



Capitalizing on “Green” Home Construction

Presented by: Eco-\$mart, Inc.

An EPA ENERGY STAR Ally





Our Proposition:

Building a “green” model or spec home using available Eco-\$mart construction methods, later to be offered as options, will create:

- **Increased revenue and profits**
- **Enhanced customer loyalty**
- **Reduced construction time and errors**
- **A great deal of free publicity**



About Eco-\$mart, Inc.

Inspired by the Florida House Learning Center
Sarasota, Florida



The Florida House was opened to the public on Earth Day, 1994



About Eco-\$mart, Inc.

- An EPA ENERGY STAR Ally
- A Partnership with the Nonprofit Florida House Institute for Sustainable Development (FHI):
 - Free Eco-\$mart Materials Consultation
 - Distributes / Installs Approved Systems
 - Provides Energy Efficiency Ratings
 - Connects to Energy Efficient Financing
 - Educational Seminars for Public and Trades
- A Portion of Proceeds Benefit Nonprofit (FHI)



What Does it Mean to be “Green”?

- **Energy Efficient** - Saving Money on Utilities
- Built with **Disaster and Pest Resistant** Materials
- Designed to Provide Good **Indoor Air Quality**
- **Lower Environmental Impact**
- **Certified** by EPA ENERGY STAR, Florida House and others



Example Eco-\$mart Systems

- Advanced Wall and Roof Systems (fire, pest, wind resistant, efficient)
- Water Cooled and Solar Air Conditioning
- Fresh Air / Dehumidification Systems
- Low-E / Impact Resistant Windows
- Passive Solar Water Heating
- Brac Greywater System (toilet flushing using recycled shower water)
- Water Purification (under sink, whole house, commercial / industrial)
- Energy Efficient Lighting (LED, fluorescent, daylighting)
- Recycled Plastic Decking, Recycled Rubber Porous Paving / Paths
- Green Cabinetry and Countertops
- Bamboo, Coconut Palm, Cork Flooring, Natural Fiber Carpets
- No-VOC Interior Wall Paint
- Biobased Water-Blown Foam Insulation / Radiant Barrier Roof Coatings
- 0.8 Gallon Per Flush and 1.6 Gallon Flapperless Toilets
- Solar Electric (PV), Wind Power, and more!



Did you know?
Green Features Mean Higher
Resale Value

- The Appraisal Journal Cites a **\$20.73 Increase in Resale Value for every \$1 in Annual Energy Cost Savings**

Plus, customers value:

- EPA Energy Star and Other Certifications
- Disaster Resistance, Pest Resistance Healthy Indoor Air Quality
- A Record of Lower Operational and Maintenance Costs



Example Eco-\$mart Home Cost / Benefit

| Home Size (square feet under air) | 2500 | | |
|---|-----------------|-------------------|------------------------------|
| | Standard | Eco-\$mart | |
| <u>Additional Eco-\$mart Features / Add. Costs</u> | Home | Home | |
| E-Wall Poured Solid Concrete Wall | No | \$6,500 | |
| Biobased Soy Foam Insulation or HPRS Roof | No | \$4,875 | |
| Passive Solar Water Heater (after Federal tax credit) | No | \$3,250 | <u>Total Add. Const.Cost</u> |
| Water-Cooled A/C | No | \$2,600 | \$23,725.00 |
| Energy Efficient Low-E Windows | No | \$2,600 | <u>% Additional Cost</u> |
| Brac Greywater System | No | \$3,900 | 6.33% |
| Sale Price | \$375,000.00 | \$398,725.00 | |
| Mortgage (@ 7.0%) | \$2,494.88 | \$2,652.73 | |
| Utility Bills (60% Lower Electric, 30% Lower Water) | \$416.67 | \$166.67 | |
| Insurance Savings | \$0.00 | -\$50.00 | |
| Tax Benefit | \$0.00 | -\$47.35 | |
| Non-Combustible | No | Yes | |
| No Mold and Mildew | No | Yes | |
| Disaster Resistant - Hurricanes, Fires | No | Yes | |
| Healthy Indoor Air Quality | No | Yes | |
| Pest Resistant | No | Yes | |
| Low Noise Transmission | No | Yes | |
| Increased Resale Value** | No | Yes | \$62,190 |
| Additional Interior Usable Footage (SF) | No | Yes | 46 |
| Monthly Out-of-Pocket | \$2,911.55 | \$2,722.04 | |
| Savings, from Day One >>>>>>>>> | | \$189.51 | per month |
| MORE HOME FOR LESS MONEY! | | | |

** According to the National Association of Appraisers, studies of resale prices of homes over the past 15 years have allowed them to attach an increased value to efficient homes. The value is calculated by taking one year's energy saving (as certified by a state licensed energy rater, part of the national program) and multiplying the savings by \$ 20.73.



Imagine how your company could
present a whole new type of home to the
marketplace:



Redefining the standard for residential living...

Healthy

Superior indoor air quality

Disaster resistant

Hurricane, pest and fire resistant

Energy efficient

Reducing utility costs by 50%, and more!

Water saving

Native and Florida friendly landscaping

Community enhancing

Better for homeowners, better for the environment





Recommendations Overview

- **Build a Green Model or Spec Home, then offer as optional features:**
 - Alternative Wall System (Solid Concrete or SIP)
 - Biobased Healthy Foam Sealed Attic
 - Water-Cooled High Efficiency A/C / Fresh Air
 - Passive Solar Water Heating
 - Low-E / Impact Resistant Windows
 - Brac Greywater System
 - Several other green options
- **Take advantage of the free publicity from:**
 - EPA ENERGY STAR
 - Florida Green Building Coalition
 - Eco-\$mart press releases and IN HOME PUBLIC SEMINARS
 - WINNING State Energy Efficiency Awards!



What we have provided...

- **A more valuable home for your customers**
 - Energy efficient, disaster resistant
 - Quieter, more comfortable
 - Healthy indoor air quality
 - Lower maintenance
- **Faster construction, fewer errors**
- **Enhanced marketing opportunity**
 - Co-branding, national and local publicity
 - State-Wide energy efficiency awards
 - Up selling “green” options
- **Community recognition**
 - For leading the market in energy efficient construction
 - For building an all EPA ENERGY STAR community



Green Construction Benefits Summary

- **More Profit**
 - Offering more value = higher closing rate
 - Green options offer additional profit opportunities
- **Faster construction and sales**
 - Our systems save time and call backs
 - Free publicity creates more demand for homes
- **More qualified buyers**
 - Energy-efficient mortgages
- **More customer loyalty**
 - Satisfaction with low bills, low maintenance, comfort, safety, health
- **Much free publicity**
 - With assistance from Eco-\$mart, EPA, Aurora Awards and others



What Are the Next Steps?

- 1. Choose a development and model.**
- 2. Build a Green Spec Home or Model (we may have interested investors standing by).**
- 3. Work with Eco-\$mart to customize your marketing program and sales training.**
- 4. Increase profits, productivity, customer satisfaction and publicity!**

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