RESNET) to measure a home's energy efficiency and determine if it meets ENERGY STAR guidelines. The lower the HERS Index, the more energy efficient a home is.*

This home exceeds ENERGY STAR® Guidelines.

59

Plan	Salida 4032
Living Area	2,246 sq.ft.
HERS Score (Home Energy Rating)	59
Estimated Reduction In Energy Use	55%
Estimated Average Monthly	\$115/mo.
Estimated Annual Savings	\$1,380 /yr.*



More Solar: We use a better solar platform that produces over four-times more energy, and advanced features that heat your water, heat and cool your air, manage fresh air, and allow remote energy management from anywhere in the world through a computer or smart phone.

More Health: We include EPA Indoor Air plus features such as low VOC paints and finishes, better home air filtration and circulation, a fresh air management system, and advanced thermostats. The result is reduced pollution, allergens, and dirt which make your home more comfortable, cleaner and better for the whole family.

More Comfort: We use industry leading spray foam insulation which seals the building twenty-five times better than standard insulation, reducing leaks, drafts, and wasted energy. It will also make the home quieter, more comfortable, and cleaner.

More Sustainability: We include EPA WaterSense faucets, showers, toilets, irrigation controllers, and ENERGY STAR Appliances, reducing your water consumption by 50%, with no sacrifice in lifestyle or performance.

More Savings: With an unprecedented level of energy efficiency throughout our homes, our total HERS score in this community is as low as **XX**, reducing home energy consumption by up to **XX%** in these homes.

Energy performance for The Salida 4032.

This Meritage home performs at a HERS score of **59**. This equates to a **55%** energy use reduction compared to a typical new home.

55%
ENERGY SAVINGS*

Save **\$115/mo.** in home energy bills.*



MERITAGE HOMES
2011 ENERGY STAR Partner of the Year
New Home Builder

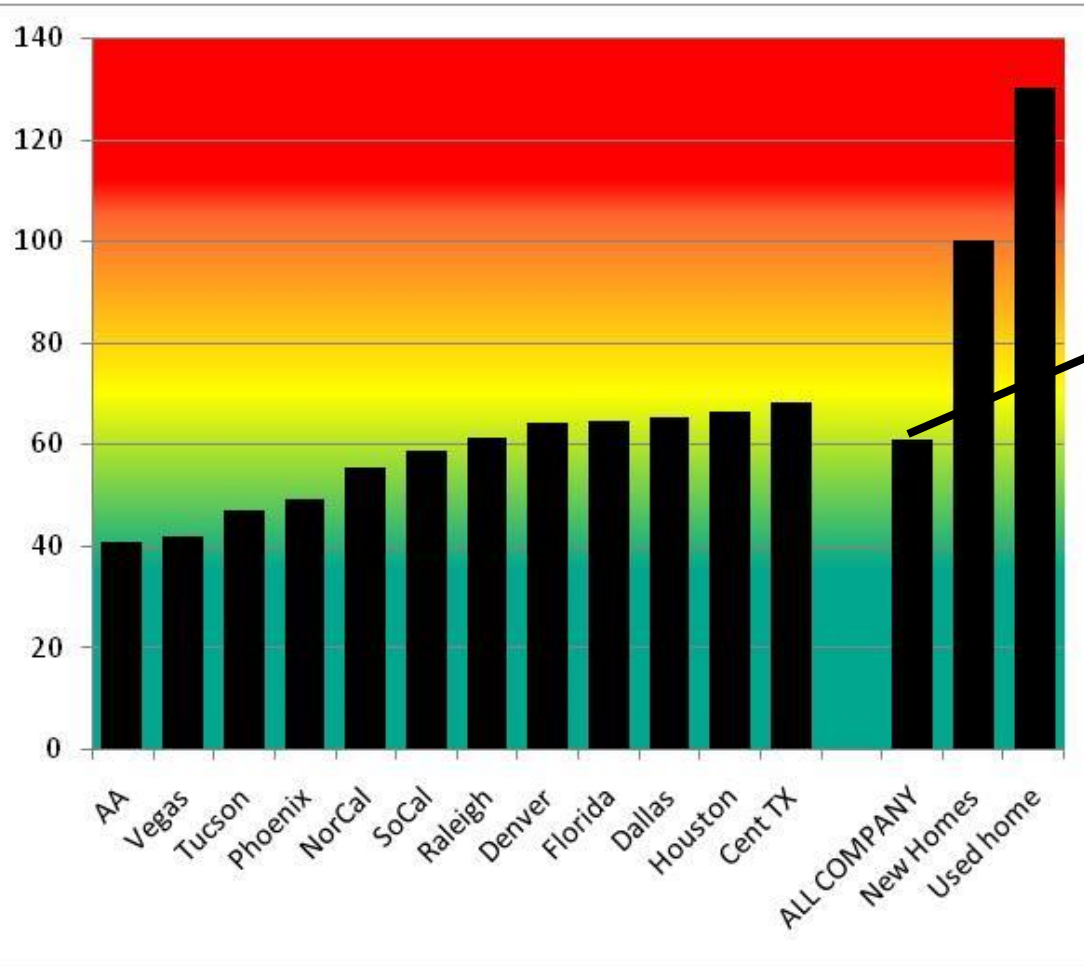
Scan this code with your smart phone to see how Meritage is changing the way homes are built.



*Each 1-point decrease in the HERS Index corresponds to a 1% reduction in energy consumption compared to the HERS 2006 ICC Reference Home. This is a home with a HERS Index of 90 is 55% more energy efficient than the HERS Reference Home. Specifications based on the 2006 International Energy Conservation Code. For more information visit www.energystar.gov and www.energysavers.gov.
*Meritage Green® is a trademark of Meritage Homes Corporation, which describes certain features and criteria designed to make homes more economically sustainable over the long term and reduce energy consumption and the resulting environmental impact. Actual savings may vary and may depend in part on occupant behavior, timing and/or fluctuating costs of energy usage, and actual climate zone conditions.
All referenced energy savings, water reduction and ultraviolet ray reduction information is based on data published by the EPA and DOE. Plans, dimensions, features, specifications, materials and availability of homes or communities are subject to change without notice or obligation.

Awareness, Validation, Monetization

Better Home Benefits



IMPACT

2000sf, HERS 61 Home:
\$74,500 Utility Savings
Over a 30 year mortgage

2012 Estimated Impact:
26,000,000 kWh
39,000,000 lbs CO2
\$3,000,000 in Utilities

Nexia™ Home Intelligence... The Ecosystem

SCHLAGE HOME APPLIANCE OR DIMMER MODULE

Modules allow you to control the lights and small appliances even when you are not there.



NEXIA HOME BRIDGE

As the system's brain, the Nexia Bridge connects all the Nexia-enabled components to the Internet.



TRANE HOME ENERGY MANAGEMENT THERMOSTAT

Compatible with all brands of central heating and cooling systems, Trane's seven-day programmable thermostat enables you to control, monitor and schedule energy usage from anywhere.



SCHLAGE HOME KEYPAD DEADBOLT/LEVER

With a non-wearing keypad (lighted for nighttime use), and wireless operation, the keypad lever and keypad deadbolt provide the security you expect from Schlage.



SCHLAGE HOME INDOOR AND OUTDOOR CAMERAS

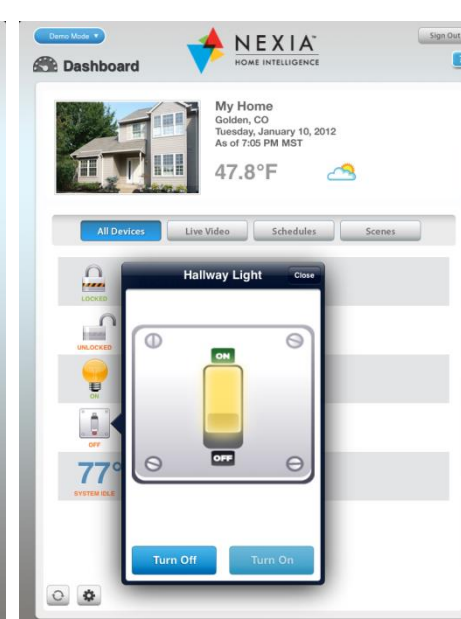
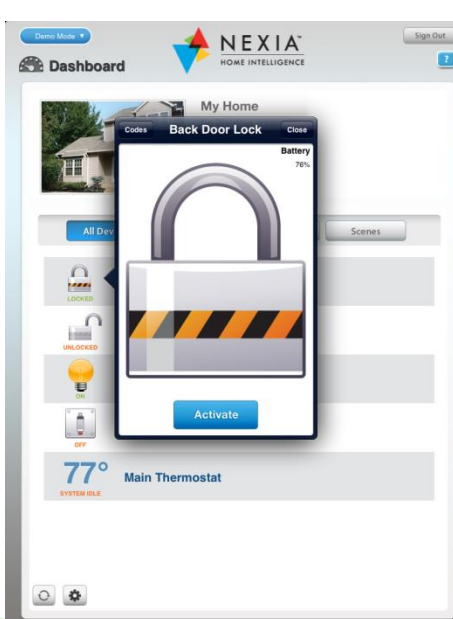
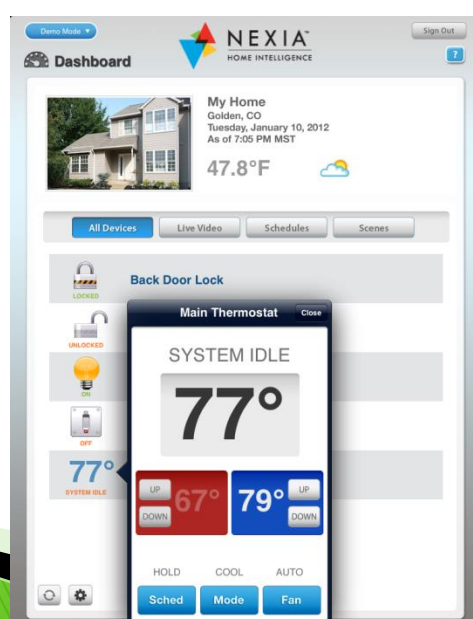
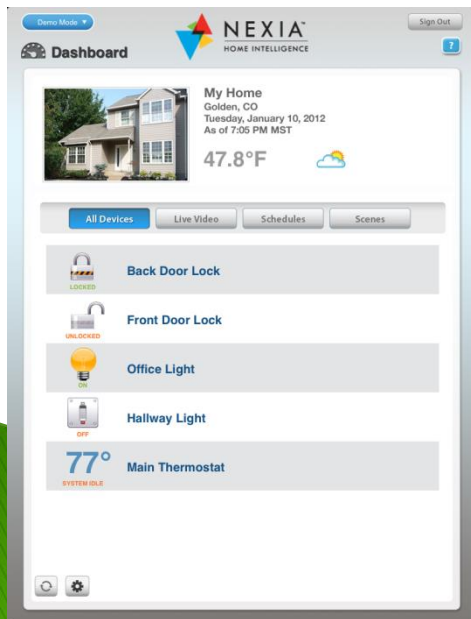
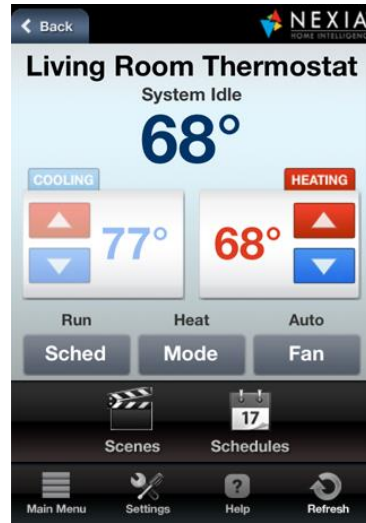
FCC-certified, Schlage IP wireless color cameras allow you to record, store and view video of your home—right from your smart phone or computer.



SCHLAGE HOME MOTION SENSOR AND SCHLAGE HOME DOOR/WINDOW SENSOR

Designed to detect movement at doors and windows, the sensors allow you to remotely identify whether a door or window is opened or closed.

Nexia – Mobile and Tablet Apps



Viewing: **Home**

Location: 46074

[Show Photo](#)

10 February 2012 9:40AM EST

[Remove eMonitor](#) [Edit Budget](#)

Energy

Kilowatts & Dollars

Kilowatt Hours

\$ Dollars

[Launch eMonitor™](#)

Today



	Cost (\$)	Energy (kWh)
Friday	\$1.21	10.9
Budget	\$8.00	71.8
Projected	\$3.36	30.2

Month-to-Date



	Cost (\$)	Energy (kWh)
Feb 1 - 10	\$55.38	496.9
Budget	\$232.00	2,081.7
Projected	\$171.57	1,539.5

Year-to-Date



	Cost (\$)	Energy (kWh)
Jan - Feb 10	\$241.45	2,166.6
Budget	\$328.00	2,943.2
Projected	\$2,183.58	19,593.3

Current Consumption

Top Consumers Last 30 Days

Appliance or Circuit	Cost (\$)	Energy (kWh)
Pool Equipment	\$84.47	758.0
Garage-Freezer & Laundry	\$13.39	120.1
Master Bedroom	\$8.73	78.4
Refrigerator	\$7.93	71.2
Living Room	\$4.94	44.3
Kitchen/Brkfst/Fam/BackYd	\$18.42	165.2
Front Bed/Office/Foyer	\$11.50	103.2
Dryer	\$8.30	74.5
Gas Furnace	\$7.59	68.1
Oven/Microwave	\$4.26	38.3



SECURITY & SENSORS



CAMERAS



LIGHTING & MODULES



CLIMATE



ENERGY



Get the best energy value possible in energy-efficient SRP PowerWise Homes™, as featured by Meritage Homes.

General Information:


Conditioned Area: 1640 sq.ft
 House Type: Single Family Detached
 Bedrooms: 3

Annual Estimated Energy Use

	Lyon's Gate	New to Code	Average Resale
Heating	\$ 49	\$ 101	\$ 194
Cooling	\$ 320	\$ 645	\$ 987
Hot Water	\$ 2	\$ 254	\$ 266
Lights / Appliances	\$ 517	\$ 599	\$608
Photovoltaics	(\$ 347)	(\$ 0)	(\$ 0)
Service Charge	\$ 180	\$180	\$180
Total	\$ 720	\$1,779	\$2,235

Your actual costs may be higher or lower than those illustrated, depending on individual lifestyle, number of persons living in the house and SRP's fuel cost adjustment factor. SRP reviews the adjustment factor every six months, with any change made effective on July 1st and/or November 1st

Residential Green and Energy Efficient Addendum

	Client File #:	Appraisal File #:	
	<h2>Residential Green and Energy Efficient Addendum</h2>		
	Client:		
	Subject Property:		
City:		State:	Zip:
Additional resources to aid in the valuation of green properties and the completion of this form can be found at http://www.appraisalinstitute.org/education/green_energy_addendum.aspx			

ENERGY EFFICIENT ITEMS					
The following items are considered within the appraised value of the subject property:					
Insulation	<input type="checkbox"/> Fiberglass Blown-In <input type="checkbox"/> Foam Insulation <input type="checkbox"/> Cellulose <input type="checkbox"/> Fiberglass Batt Insulation			R-Value:	
	<input type="checkbox"/> Other (Describe): <input type="checkbox"/> Basement Insulation (Describe): <input type="checkbox"/> Floor Insulation (Describe):			<input type="checkbox"/> Walls <input type="checkbox"/> Ceiling <input type="checkbox"/> Floor	
Water Efficiency	<input type="checkbox"/> Reclaimed Water System (Explain):		<input type="checkbox"/> Cistern - Size: Gallons	Location:	
	<input type="checkbox"/> Rain Barrels - #:		<input type="checkbox"/> Rain Barrels Provide Irrigation		
Windows	<input type="checkbox"/> ENERGY STAR®	<input type="checkbox"/> Low E	<input type="checkbox"/> High Impact <input type="checkbox"/> Storm	<input type="checkbox"/> Double Pane <input type="checkbox"/> Triple Pane <input type="checkbox"/> Tinted <input type="checkbox"/> Solar Shades	
Day Lighting	<input type="checkbox"/> Skylights - #:	<input type="checkbox"/> Solar Tubes - #:	<input type="checkbox"/> ENERGY STAR Light Fixtures <input type="checkbox"/> Other (Explain):		
Appliances	ENERGY STAR Appliances: <input type="checkbox"/> Range/Top <input type="checkbox"/> Dishwasher <input type="checkbox"/> Refrigerator <input type="checkbox"/> Other:		Water Heater: <input type="checkbox"/> Solar <input type="checkbox"/> Tankless (On Demand) Size: Gal.	Appliance Energy Source: <input type="checkbox"/> Propane <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas <input type="checkbox"/> Other (Describe):	
	<input type="checkbox"/> High Efficiency HVAC - SEER:		<input type="checkbox"/> Heat Pump	<input type="checkbox"/> Thermostat/Controllers	<input type="checkbox"/> Passive Solar
HVAC (Describe in Comments Area)	<input type="checkbox"/> Programmable Thermostat		<input type="checkbox"/> Wind	<input type="checkbox"/> Radiant Floor Heat	<input type="checkbox"/> Geothermal
	<input type="checkbox"/> ENERGY STAR Home <input type="checkbox"/> HPwES (Home Performance with ENERGY STAR) <input type="checkbox"/> Other (Describe):			<input type="checkbox"/> Indoor Air PLUS Package <input type="checkbox"/> Energy Recovery Ventilator Unit	
Energy Rating				<input type="checkbox"/> Certification Attached	


Solar Valuation

atories: PV Value™ Tool

ENERGY, CLIMATE, & INFRASTRUCTURE SECURITY

Research About ECIS Energy Climate Infrastructure Enabling Capabilities Facilities Partnerships


PV Value™ Tool




PV Value™

Photovoltaic Energy Valuation Model

Thank you for providing your information. Click on the links below to download the PV Value Tool, and User Manual.

 [PV Value™ v1.1](#)
(zip file 471 KB)

 [PV Value™ v1.1 User Manual \(SAND2012-0682P\)](#)
(pdf 1.3 MB)

For any questions or to request more information, send an e-mail to: info@pvalue.com.

Search

RENEWABLE ENERGY

- ▶ Wind Energy
- ▶ Solar Energy
 - ▶ Photovoltaics
 - ▶ Advanced Research & Development
 - ▶ Grid Integration
 - ▶ PV Modeling & Analysis
 - ▶ PV Systems Reliability
 - ▶ Solar Market Transformation
 - ▶ Policy and Regulatory, Codes and Standards
 - ▶ Utility Operations and Programs
 - ▶ Finance
 - ▶ Permitting, Inspection, and Interconnection
 - ▶ Installation
 - ▶ Siting
 - ▶ PV Value™
 - ▶ Past Market Transformation Activities
 - ▶ Solar Resource Assessment
 - ▶ Test and Evaluation
 - ▶ PV Publications
 - ▶ PV Resources
 - ▶ Concentrating Solar Power (CSP)
 - ▶ Sunshine to Petrol
- ▶ Water Power
- ▶ Geothermal
- ▶ Biomass

SAVE: Sensible Accounting to Value Energy

- ▶ Senate Bill 1737
- ▶ Bipartisan Support
- ▶ Monetizes reduced cost of operation
 - Buyer Awareness
 - Offset Increased Cost to Builder
 - Opportunity to reduce \$1.2B in annual waste
 - 83,000 jobs



GET MORE



BE HEALTHY

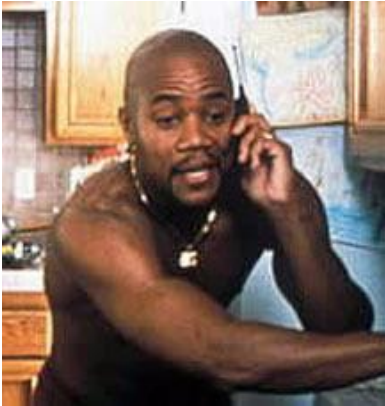


LIVE BETTER



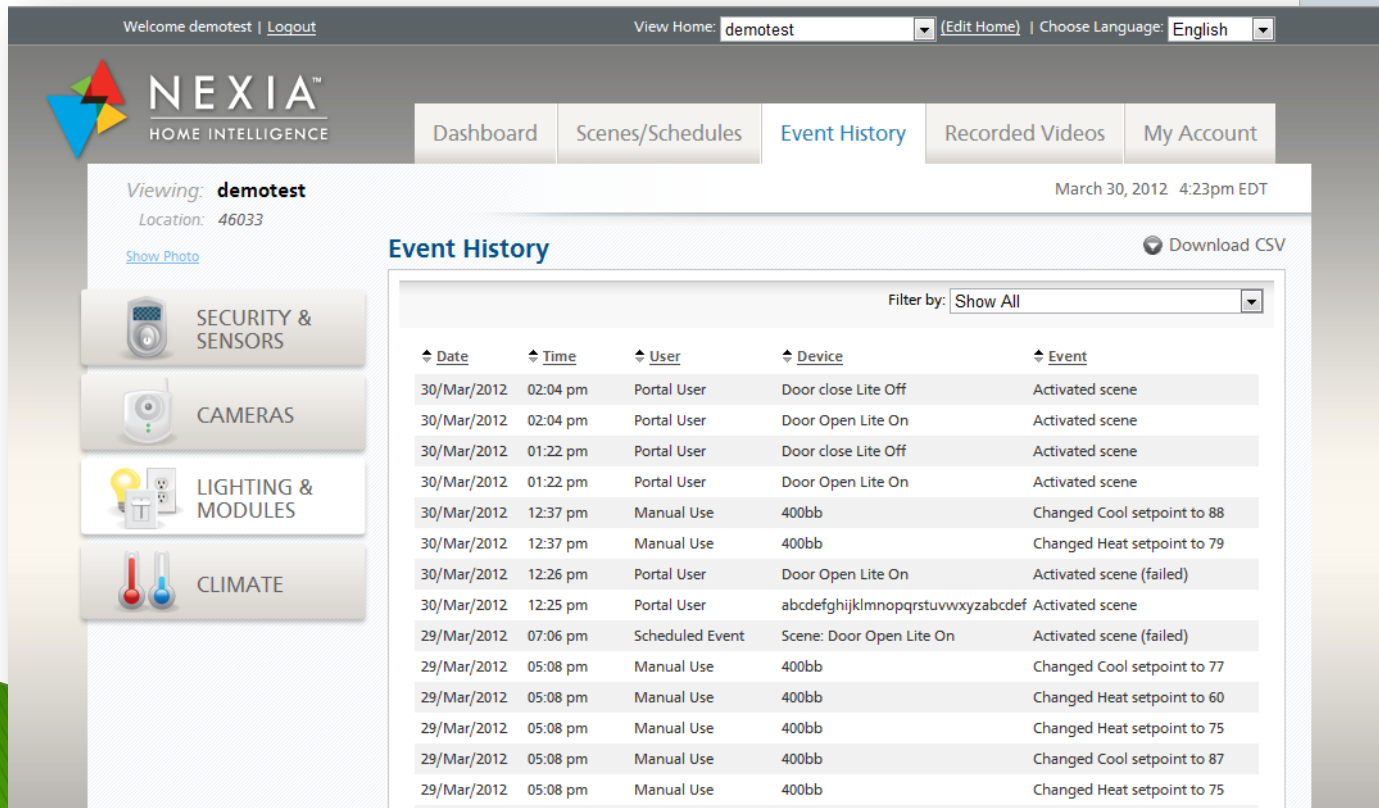
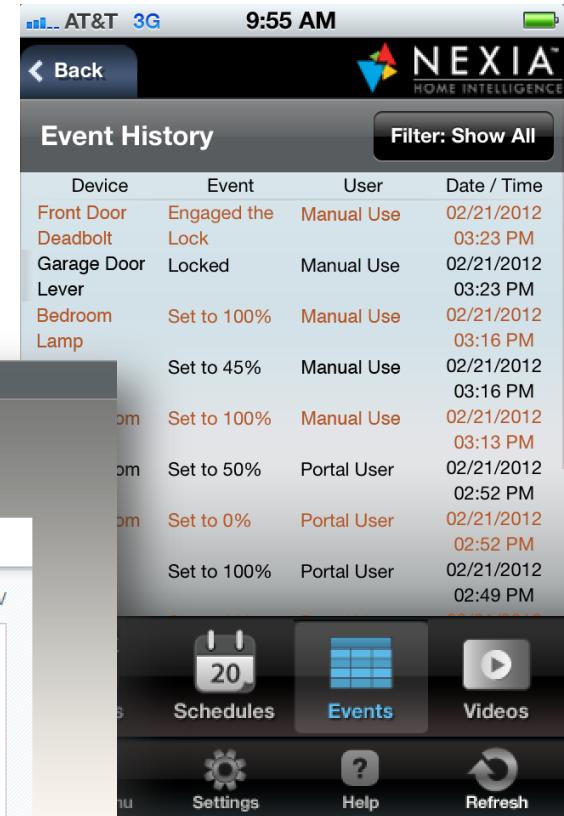
Questions?

Customer Segments



Event History

- ▶ View from mobile app
- ▶ Download from web portal



Thank you!

- ▶ C.R. Herro
- ▶ Meritage Homes
- ▶ CR.Herro@MeritageHomes.com
- ▶ www.MeritageHomes.com

