

# DOE Zero Energy Ready Home

U.S. DEPARTMENT OF  
**ENERGY** | Energy Efficiency &  
Renewable Energy



## 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



**IMERY GROUP**

HOMES • RENOVATIONS • RATINGS



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



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- Simplify Message
- Focus on benefits
- Healthier Home
- More Durable
- Comfortable
- Efficient
  - Features DO NOT SALE
- Build up **YOUR BRAND**
  - Be Honest and Legitimate
  - Customer are the largest disruptors in our market now

[Play Video](#)



- Be 1<sup>st</sup> 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

## 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 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

- **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

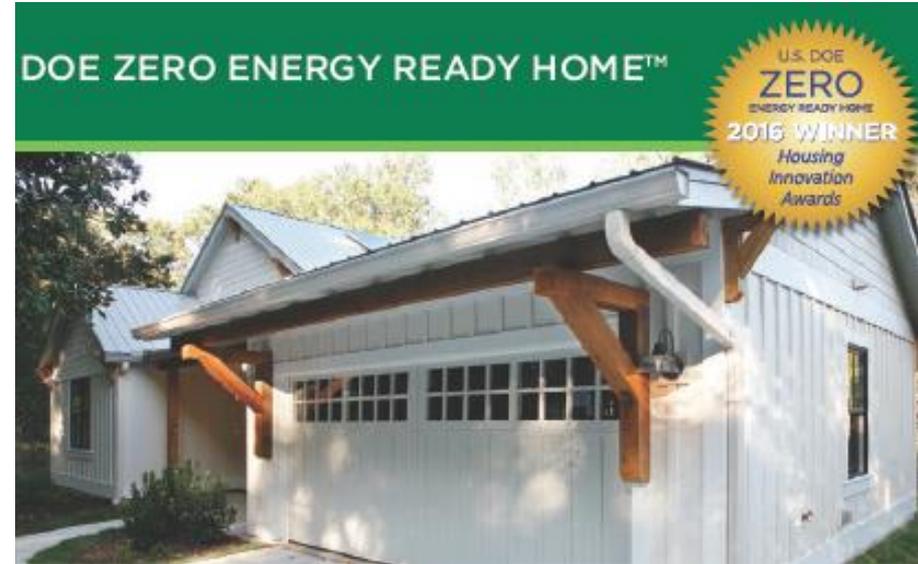
- **PRODUCTION:**
  - Looking at direct cost, expect about 3% - 5% cost increment. However, you are comparing apples and oranges. Need to factor intangibles such as less call backs, and happier customers

**... 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



## Imery & Co

Athens, GA  
imerygroup.com  
Project: Contemporary Performance  
Chamblee, GA



**2,981** ft<sup>2</sup>

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

[www.imerygroup.com](http://www.imerygroup.com)

# Thank You!



## Resources:

[www.buildings.energy.gov/zero/](http://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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## Contact:

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