DOE Zero Energy Ready Home

Zero Energy Ready Homes
Leading Builders

Presenter Name
Title
Organization
Leading Builders Series
### Background - The History

<table>
<thead>
<tr>
<th>Year</th>
<th>Company</th>
<th>Founded Year</th>
<th>Mission/Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>Greentree Homes</td>
<td></td>
<td>Mission Driven to be an Innovative Market Leader</td>
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<td>Efficient * Healthy * Local</td>
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<td>1999</td>
<td>New Town Builders</td>
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<td>New Urbanist Building Style</td>
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<td>Community Development</td>
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<tr>
<td>2015</td>
<td>Thrive Home Builders</td>
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</table>
Background - The History

Denver Based Mid-Sized Home Builder
- National Builder Dominated Market
- Top 20 by sales volume
- 2017 Annual Closings 240
Background - The Product

Multifamily Product - Townhomes

- Stapleton Central Park Rows  HERS MID 50s
- Stapleton Bluff Lake Rows  HERS MID 50s
- Stapleton Sand Creek Rows  HERS MID 40s
- Stapleton Income Qualified  HERS MID 30s
- Ridgegate Rows  HERS MID 30s

Optional Zero Energy  HERS Below 10
Background - The Product

Single Family Detached

- Solaris III  HERS Low 40’s
- Vita  HERS Low 40’s
- Hyland Village  HERS Low 40’s
  Flatiron and Solaris Series  HERS Mid 30’s
- Lowry  HERS Below 10
  Courtyard and Parkside  HERS Below 10
- ZEN 2.0  HERS Below 10
- Panacea  HERS Below 10
Marketing Zero Energy Ready Homes

DOE ZERH Logo
- IAP, Energy Star, LEED
  - Sales Collateral
  - Jobsite Signage
  - Window Clings
  - DOE Trifold Brochures
  - Website
  - Social Media
Marketing Zero Energy Ready Homes

DOE Housing Innovation Grand Award

Homes that do more.
Marketing Zero Energy Ready Homes

Building Science Center

- Design and Technology Studio
Technical Strategies

Thermal Envelope
  – Double 2x4 Wall, R-40

Air Sealing
  – Energy Complete
  – Foam Sealed Rim Joist
**Technical Strategies**

**IAP Documentation**

**PAINT**
- **MANUFACTURER**: Sherwin Williams
- **WALLS AND CEILINGS - FLAT**: Low VOC SW7049 ProMar4000, low sheen, Nuance; flat
- **WALLS AT WET AREAS (KITCHEN, BATHS, UTILITY ROOMS)**: Low VOC SW7049 ProMar4000, low sheen, Nuance; semi-gloss with primer
- **TRIM**: Low VOC SW7049 ProMar4000, gloss w/ primer, Nuance
- **TROWEL TEXTURE**: Optional, backroll

**PAINTING NOTES**

All paints and coatings must be certified by one of the approved EPA Indoor airPLUS Program qualified third party standards like GREENGUARD, GREENGUARD GOLD, SCS, MPI or others per the program construction specifications. Refer to the EPA Indoor airPLUS Construction Specifications and the EPA’s How To Find Indoor airPLUS Compliant Low-Emission Products available at [https://www.epa.gov/indoorairplus/indoor-airplus-builders-raters-providers](https://www.epa.gov/indoorairplus/indoor-airplus-builders-raters-providers).

**Hot Water Distribution**

**NPE-240A**

- 1/2" gas pipe capable up to 24'
- Field convertible gas system
- Ultra condensing efficiency
- Dual stainless steel heat exchangers
- Low NOx emissions (< 20ppm)
- SCH 40, 2" venting up to 60'
- Cascading capable
Technical Strategies

Training
Business Lessons Learned

Do We Get Paid for What We Do?

- 2\textsuperscript{ND} Highest Price per sq/ft in our market

- Ratio of Hard Cost to Sales Price
  - National Average 60% of Sales Price = Hard Costs
  - Thrive Average 62% of Sales Price = Hard Costs

- Opportunities For Lots
  - Stapleton – 8 Product Lines
  - Hyland Village
  - Perrins Row Town Homes
    - TIFF
  - Gorilla In Your Space
Business Lessons Learned

Do We Get Paid for What We Do?

– Industry Partnerships
  • Owens Corning
  • Tesla
  • Panasonic
  • Leading Builder Allies

Build the Brand

– Don’t Compromise
– “Make the brand work for you”
Bill Rectanus
Vice President, Operations
Thrive Home Builders
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Denver, CO 80202
brectanus@thrivehomebuilders.com
303-707-4416
Thank You!

Resources:
www.buildings.energy.gov/zero/

• Take the Tour of Zero
• Become a Partner
• Review ZERH Specs
• Access Tech Training Webinars
• Use the Marketing Toolkit

Contact:
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