Zero Energy Ready Homes
Leading Builders

Presenter Name
Title
Organization
Leading Builders Series
Background

- Graduated from New Mexico State University
- 3\textsuperscript{rd} Generation Builder
- Started working with DOE and the “Build America” program in 1998
- Built our first true Net Zero Home in 2006
- Since then we have built 32 Net Zero homes
• We are fortunate that our reputation as the Most Energy Efficient builder in the area is strong
• We do very little off premise marketing
• Where we have models homes we will have an “Energy Room”
Marketing Zero Energy Ready Homes

• In 1998 our core marketing was about what energy efficiency meant, the cost savings and how we were able to accomplish this.
  – This approach was too technical

• We start with overall comfort level of homes
  – Same temperature throughout the house
    • 3 degree guarantee
  – Constant fresh air
    • ERV
    • Positive pressure
    • Filtered Air
Marketing Zero Energy Ready Homes

- If customers are still engaged:
- We discuss Cost of Ownership
  - Define HERS
  - Show cost savings
  - Right Sized equipment
- Technical aspects of how we build Zero Energy Ready Homes
- Certifications
• Everything starts with paper and pencil
  – After house selection specs are complete then we bring the architect and our HERS rater together to discuss key points for the community and climate zone

• Basic recipe always applies
  – Must be 55 HERS or less
  – House must final with an ACH of 2.5
  – Wall Assembly is single top plate 2X6 construction with BIBS
  – Advanced framing
  – Fresh Air Ventilation Strategy
  – Foundation Insulation if required
Business Lessons Learned

- Change is hard
  - Buy in from the shovels and hammers
- Knot must stay tight
  - Compromise is thread that can unravel everything
- Once there is buy in
  - Pride
  - Peer oversight
- You have to love being better
For More Information

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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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