Zero Energy Ready Homes
Leading Builders

Geoff Ferrell
Chief Technology Officer
Mandalay Homes
Introduction

Leading Builders Series
Background

• Founded in 1999 by Dave Everson - CEO
• Building single family homes throughout Arizona
• Build exclusively Zero Energy Ready Homes since 2012.
• Average HERS without renewables of 47.
• Market our ZERH at cost neutral price point to Energy Star 3.0 builders in our market.
• Industry leading air tightness benchmarks. 0.67 ACH50 average.
• Standardizing on a grid optimized renewables and energy storage platform standard.
Ratings Used at Mandalay
Marketing Zero Energy Ready Homes

• Create emotional connection to our homes through different strategies
• Demonstrate a real value proposition for our homes over the competition
• Appeal to as wide a spectrum of potential buyers as we can through targeted messaging.
• Use of relatable info graphics both Internal and 3rd party source to validate value.
Technical Strategies

Challenges

• Price and availability of exotic or non-standard components to boost efficiency.
• Reliance on HERS as a selling and marketing tool.
• Trade base skill when applying new technologies or practices.
• Translating complex to simple for the buying public.
• Bringing higher efficiency, healthier, more durable homes to market in a production environment.

Successes

• Key partnerships with innovative vendors and manufactures to drive adoption.
• New products that work better, but that are easy to adapt to the field.
• Tools from DOE and like to help builders validate their products.
• Consumer knowledge growth and an increasing demand for a better home.
Technical Strategies
Technical Strategies
Business Lessons Learned

- For our climate zone, full depth insulation in the wall cavity does not provide proportionate thermal value, so we negotiated to purchase spray foam insulation by the inch.
- At 3.5" of thickness we maximize performance and value as opposed to 5.5".
- This savings gets traded into a higher performing HVAC.

- We adopted a shear product with weatherization layer built into it.
- Nearly $3500 in labor and materials got traded into a better performing weatherization layer and continuous exterior insulation.

- 3 years ago, ERV cost over $1500
- Today, the cost is $495.
- This $1000 in savings gets traded into new technologies such as sealing and windows.
For More Information

Contact:
Geoff Ferrell
Chief Technology Officer
Mandalay Homes

(928) 277-4817 x110
Or
@ferrell_geoff

Website
www.MandalayHomes.com

Facebook
www.facebook.com/mandalaycommunities/

Twitter
@Mandalay_Homes
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:
zero@newportpartnersllc.com
301-889-0017

Thank You!