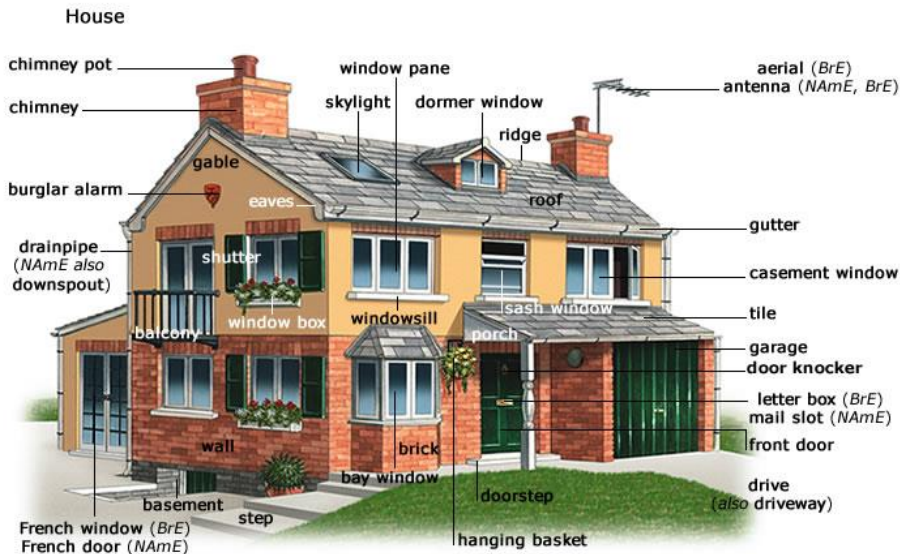


WHY CAN'T WE CRACK THE NUT?

RESNET February 27th, 2013

Session Goals:



- People are making the largest purchase of their lives with the least amount of information and knowledge about the product they are buying
- How can we crack this nut?

Basic Problem

- People don't buy houses often enough



Location

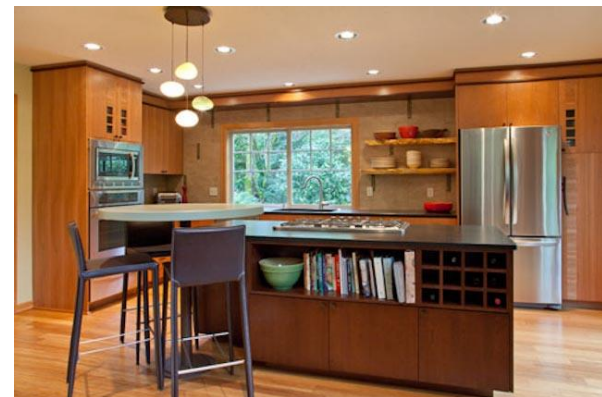
- Still a driver when it comes to selling a house

“Every Home begins with a **great Colorado location**. Parks, trails and beautiful recreational facilities surround the Front Range and mountain communities in which we build”



Aesthetics

- Still a driver when it comes to selling a house
 - House style
 - Countertops
 - Hardwood



Life Style

- Still a driver when it comes to selling a house



Educating sales people

- **Marketing and Selling the Better Built Home**
- **Green MLS**
- **National Association of Realtors Green Designation**

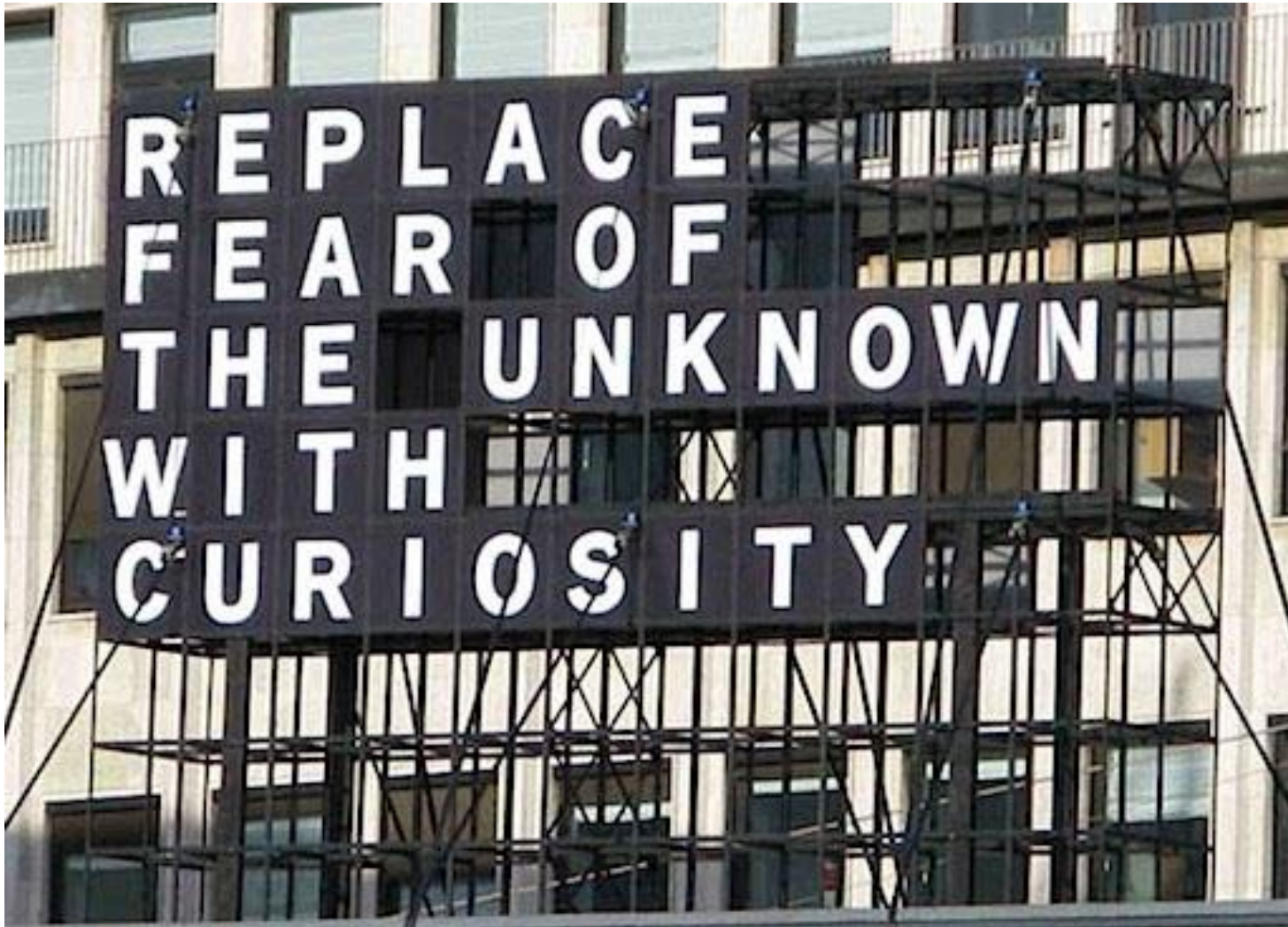


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Interactive CD-ROM
Certification Program



Sales Agents



Silent sales tools and the deconstructed homes

**Let there be light –
and make it airtight.**

So we did, by installing airtight, insulation-contact-rated, recessed can lights. (A mouthful, yes, but worth it.) Specially designed for insulated ceilings, they shed their soft light without allowing “conditioned” air to leak out or “unconditioned” air to leak in. Simply brilliant.

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**GREEN
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Leadership in Green Home Building

WE'RE HAPPY TO TELL YOU MORE

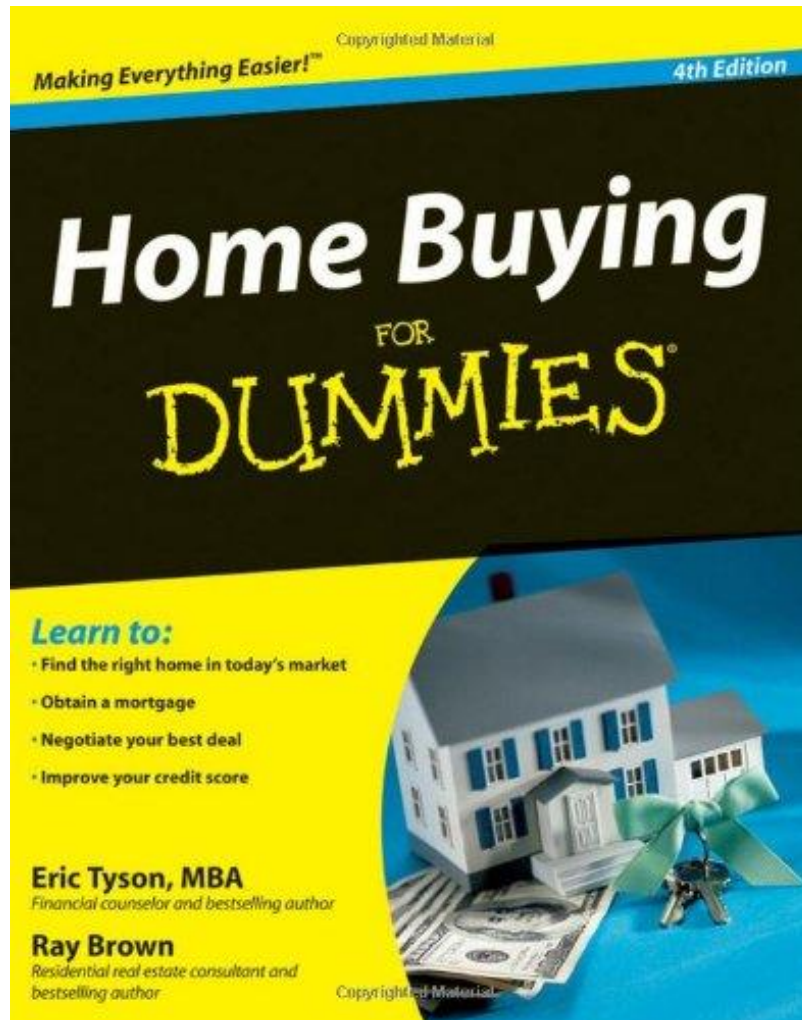


Largest Purchase / Least knowledge

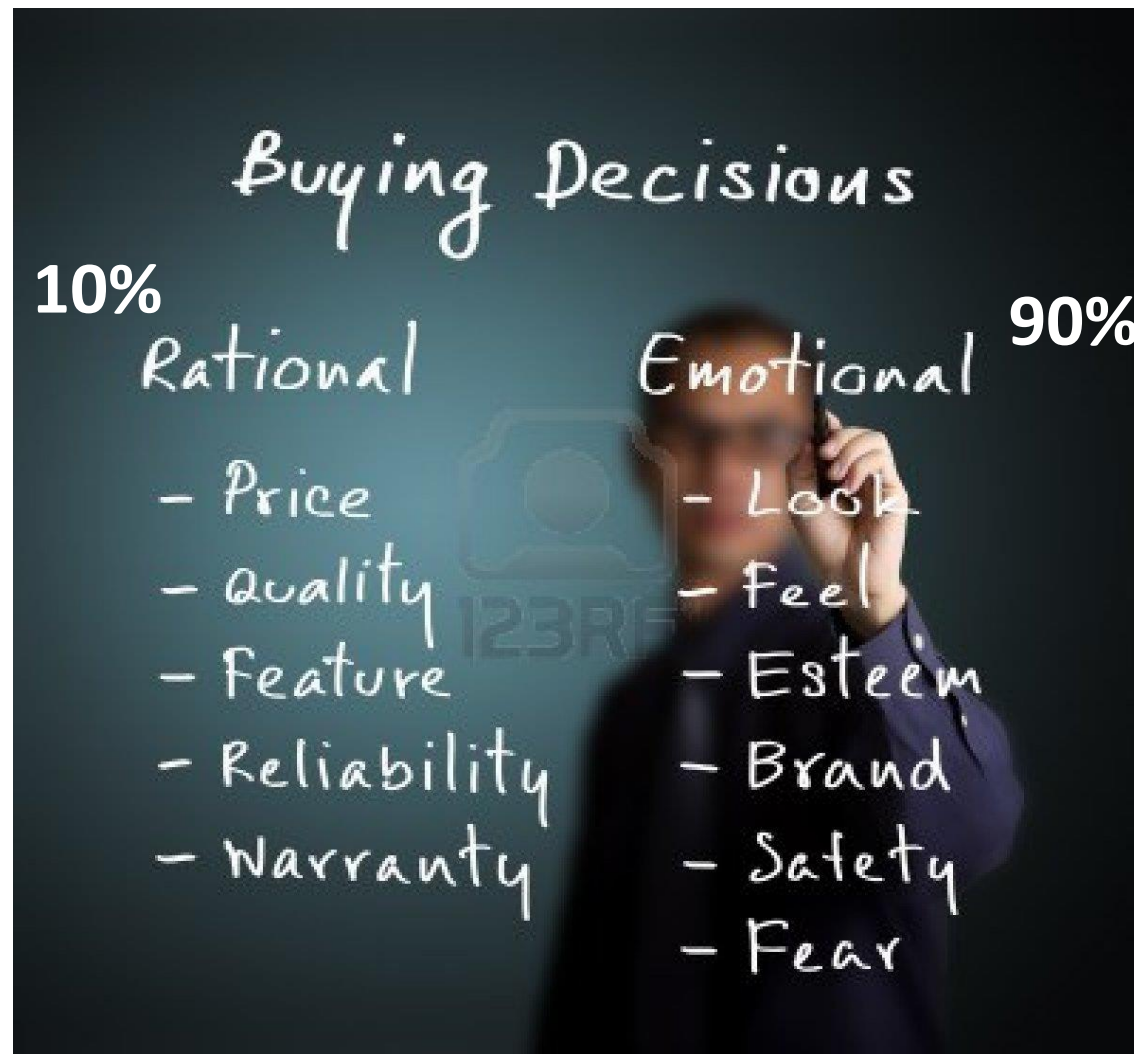
- The fact is that People buying houses don't know that they want to talk about performance



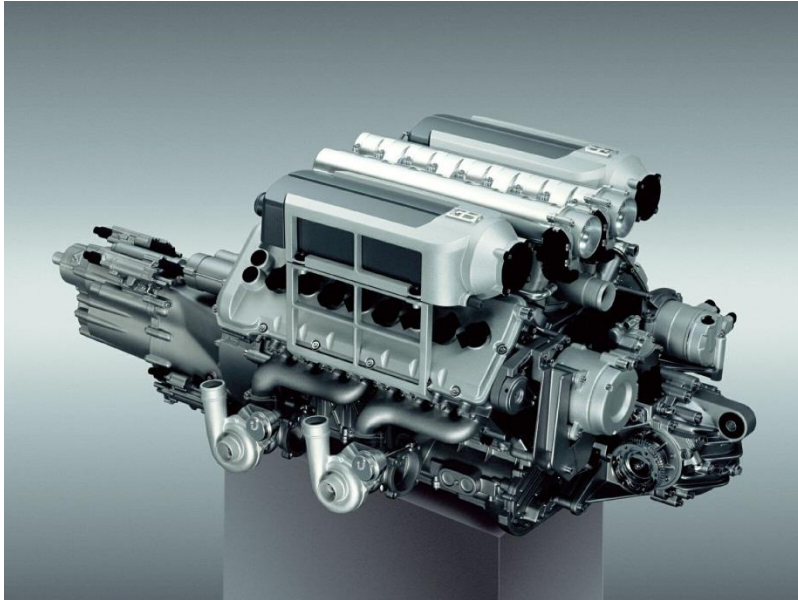
How do we make buying decisions?



How do we make buying decisions?



- Car Performance – A Complete system

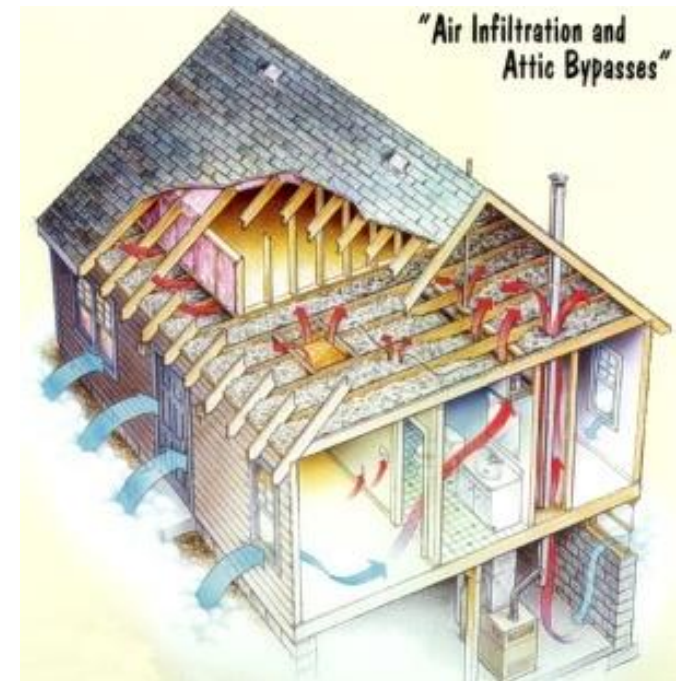


• Phone Performance – A complete system



HOME PERFORMANCE

- House Performance – A complete system



Look how houses have changed



The New York Times Magazine

The Social Climate

The Greening of Geopolitics



TIME

Style & Design

THE GREEN DESIGN 100

THE PEOPLE AND IDEAS BEHIND TODAY'S MOST INFLUENTIAL DESIGN

Om Aroma & Co.

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Saving Chicago's bungalows—and energy
Making your house sustainable: 10 tips

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INSIDE THE WORLD OF IRAQ'S SHITES

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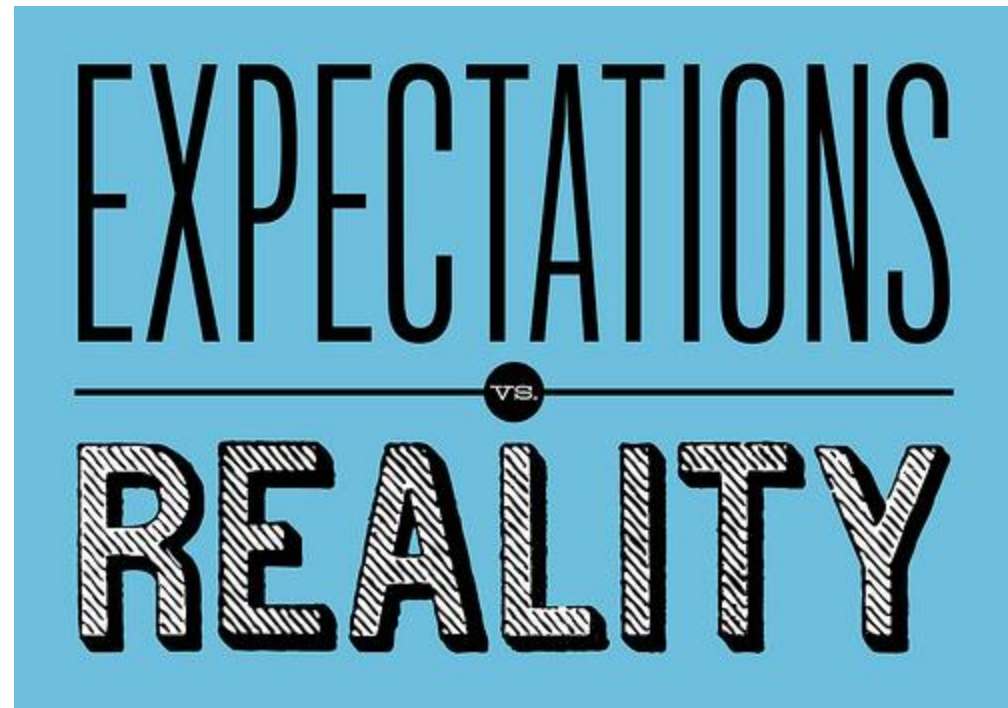
THE GREEN CITY GUIDE WITH THE POLKA-DOT BRIDE!

Focus starting to be put on housing



What expectations do people have?

- Cost of ownership
 - Efficiency
- Comfort
 - Floor to floor / Room to room
- Safety
 - Carbon monoxide
- Building durability
 - Moisture issues
- Environmentally sound
 - 100 Year House



Part of the conversation!

- Not a replacement for other conversations.....
 - Location
 - Aesthetics
 - Floor plans
 - Life style



- How to include performance in the conversation?



2007 NAHB-RC Study

Energy Improvements topped the list of how buyers would spend an extra \$5,000 on their home

26% would pay for energy improvements

22% for new countertop

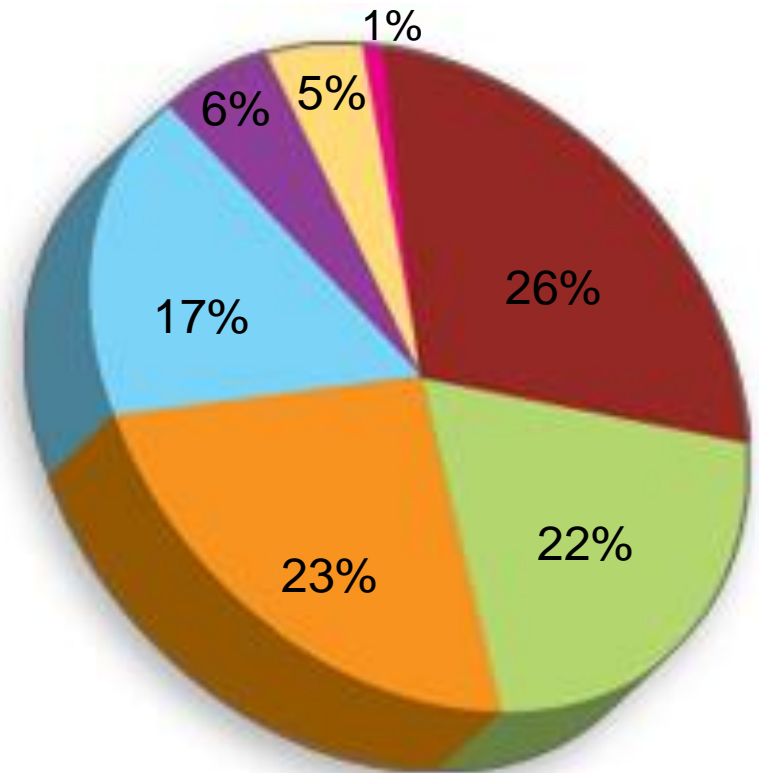
23% for other

17% for upgraded flooring

6% for upgraded appliances

5% for upgraded bathroom features

1% for new siding



Avid Home Design Research Survey 2010

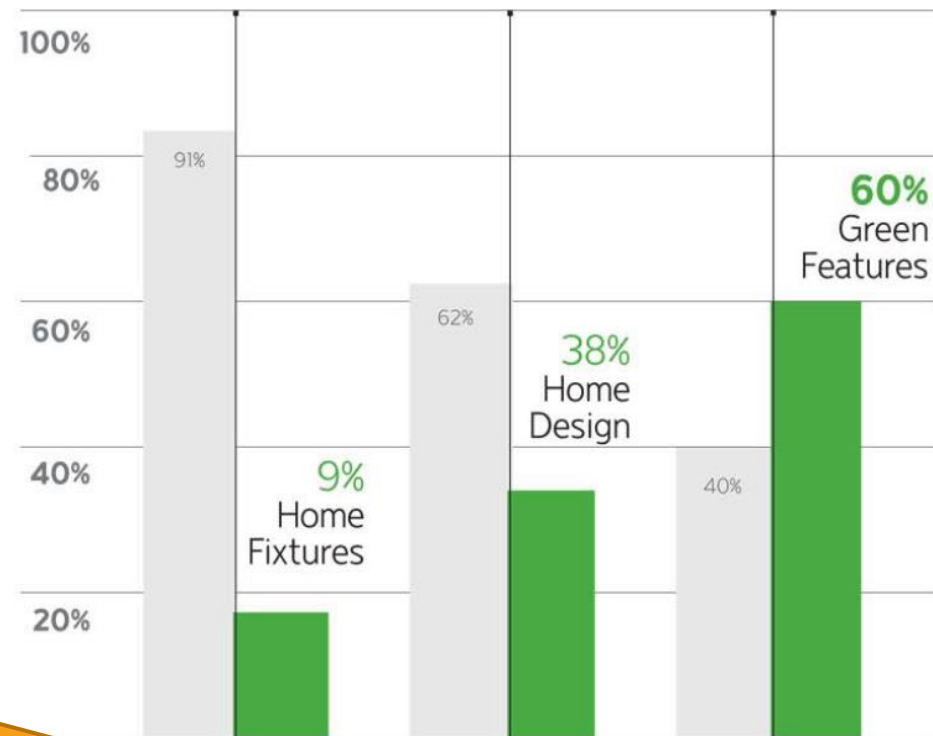
www.avidbuilder.com

Gray bar represents less desirable rating by survey respondents

When it comes to have-to-haves green is the clear winner. 60% of the green features surveyed were labeled “must haves” by respondents.

Most Desirable Home Feature Categories in 2010

WHAT DO HOME BUYERS REALLY WANT?

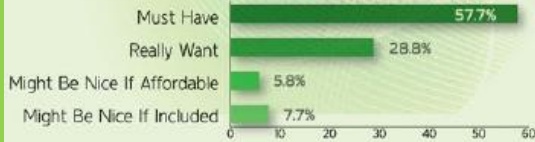


When it comes to have-to-haves green is the clear winner. 60% of the green features surveyed were labeled “must haves” by the survey respondents, compared with only 38% of the home design features and 9% of the home fixtures (bars shown in green). The gray bars represent a “less desirable” rating by the survey respondents.

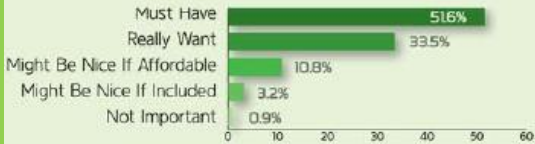
Most

Overall Energy Efficiency – “Must have”

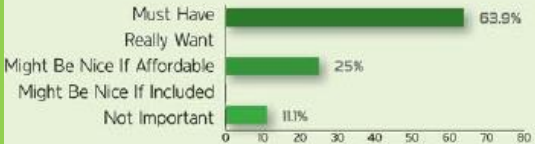
First Time: Must



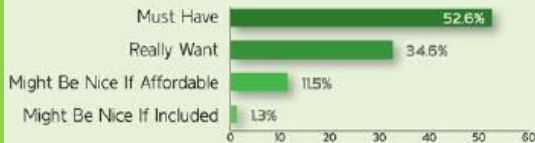
Move Up: Must



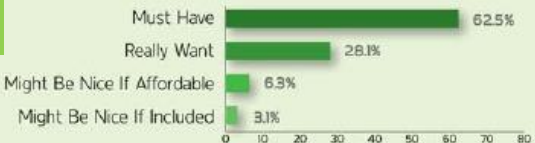
Second Home: Must



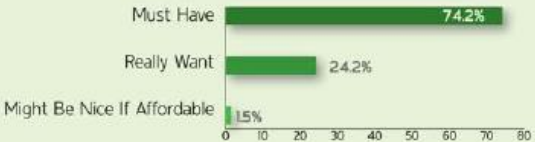
Displaced: Must



Empty Nester: Must



Custom: Must



- First time Home Buyer - 57.7%
- Move Up Market – 51.6%
- Second Home Buyer – 63.9%
- Displaced (relocated or seeking smaller home) – 52.6%
- Empty Nester – 62.5%
- Custom Buyer – 74.2%

“Across the board all respondent groups call this a “must”. Not a huge surprise that buyers understand the value proposition of saving energy”

Across the board, all respondent groups called this a “must.” Not a huge surprise that buyers understand the value proposition of saving energy, and the features that help them achieve that are winners in this chart, as in the charts that detail individual categories that can help with energy efficiency.

Thank you!

Robby Schwarz

Robby@nrglogic.com

www.nrglogic.com

720-838-0677



Upside down house Szymbark Poland

