

Marketing to and closing new builders

Starting and selling your own program rooted in energy efficiency and building science

Expanding into green verifications



Marketing to and Closing New Builders



Marketing to and Closing New Builders

We provide solutions; we do not sell products!

-It is our job to help move the market forward!

Find your builder's pain point and solve it

Demonstrate value!

Know your product; be the expert!



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ecoHOME PERFORMANCE LABEL

ADDRESS: 10908 Magic Hollow Court, Raleigh, NC 27614

ASSESSMENT DATE: 9/19/2012 | HOUSE SIZE: 3424 sq. ft.

THIS HOME FEATURES:

- Advanced Framing for Tight Construction and Properly Installed Insulation
- Innovative HVAC System Air Sealing
- High Efficiency Heat Pump
- High Performance Windows
- ENERGY STAR Labeled Appliances
- Independent Third Party Inspection and Testing

ESTIMATED
MONTHLY
ENERGY COSTS

\$ **139**

*actual costs may vary

HERS®
SCORE

71



150 140 130 120 110 100 90 80 70 60 50 40 30 20 10 0
Typical Existing Home Standard New Home Net Zero Energy Home

The Home Energy Rating System (HERS) index is a nationally recognized system for assessing a home's energy performance. A new home built to the 2006 IECC scores a 100. One point in either direction indicates the home is either 1% more or less efficient than the 2006 IECC reference design home. A lower score indicates a more energy efficient home, resulting in lower energy bills.

*This sticker is intended for comparison purposes only. Actual energy savings and energy use is dependent upon occupant(s). Estimates are based on modeling from Architectural Energy Corporation's REM/Rate v.13 © 2012 Southern Energy Management

**Terramor
HOMES**
Homes with a *Touch*

Home buyers are looking for:

-Numbers...

-Features...

-Value!

eco
HOME 
HEALTHY. COMFORTABLE. EFFICIENT.™

Marketing to and Closing New Builders

Builders are looking for ways to sell more houses utilizing:

-Silent sellers

-Educated sales staff

-Collateral with their logos



Marketing to and Closing New Builders



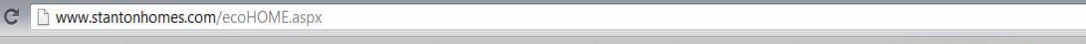
Marketing to and Closing New Builders



-Demonstrate that you can provide to them the tools to help them sell whatever program they are participating in



Marketing to and Closing New Builders



919-278-8070

Visit a Model Home

Featured Video Tours

Top 5 Floor Plans

Every Stanton Home includes ecoHOME certification

About ecoHOME | Compare it | How it Works | How it Looks | More Green Ideas

Your Stanton Home will INCLUDE* ecoHOME Third Party Energy Certification to help ensure your home is energy efficient with smart decisions at every step.

The ecoHOME certification in your new home indicates that the construction is designed to provide higher levels of energy efficiency, per the national HERS index, PLUS better indoor air quality and water efficiency than standard code-built homes.

Through ecoHOME, energy efficient technological and scientific advancements will be built-in, inspected, and qualified to make your home more comfortable, while lowering your energy bills.

Quality Assurance

Your ecoHOME Qualified Home is inspected and tested by Southern Energy Management or an approved independent third party. Your ecoHOME verification includes HVAC and duct system leakage testing, whole-house infiltration testing and additional quality control measures throughout the design and construction of your home, providing peace of mind that every energy efficient feature has been thoroughly inspected and verified by a trained and certified technician.

High Performance Windows

All ecoHOME Qualified Homes include low-e high performance windows as a standard feature. Installation includes air-sealing around all windows with specially selected and applied sealants including minimally expanding foam or caulk. High performance windows are designed

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Overview
Inspections & Ratings
Compare

ecoHOME

ecoHOME is a program designed for builders to rate their homes using the nationally recognized HERS Index in addition to distinguishing their homes for going beyond minimum design standards in order to meet a higher level of indoor air quality and energy efficiency.

The ecoHOME designation reassures homeowners that the home they are buying is not only energy efficient, but also more comfortable and healthier than standard code-built homes on the market. Through a series of comprehensive on-site inspections during the construction of the home, homeowners can buy with added confidence knowing their home is healthier, more comfortable, and energy efficient. For more additional information and program details, please visit: GeteeoHOME.com

FEATURES

The ecoHOME Qualification Program combines building science with high efficiency home features into a comprehensive program package that addresses energy efficiency, water efficiency, and indoor air quality within your home. Verification of the ecoHOME specifications and requirements by an experienced and certified third party energy rater or organization ensures that the home you are buying will have met all prescribed ecoHOME features and requirements.

The following is a list of features you can expect with the purchase of your new ecoHOME:

Quality Assured

ecoHOME Qualified Homes are inspected and tested by Southern Energy Management or an approved independent third party. The verification of ecoHOMES includes HVAC and duct system leakage testing, whole-house infiltration testing and additional quality control measures during the design and construction of the home, which helps provide homeowners with peace of mind knowing that their home's energy efficient features were inspected by a trained and certified organization.

High Performance Windows

All ecoHOME Qualified Homes include low-e high performance windows as a standard feature. In

Peace of Mind, Built In. Learn How. Click Here

Featured Homes

Click photos for more information

The Dugan
3,184 Sq Ft
More Information

The Lowery



Marketing to and Closing New Builders



-Partner with other companies that will help make your builders' jobs easier

What you see in this screenshot is all I have so far.

DASH Admin Navigation - Admin Menu List Compliance Rubrics

Compliance Rubrics - Environmental Programs and Codes

Basic Info | Files & Photos | Reports | Sponsors | File Assignments | Email Templates

Program Name:

Effective Dates: to

Contact Information

Name:

Title:

Address:


Email:

Notes

Southern Energy Management designed the ecoHOME certification program for new home construction with simplicity in mind: straightforward standards designed to measurably improve energy efficiency with clear consumer marketing. In addition, a web based management system provides answers when you need them, while third-party verification

Logo: No file chosen logos should be 150px wide

Current Logo



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Marketing to and Closing New Builders

The statistics are on your side!

- Certified homes sell faster and sell for more!

Utilize more stringent building codes in your favor

- In many cases, builders almost have to use Raters

- Once your foot is in the door, you have the opportunity to sell them more!

Join and be active in local HBAs and green building councils



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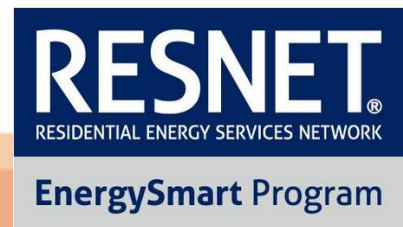
Starting and selling your own program rooted in energy efficiency and building science

Be ready for a hefty investment of time, energy, and resources (\$\$\$)

You need a **team** of experienced green building professionals

-One person CANNOT do this alone

Program has to have credibility



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Begin with the HERS Index Score!

Build a marketable brand



Program must have sales and marketing tools available to builders and their real estate/sales agents



Starting and selling your own program rooted in energy efficiency and building science



Yard signs

Silent Sellers

Brochures

Sales Trainings

Websites

Etc.



Starting and selling your own program rooted in energy efficiency and building science



Starting and selling your own program rooted in energy efficiency and building science



HOME ECOHOME DIFFERENCE CERTIFICATION PROCESS **JOIN THE PROGRAM** ECOHOME+

JOIN THE PROGRAM

Do you build energy efficient homes and not get credit for the work you do? With the ecoHOME certification, you are able to market the energy efficiency features of your homes without breaking your budget and adding additional product and administrative costs. Complete the form now to inquire further about the ecoHOME program, or call 1-866-575-9151 today!



Check out builders who have already joined the ecoHOME program:



View ecoHOME Builders in a larger map.

"Our spec home that SEM certified ecoHOME has already been sold! In fact, it closed just a couple months after it was certified. We are delighted with the program and it allowed us to easily communicate the energy efficiency features to our home buyers. We have started two more specs, both of which will also be ecoHOMEs." - Geoff Bowen, Princeton Builders

For more information about certifying your next home under the ecoHOME program, please complete the contact form below!

First Name *

Last Name *

Company

Email *

Phone *

Zip

Submit

You need a website

List your builders on your website

Testimonials from builder/homeowners are key



Expanding into green verifications



Expanding into green verifications

Differentiator

- Typically more complicated to do than energy efficiency programs

Make the customers you already have buy more

Make the process as easy and as seamless for the builder as possible



Expanding into green verifications

As you do when selling to builders, provide them with solutions and this time do so in lieu of *causing* problems

Standardize checklists for builders that build the same basic product time after time

Take what does NOT add value out of the system



Expanding into green verifications

Training fees are common but varied with some programs requiring travel for trainings

Yearly fees are also common but varied

Finally, many green programs require per house fees which can be substantial (\$200-\$500/house)



Expanding into green verifications

Green programs requirements add-up and cost the end user (consumer) \$\$\$

All of these fees and requirements discussed add-up!

Green is ***GREAT***, but the benefits are even tougher to quantify than energy efficiency programs



Expanding into green verifications

If you convince a builder to build green homes, you then **have** to provide them the tools to sell green homes

If you are not selling it, you are giving it away!



Expanding into green verifications

The screenshot shows the Briar Chapel website with a green and orange color scheme. The top navigation bar includes links for Legal Notices, News, Blog, Contact, and Ad. The main content area features a large image of a tree with yellow autumn leaves. On the left, there is a vertical navigation menu with links for Homefinder, Being Green, Living Here, Schools, Location, Discover Your Perfect Place, a search bar with social media icons, and a 'Stay Informed' section with a sign-up form. The 'Green principles' article on the right discusses environmental stewardship and includes sections on 'Start with the land' and 'Water is life'.

BRIAR CHAPEL
by
Newland COMMUNITIES

PHOTOS BLOG

Legal Notices News Blog Contact Ad

Homefinder
Being Green
Living Here
Schools
Location
Discover Your Perfect Place
Search
Stay Informed
First Name
Last Name
E-mail Address
State of Resid
Sign me up!
Privacy Policy

Green principles

A community, like any pine tree or robin, is a living, growing organism with a responsibility to make the Briar Chapel™ community an ideal place to live for generations to come. It is our respect for this land that has inspired us to find innovative ways to build new homes while minimizing our environmental footprint.

Start with the land. We made an effort to preserve the natural resources of the land along streams. Virtually all existing wetlands are being preserved to maintain biological diversity, protect wildlife, and protect water quality. We have also planted forested buffers, greenways, and public parks planned to enhance the quality of life of the project.

Water is life. Preserving large amounts of open space, using erosion control and sediment control practices, and incorporating storm water management systems to improve water quality. Plus the reclaimed water spray irrigation system reduces the demand for potable water.



Expanding into green verifications



SEEKING
NGBS
CERTIFICATION



ENERGY STAR®
APPLIANCES

ENERGY STAR qualified appliances incorporate advanced technologies and use 10 to 50 percent less energy than standard appliances.



Certified homes sell for more and sell quicker!

The Triangle's **GREEN** Appraiser... **Karin Argeris**
 N.C. Certified Residential Appraiser



Quick Turn
 Quality Appraisals, LLC.
 Service with speed and accuracy

☎ : (919) 845-6917
 📠 : (919) 848-2156
 📞 : (919) 621-5625
 📧 : quick-turn@earthlink.net
 🌐 : www.raleighquickappraisals.com

10900 Ervin Ct, Raleigh
 NC 27614-9540

CLOSED SALES DETACHED NEW CONSTRUCTION

1st - 3rd Quarter 2012

Triangle MLS Total	Units Sold	Avg. Sq. Ft	Avg. Sq. Ft. Diff vs. Non Cert	Avg. Sq. Ft. % Diff vs. Not-Cert	Average Sale Price/SF	Avg. Sale Price Diff vs. Non Cert	Avg. Sale Price % Diff vs. Not-Cert	Average Days on Market	Avg. Days on Market Diff vs. Non Cert	Avg. Days on Market % Diff vs. Not-Cert
Total New Construction Sales	3080	2681			\$107.88			135		
Traditional Non-Certified	2038	2577	0	0.0%	\$104.93	0	0.0%	148	0	0.0%
	66.2%									
Hi-Performance Certified Total	1042	2885	308	12.0%	\$113.65	\$8.72	8.3%	110	-38	-25.7%
	33.8%									
Energy Star Only	865	2924	347	13.5%	\$110.27	\$5.34	5.1%	108	-40	-26.8%
	28.1%									
Green	177	2693	116	4.5%	\$131.58	\$26.65	25.4%	118	-30	-20.3%
	5.7%									

Note: Limitations include:

- Unknown undercount for properties not indicated as certified
- Unknown overcount for properties improperly indicated as certified
- Unknown undercount for properties not listed in MLS

Data from Triangle MLS as of September 30, 2012

Questions?

