

The Role of a Homebuilders Association in Fostering High Performance Homes

Roy Honican

- Why Foster High Performance Homes?
- How to Foster High Performance Homes
- Importance of partners
- Success story's

Why Foster High Performance Homes

- Promote the brand
- Stimulate the market
- Showcase and promote
 - Builder's
 - Remodeler's
 - Associate's
 - New technology

Why Foster High Performance Homes

- Increase sales
- Reduce call backs
- Secure referrals
 - Lower energy bills
 - Increase comfort
 - Healthy Home

Why Foster High Performance Homes

Now that the “feel good” stuff is out of the way

What's the

#1 Reason?

Why Foster High Performance Homes

It makes everyone money



Why Foster High Performance Homes

#2 Reason

Position HBAL Members
as the
Experts

- Three steps to successes
 1. Find a **Champion**
 2. Identify all parties involved
 3. Identify benefits for each party
- Rules of engagement
 - You can't teach an old dog new tricks, but you can teach someone how to make money

What's in it for me?

- Networking creates opportunities and support
- Build a network with
 - National programs
 - State program
 - Code officials
 - Utilities
 - Universities

NAHB Green Build & ENERGY STAR v2

- University of Kentucky developed verifier training through a State DOE education grant at no cost to HBAL
- Sam Rashkin brought in to train Builders and Realtors
 - Registration covered cost and some profit for HBAL
- Green Build Council created to support program

NAHB Green Build & ENERGY STAR v2

- On-site press conference with Kentucky Governor



NAHB Green Build & ENERGY STAR v2

- Home of Excellence built to support program
 - PowerPoint presentation held in basement during tour to promote program
 - Associate Members that donated products were on hand during the tour to promote their products
 - Associate Member sales increased after tour
 - HBAL sold the home for a good profit

NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2

- Equestrian View
 - 50 home infill development
- Partnership between LFUCG, HUD and HBAL
- All homes built to NAHB Green Build & ENERGY STAR v2
- HBAL received funds for fostering the program
- Provided affordable housing and created work for HBAL membership

NAHB Green Build & ENERGY STAR v2



Conceptual Rendering of Proposed Entrance Wall

NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2

- Home Builders Care
 - Built Home for Veteran
 - Home was built to NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



NAHB Green Build & ENERGY STAR v2



Kentucky Home Performance

- HBAL provided resources and facilities to develop the program (Network)
- HBAL hosted first BPI training in the State
 - This created a revenue stream for HBAL and gave Membership first opportunity to participate

Kentucky Home Performance

KY  **HOME**SM
PERFORMANCE

SAVING ENERGY AND IMPROVING COMFORT THROUGH
ENERGY-EFFICIENT HOME IMPROVEMENTS



Kentucky Home Performance



HBAL+RESNET Energy Smart Builder MOU's

- Home Builders Association of Lexington
 - Encourage 100% of builder members to sign RESNET MOU
 - Only HBAL builder members can use HBA+RESNET logo
 - Midwest Residential Energy Conference



2013 MIDWEST RESIDENTIAL
ENERGY CONFERENCE

HOSTED BY  & 
ASSOCIATION OF LEXINGTON RESIDENTIAL ENERGY SERVICES NETWORK

HBAL+RESNET Energy Smart Builder

MOU

- Utilities
 - LG&E KU
 - Signed MOU as an Energy Smart Builder program
 - Blue Grass Energy
 - Committed to promote the HERS Index with its **Touchstone Energy Home**
- Both Utilities have rebate programs that support HERS Ratings

HBAL+RESNET Energy Smart Builder

- Creates common goal between Builders and Utility Programs
- Creates MPG sticker that attracts potential buyers

HBAL+RESNET Energy Smart Builder

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HBAL+RESNET Energy Smart Builder



HBAL+RESNET Energy Smart Builder

- Picture Home of Excellence



2009 IECC implementation

- HBAL partnered with University of Kentucky to develop training through a State DOE education grant.
- HBAL hosted training for
 - Code officials
 - Builders
 - Insulators
 - HERS Raters

2009 IECC implementation

- The training created a mutual understanding of the performance path for Code officials, Builders, and HERS Raters
- The training created a revenue stream and positioned HBAL members as the expert

Midwest Residential Energy Conference

- Provides training from National experts
- Provides revenue stream for HBAL

Midwest Residential Energy Conference



March 12th & 13th 2009

The Lexington Center and the Hyatt Hotel – Lexington, KY

Who Should Attend?

Home Builders • Remodelers • Architects • Government Officials • Codes Officials • Financial and Mortgage Institutions • Realtors • Appraisers • Equipment Vendors and Installers of HVAC systems • HERS Raters • Insulation and other Energy Efficient Products Vendors

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Midwest Residential Energy Conference



March 24th - 26th, 2010
The Lexington Center and the Hyatt Hotel - Lexington, KY

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ASSOCIATION OF LEXINGTON RESIDENTIAL ENERGY SERVICES NETWORK

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Hammering Home
Technology

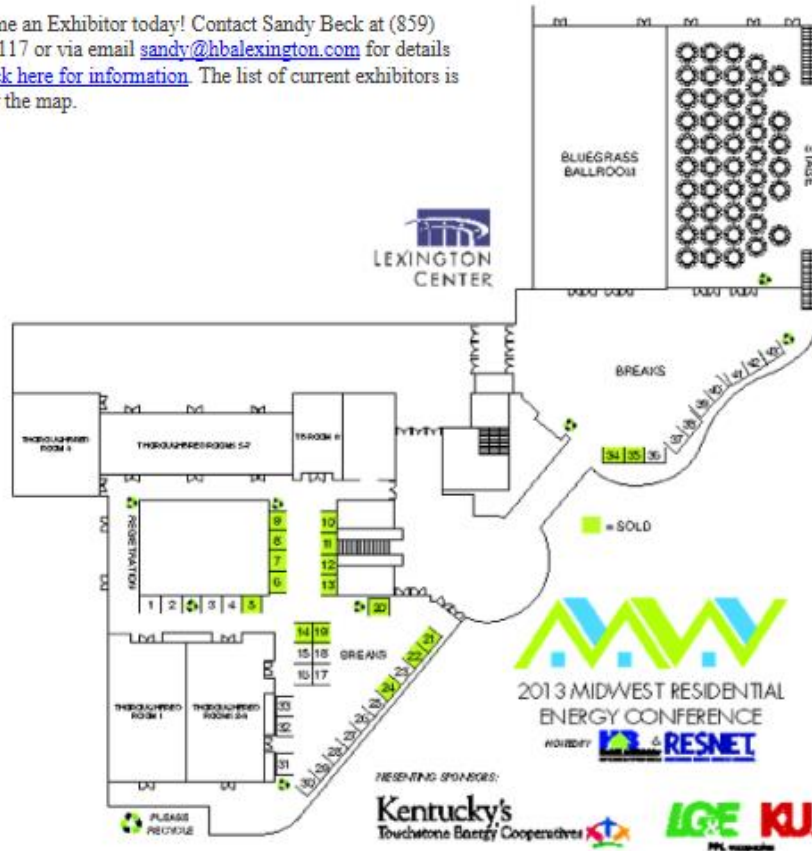


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Midwest Residential Energy Conference

