Leading Builders Series
Background

- Builder of affordable homes
- 100% Energy Star and Zero Energy Ready Homes
- Mission is to provide affordable, efficient homes to those in need

founded in 1992 we have been building affordable homes in our community for 25yrs
Marketing Zero Energy Ready Homes

- Community build events
- Physical and emotional benefit to those that volunteer with our program
- Economic benefits to the community
Marketing Zero Energy Ready Homes

- Our program has been featured in many publications and blogs
- Local TV and print stories
- Local elected officials attend dedications
Zero Energy Ready Performance Homes
2016 Housing Innovation Award
Marketing Zero Energy Ready Homes

- Mandatory Requirements
- Energy Star baseline
- Building Envelope
- Performance Duct System
- Water Efficiency
- Lighting & Appliances
- Indoor Air Quality: Indoor airPLUS
- Renewable Ready
Technical Strategies
Technical Strategies

PGT SH550 Impact Resistant

Solar Heat Gain Coefficient (SHGC)
- A number between 0 and 1
- Fraction of absorbed part which is transferred inwards by radiation, convection, and conduction
- Fraction transmitted directly

SHGC
1 implies all radiation travels through glass
0 implies no radiation travels through glass

Reflected energy (radiation)
Directly transmitted light and solar energy through glass

Absorbed energy (radiation) by the glass and re-radiated to both exterior and interior sides of the glass
Technical Strategies Review

- Better Windows
- Better Insulation
- Better Doors
- Better HVAC Design and equipment
- Better Process Control
- Better Home period!
For More Information

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Tour of Zero

feature stories on the web:
Deepgreenhome
Florida Solar Energy Center
Greenbuildermedia

DOE ZERH Case Study
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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