DOE Zero Energy Ready Home

Zero Energy Ready Homes
Leading Builders

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Founder
Imery Group
Leading Builders Series
-In the high performance construction industry for 7 years
- Custom Home Builders
- Renovation and Additions
- GREEN RATINGS / DOE ZERH Rater
- Consulting
- Land Development
Why

- We believe that everyone deserves the opportunity to own and live in the most healthy, durable, efficient and comfortable home that one can afford.
Marketing Zero Energy Ready Homes

- Simplify Message
- Focus on benefits
- Healthier Home
- More Durable
- Comfortable
- Efficient
  - Features DO NOT SALE

- Build up **YOUR BRAND**
  - Be Honest and Legitimate
  - Customers are the largest disruptors in our market now

[Play Video]
Marketing Zero Energy Ready Homes

• Be 1st in your market, goes a long way
• Give media something interesting to write about
• Pre-drywall Open House
• Open House when home is complete
• Social Media
• PR campaign
• Housing Awards
Marketing Zero Energy Ready Homes

ANY STYLE / ANY BUDGET

Conditioned SF: 1,950 / Total SF: 2,500 SF
Contract Price: $235,000 w/o land

Conditioned SF: 2,100 / Total SF: 2,600 SF
Contract Price: $425,000 w/o land
Industry & Technical Challenges

Industry Challenges:
• Buyer Demand
• Labor Shortage
• Skillful Labor
• Construction Managers
• Consistency
  – Repeat
  – Raters
• HVAC Partners
• ENVELOPE experts

Technical Challenges:
• HVAC Design
  – Good
  – Better
  – Best
• Controlling Indoor Humidity
  – Crawlspace
  – Conditioned Area
  – Attics
• Fresh Air and Make Up Air
Business Lessons Learned

• CUSTOM HOMES:
  – If you start with a budget in mind, and work closely with your GREEN RATER / DOE ZERH RATER then no additional cost other than certification

• PRODUCTION:
  – Looking at direct cost, expect about 3% - 5% cost increment. However, you are comparing apples and oranges. Need to factor intangibles such as less call backs, and happier customers

... but this is only with the first few, then you will find ways to bring cost down
OUR TAKE ON HIGH PERFORMANCE PROGRAMS:

- Would **NOT** exist if trades and team will simply follow manufactures recommended INSTALLATION practices, and IECC & Residential Codes.

- Following a program such as ZERH adds a layer of Quality Assurance, that will help you hold your subs accountable and build a better home.
For More Information

DOE ZERO ENERGY READY HOME™

U.S. DOE
ZERO ENERGY READY HOME
2014 WINNER
Housing Innovation Awards

Imery & Co
Athens, GA
imergygroup.com
Project: Contemporary Performance
Chamblee, GA

2,981 ft²
4 bedroom, 4.5 bath, 2 floors
3A mixed-humid, custom for buyer

www.imerygroup.com
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

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