

ES Green & Company, LLC



“A Common Sense Approach”

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1980 Real Estate News

Extra! Extra!

Read all about it in the
Tallahassee Democrat!



Prime hits 21%
Mortgages are at
18.75%



What a GREAT time....

to become a REALTOR[®] or a contractor.



2007

Ownership structure for Premier Fine Homes, one of Tallahassee's most prolific construction companies, changes.

Twenty two year old assumes leadership role along with two remaining partners, both in their mid 50's.



2008 IBS

First ever Green Day at IBS

“About 200 exhibitors registered under the "green" designation, the NAHB says. And "green" classes made up six of the top 10 most popular seminars offered at this year's IBS.”



2009

- Housing prices have fallen 21% from the high in 2006
- Prices are expected to decline another 15%-20%, hitting the bottom toward the middle of 2010
- 30 year mortgage interest rates are at 4.75% and expected to rise to between 5% and 6%
- Over 50% of new construction built in the last 12 months is vacant.



What a GREAT time.....

to start a new construction green and energy certification/consulting business.



2009

HOP

Housing Opportunity Pool

For funding, required new construction to have a Green or ENERGY STAR[®] certification.



YES!



2010

HOP

Housing Opportunity Pool

Was not funded for new construction.



2010 TBA Parade of Homes®

Florida Green Building Coalition (FGBC) sponsors two “Highest Scoring Green Home” awards. One for homes under 1850 sq. ft,



and one for those over.



2010 TBA Parade of Homes

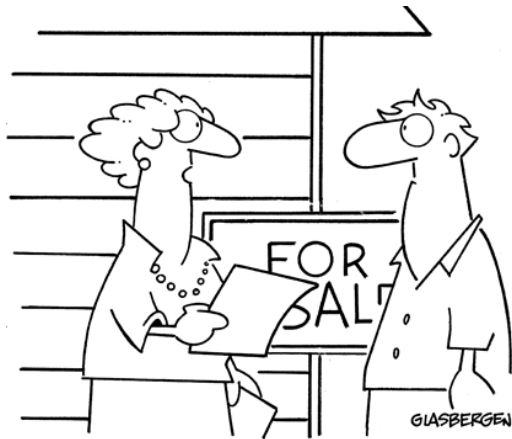
- 33 entries
- 21 Green and/or ENERGY STAR certified
- 10 Builders used ES Green, LLC for certification

Oh YES!



Educate

REALTORS



"This house has a great location. It's very close to your yard and driveway, within walking distance of your car and mailbox."



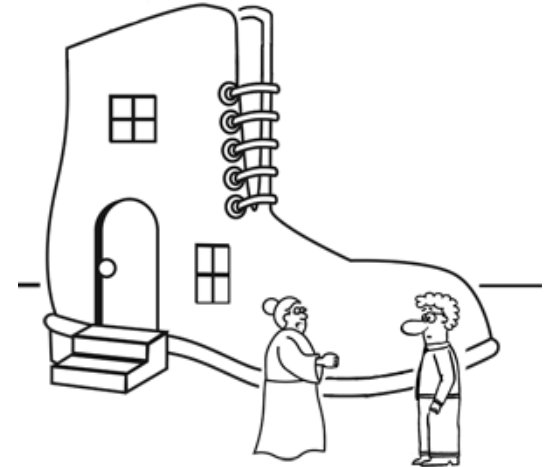
Dave, determined to go green by using only solar powered tools, will hereafter check weather reports before making bids.

Contractors



"We want a cozy, secluded 20-acre farm surrounded by hills, trees, and streams, within walking distance of shops, restaurants, schools, theaters, and hot night spots."

Appraisers



Back in 2005, this place was worth \$850,000.

The public



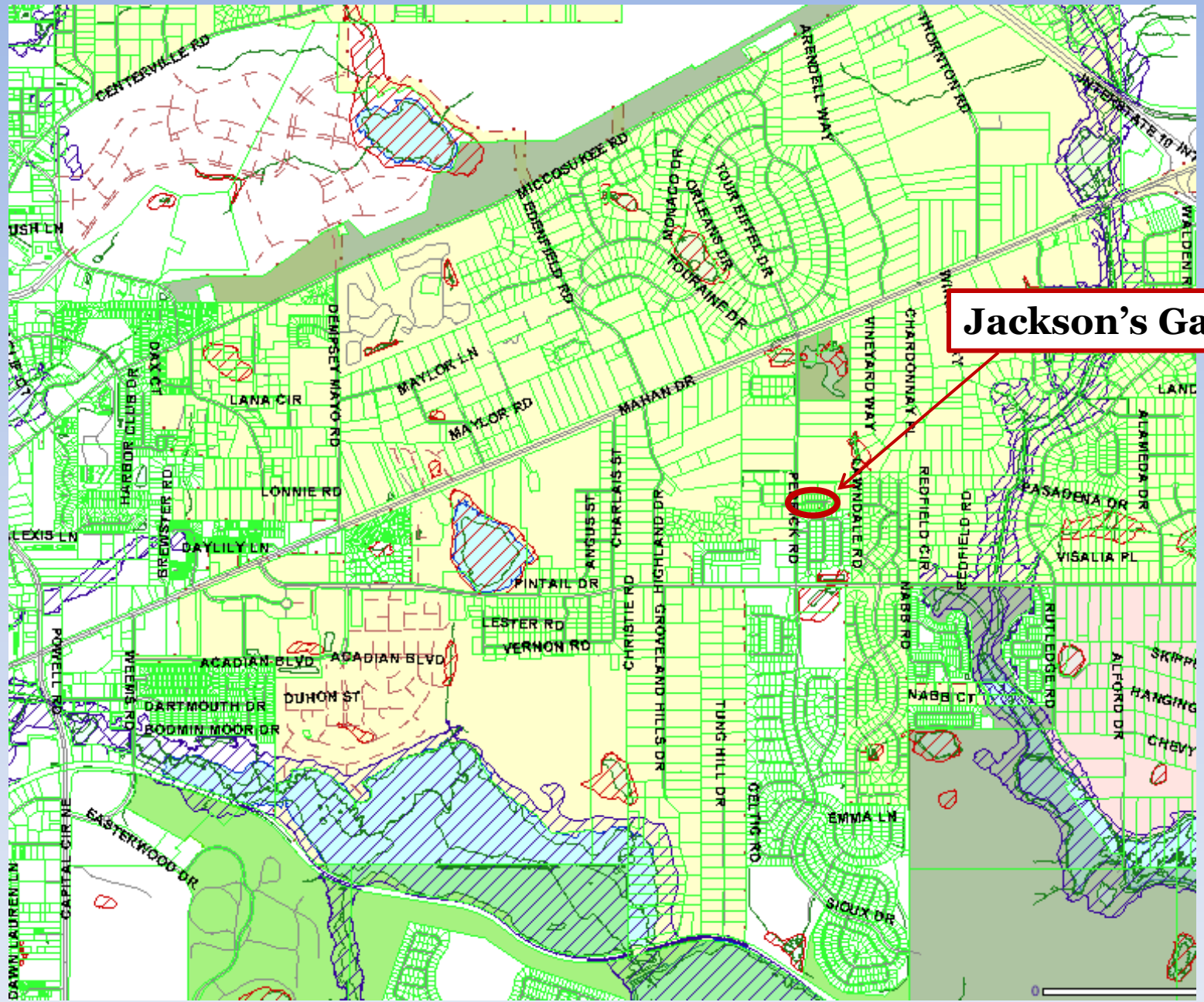
Frustration



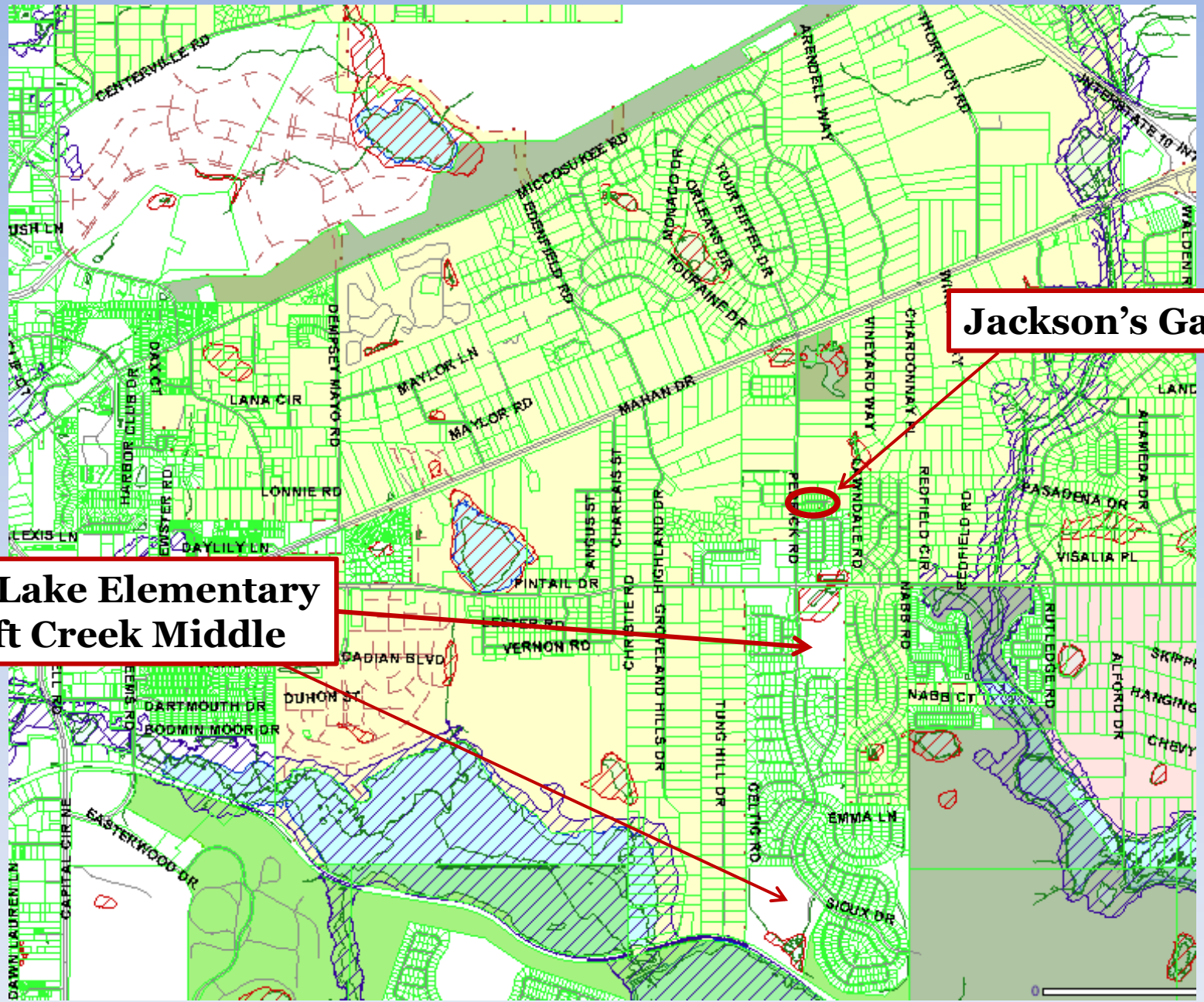
Jacksons Gap

- Subdivision dormant for several years
- Just 25 lots, one existing home
- Two 2010 Parade homes were in this subdivision
- Several homes in various stages of construction
- Great price point—listed between \$199,000 and \$236,000





Jackson's Gap



Jackson's Gap

**Buck Lake Elementary
Swift Creek Middle**

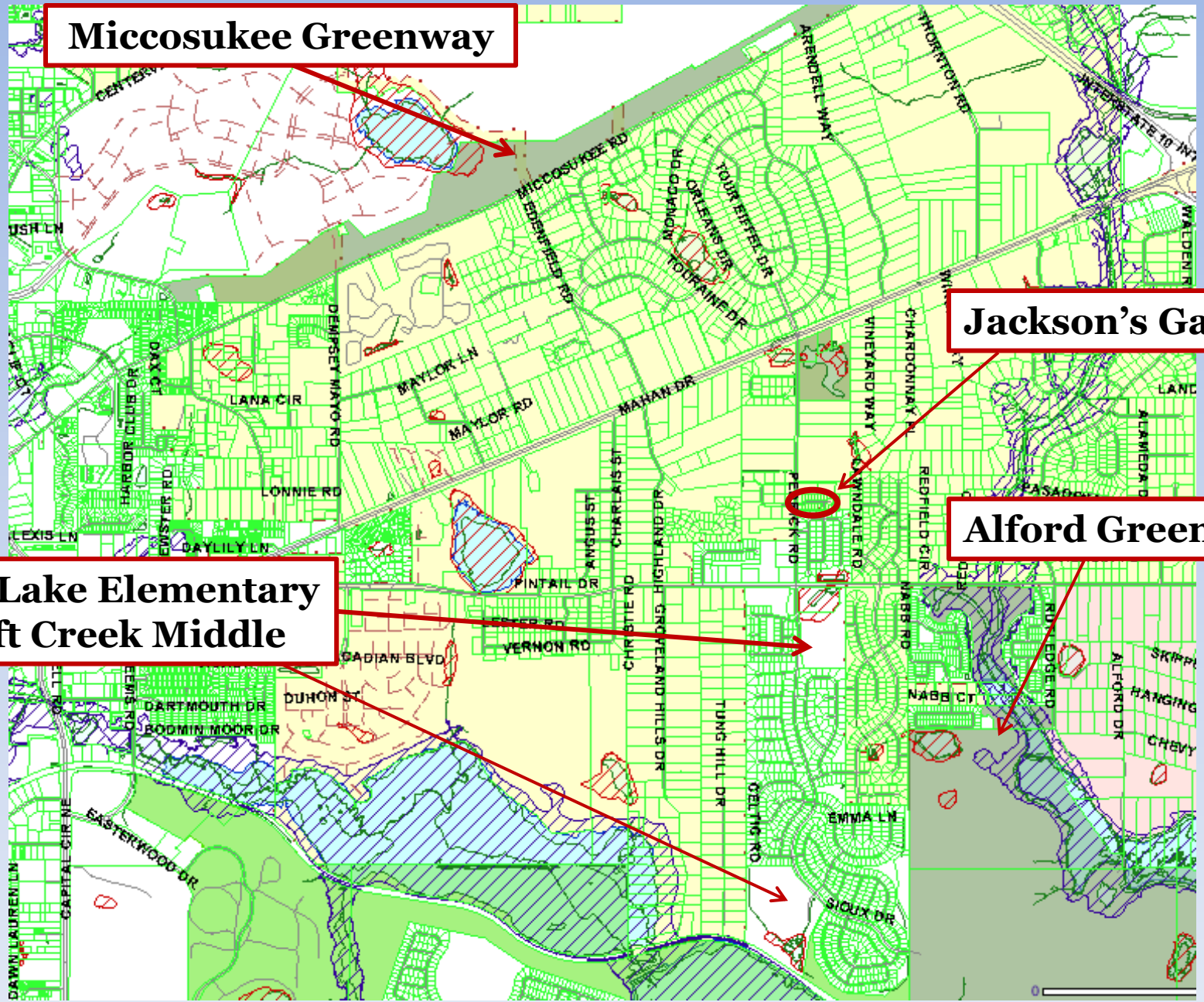


Micosukee Greenway

Jackson's Gap

Alford Greenway

**Buck Lake Elementary
Swift Creek Middle**





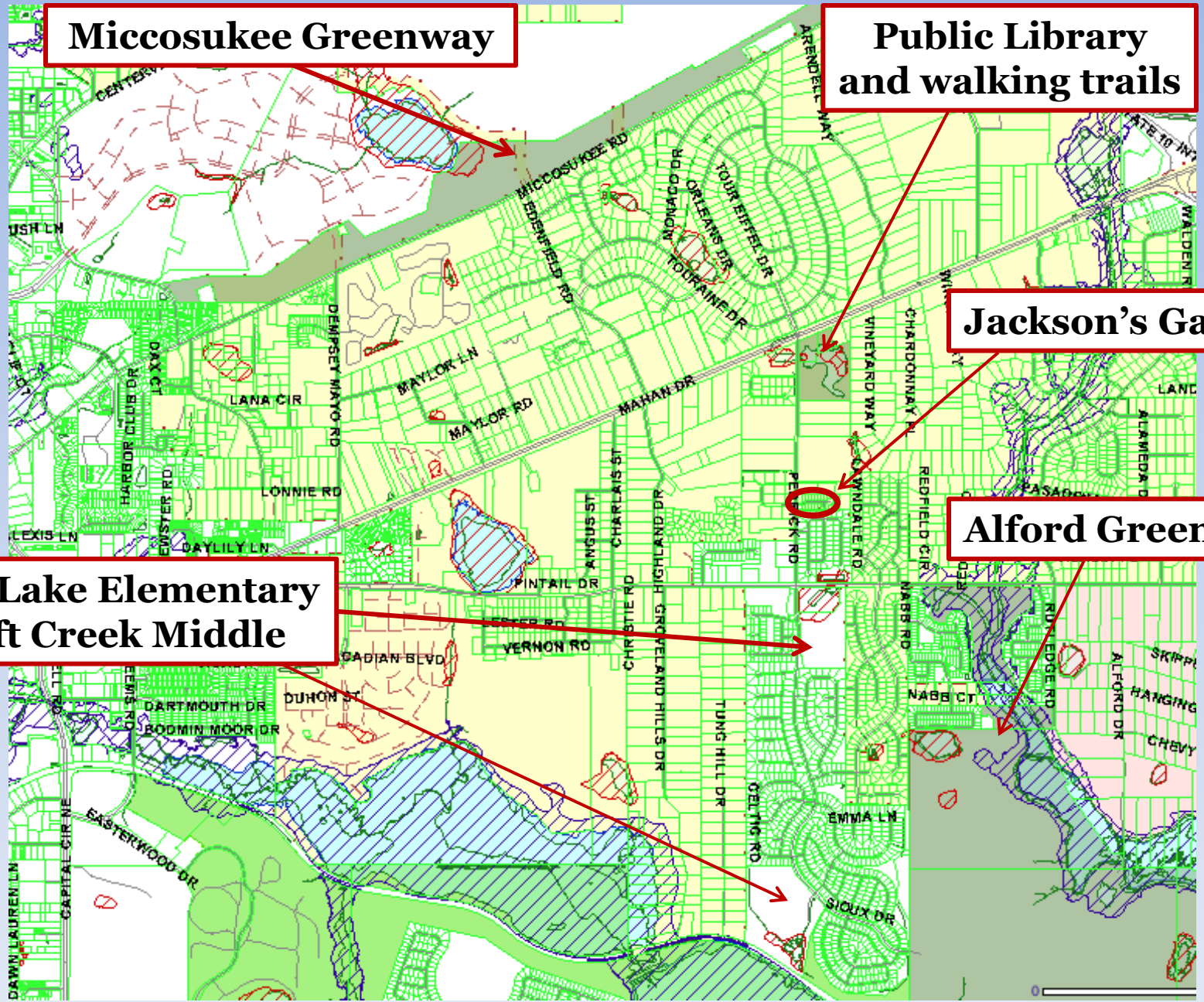
Miccosukee Greenway

Public Library and walking trails

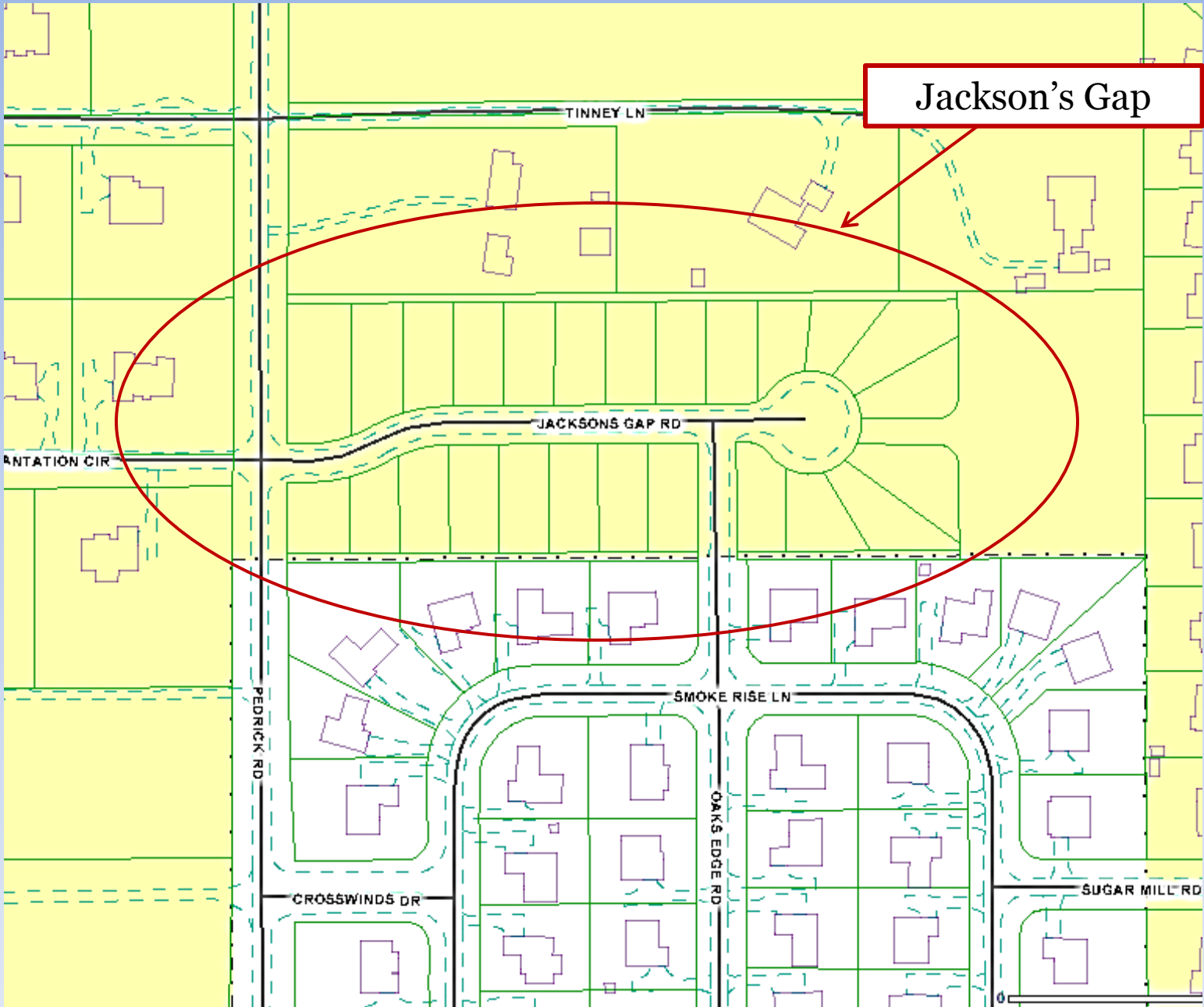
Jackson's Gap

Alford Greenway

**Buck Lake Elementary
Swift Creek Middle**



Jackson's Gap





Jacksons Gap 2006



Jacksons Gap 2011

Parade House



Discovery House



Discovery House



Discovery House



**Ladder Tees
And
Insulated Corners
Provide A More
Complete
Thermal Barrier**



Discovery House



Gaskets On The
Boots Prevents
Leakage Of
Conditioned Air
At The Ceiling
Junction



Discovery House



Discovery House



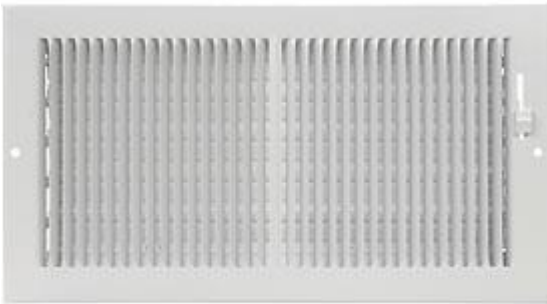
Children know best!

That house is just wearing its underpants!



Discovery House

We have to go
to HOW many
Houses?



Discovery House



Discovery House

Be a **Green** Detective!
How many of these can you find today?

FGBC certificate	No Irrigation	Low-E Windows	CFL Light Bulbs	Low Or No VOC Paint
Drip Irrigation	Low Flush Toilet	Energy Star Fridge	Sill Seal	Radiant Barrier
Wild Life Habitat	Plants 2 Feet From House	Energy Star Ceiling Fans	Energy Star Lighting	R-38 Insulation
Healthy Flooring	Only One Shower Head	SEER 14 HVAC	Low Flow Faucets	Florida Friendly Plants
Energy Star Sticker	Pine Straw Mulch	Usable Entry Area	Tankless Water Heater	HERS Index



What Did It Cost?

Detective cards

Duct mask

Signs

Employee expense

Food/drinks

Gift card

About \$500.00

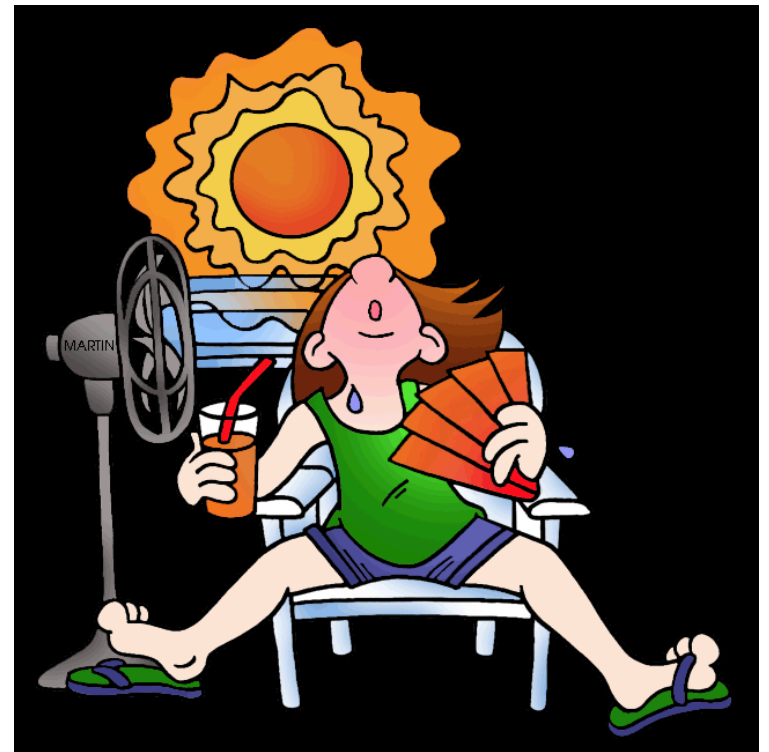
(less than the income from one new certification)



What Did It Cost?

- **TIME!**

Two very hot Saturdays
and two very hot Sundays.



What Did We Learn?



What Did We Learn?

As a stand alone, it works best if promoted as a “muddy boots” tour.



Challenges?

Location

Location

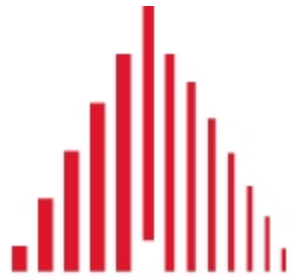
Location



Frustration



Results



Appraisal
Institute™

*Professionals Providing
Real Estate Solutions*

Now | Get it!



Results

$$6 \times 6 = 36$$

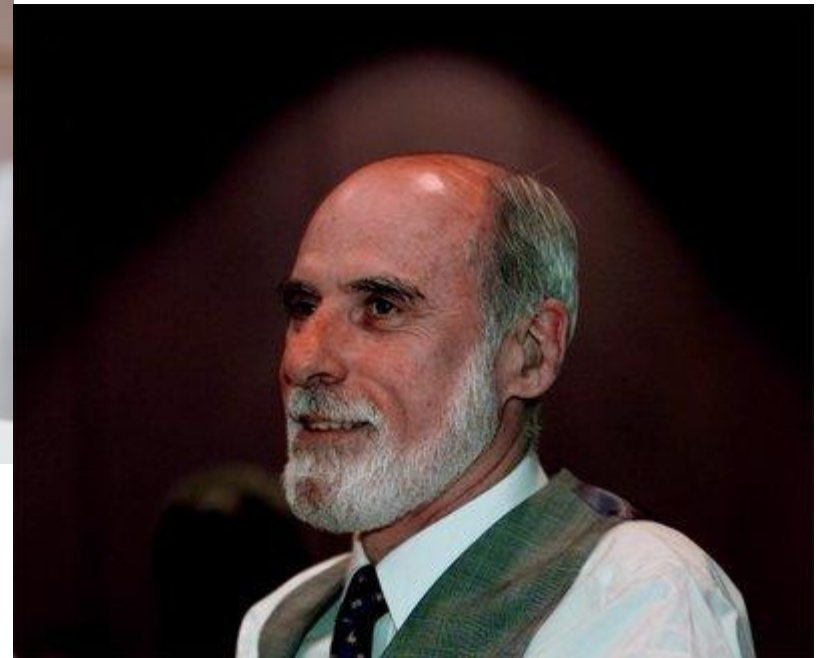


Results

- By the end of 2011, 72% of all single family detached new construction was either Green or ENERGY STAR certified, or both
- ES Green and Company certified 95% of those homes
- 2012 saw a drop in ENERGY STAR certifications, with some builders moving away from ENERGY STAR V3, but staying with a Green certification and a HERS index—again with ES Green at 95% of these



Results



Discovery House



Thanks For Joining Us!



ES Green and Company, LLC