Zero Energy Ready Homes
Leading Builders

Kiere DeGrandchamp
Head of Construction Operations
High Performance Homes
Introduction

Leading Builders Series
Background

- Established HPH in 2014
- Engineer and Architect
- Over 30 years in the building industry
- Over a decade dedicated to zero energy
- Small custom builder with up to 10 homes/yr
- To change the world!
Marketing Zero Energy Ready Homes

How we market:
- DOE logos/marketing
- Description of energy cost savings
- Customer testimonials
- Classes/Trainings

Why it is successful:
- Third-party verifications and logos/PR opportunities
- Happy customers are the best sales agents
- Educate buyers and educate influencers
MARKETING ZERO ENERGY READY HOMES

U.S. DEPARTMENT OF ENERGY

ZERO ENERGY READY HOME
U.S. DEPARTMENT OF ENERGY

HOUSING INNOVATION AWARD
WINNER 2017

BILL DATE | KWH USED | KWH SUPPLIED | KWH BILLED | Energy Supply Cost
---|---|---|---|---
9/8/2016 | 762 | -108 | 654 | $45.85
10/6/2016 | 581 | -166 | 415 | $29.09
11/8/2016 | 483 | -289 | 194 | $13.60
12/7/2016 | 535 | -245 | 290 | $20.33
1/5/2017 | 1217 | -113 | 1104 | $77.39
2/8/2017 | 1371 | -77 | 1294 | $90.71
3/8/2017 | 1098 | -171 | 927 | $64.98
4/6/2017 | 1079 | -271 | 808 | $56.64
5/4/2017 | 570 | -269 | 301 | $21.10
6/8/2017 | 592 | -237 | 355 | $24.89

Average Energy Supply Cost: $44.46
Marketing Zero Energy Ready Homes

Video and Written testimonials

https://youtu.be/fP1SSZ1lfNs

Read what our homeowner’s think...

Building our zero-energy ready High Performance Home in Gettysburg, with Kiere DeGrandchamp overseeing the construction, could not have gone any smoother. Combining professionalism, expert guidance, attention to detail and excellent personality, Kiere has constructed a home that looks great, runs efficiently, and clearly represents the talent of his builders. From the Superior Foundation Walls and Structurally Insulated Panels, to the Geo Thermal and Solar Panels for power, we have our home of the future. We have lived here for almost a year now, and it’s been the most comfortable home we’ve ever lived in. The Geo-Thermal HVAC is very effective and almost completely silent, the electric bill is unbelievably low, and there is not a draft to be felt on even the windiest Pennsylvania days. Our HPH Sales Manager Amy Whaley provided guidance and advice during the construction, and was very helpful whenever a decision needed to be made. The quality of work stands out, which is a credit to all the trades involved. We are happy clients, living in our “Happily Ever After Home”.

-Craig and LeeAnn Walker
Marketing Zero Energy Ready Homes

### DOE Zero Energy Ready Homes and the Appraisal Process: Be Your Own Advocate

Congratulations on joining the leadership movement to construct DOE Zero Energy Ready Homes (ZERH) and providing your homeowners some of the highest performing homes in America! During the sales and appraisal process, the following four steps can help you optimize the added value of your high-performance homes.

#### Step One:
Document each of Your Homes as a Third-Party Certified ‘Green Home’

A wide array of programs qualify as ‘green’, including the DOE Zero Energy Ready Home. Collect independent third-party verification documenting compliance with DOE ZERH requirements. Typically, this comes straight from your Energy Rate System (HERS) rating process.

#### Step Two:
Only Accept a Certified Residential Green Appraiser

If you have documentation that your home is ‘green certified’ (see Step One), you are eligible in many markets to instruct the lender that you will only accept an appraiser from the ‘Certified Green Residential Appraiser’ list. These appraisers have been specially trained to recognize the added value of the high-performance homes in your ZERH.

#### Step Three:
Pre-Fill a Copy of the Residential Green and Energy Efficient Addendum

The Appraisal Institute has developed an official form for documenting high-performance improvements and their value, Form 820.04: Residential Green and Energy Efficient Addendum. Don’t assume the appraiser knows how to complete this form. Although you cannot complete the final form for the appraiser, providing him/her with a copy as guidance is a critical step to ensure they can more effectively account for the added value of your high-performance home features. Download this form from the Appraisal Institute web site: (www.appraisalinstitute.org/education/green_energy_addendum.aspx)

#### Step Four:
Provide Pre-Filled Green and Energy Efficient Addendum to the Appraiser

Find out from the lender the name and contact information for the selected appraiser and send him/her a copy of the pre-filled Addendum form. Now it’s in the hands of the appraiser, but you have maximized your opportunity for an appraisal that recognizes the added value of your high-performance features.

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### Indoor airPLUS Version 1 (Rev. 02) Verification Checklist

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<th>Home Address</th>
<th>City</th>
<th>State</th>
<th>Zip</th>
<th>Section</th>
<th>Requirements</th>
<th>Rate</th>
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Note: The Fill 02 checklist has been modified to include only the additional indoor airPLUS requirement and their corresponding section numbers that must be met after completing the ENERGY STAR checklist. ENERGY STAR does not require a pre-pass test for indoor airPLUS certification.

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**Zero Energy Ready Homes**

Buildings.Energy.gov
Technical Strategies

Challenges
1. ACH50 and air-sealing
2. Bandboard loss of R-value
3. Thermal envelope

Solutions
1. Adhesives and sealants
2. SIPs band
3. Whole home approach to building with super insulation
Business Lessons Learned

Incremental Cost of Construction

• Our standard percentage markup is 7%-10% for the zero energy technology
• The 2017 HIA home’s price point was $500,000 (although less than a year after moving in the home has reappraised for $550,000), at this purchase price the incremental cost of construction is just under 10%.
• We value the Geothermal upgrade at an additional $15,000, the SIPs construction at an additional $5,000, the solar shingle technology at $23,000, the Superior Walls System at an additional $5,000 and another $1,500 in small charges.
• The total incremental cost being $49,500 or 9.9% of the total purchase price.

Why does incurring this cost make sense for your business?

• It doesn’t make sense
• It’s the right thing to do
• It makes sense for the consumer

Business Impact of building ZERH

• Finally gaining recognition for building responsibility
• Making a difference and impact
• Code improvements are closing the gap
• Availability is creating demand
For More Information

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https://www.facebook.com/highperformancehomespa/


Tour of Zero Projects


Coming soon! The Danielle
Thank You!

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

Contact:
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301-889-0017

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