SUSTAINABILITY
Incorporating into Residential Construction Business Practices
Our Speakers

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Director of Sustainability
at GAF
Why Should I Care about Sustainability?

Presented By
Paige Shipp – Regional Director for Dallas/Ft. Worth, Texas
Incorporating Sustainability into Today’s Housing Market

Perceptions of Sustainability
Incorporating Sustainability into Today’s Housing Market

Perceptions of Sustainability
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What does Housing Sustainability Mean?

Source: United Nations
Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

—Our Common Future, also known as the Brundtland Report
Fossil Fuels
  • Crude Oil/Petroleum
  • Gas
  • Coal

Nuclear Fuels

Energy

Water?
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What Drives Sustainable Practices

Codes (Federal, State and Local)
Companies (Builders, Developers and Building Product Manufacturers)
Home Buyers
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Home Building Energy Rating Systems

THE HERS INDEX | AN MPG RATING FOR HOMES

Average monthly energy cost comparison based on 2,250 square feet of living area.

130
100
85
80
77
50
0
-2

- Energy Hog
- Typical New Home
- Energy Star
- Climate Zone 1-5
- Climate Zone 6-10
- Climate Florida
- ESHP Hi-Performance
- $70/Mo.
- ESHP Net-Zero Energy Home with Solar
- $0/Mo.
- ESHP Net-Zero Energy Home with Solar Energy Credit

RESNET

EnergySmart Builder

Every Home is a HERS Rated Home
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How do Consumer Groups Respond to Sustainable Practices?
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Consumer and Builder/Developer Tiers

Tier 1

Tier 2

Tier 3
Level of Sustainable Practices: Building to Code

Extra $ Spent Toward Sustainability: None

Energy Smart (HERS) Builder: No

Spending on Sustainability Related Marketing: Minimal
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**Tier 1 Consumer Groups**

**ENTRY LEVEL—SUBURBAN**

**SIMPLE LIFE—MODERATE INCOME, WITH CHILDREN**

**SIMPLE LIFE—AFFLUENT, NO CHILDREN**

**ACTIVE ADULT—ENTRY LEVEL**

**RENTERS—NEAR TERM BUYERS**

**RENTERS**
Level of Sustainable Practices: Will purchase sustainable products if buyer will pay more for it

Extra $ Spent Toward Sustainability: 1% - 2%

Energy Smart (HERS) Builder: Yes

Spending on Sustainability Related Marketing: Average
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Tier 2 Consumer Groups

SIMPLE LIFE—MODERATE INCOME, NO CHILDREN

FAMILY LIFE—YOUNG CHILDREN

FEATURE & LOCATION

ACTIVE ADULT—FEATURE & LOCATION
Level of Sustainable Practices: Priority and part of company culture

Extra $ Spent Toward Sustainability: 3% +

Energy Smart (HERS) Builder: Yes

Spending on Sustainability Related Marketing: Above Average
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Tier 3 Consumer Groups

ENTRY LEVEL—URBAN

FAMILY LIFE—SCHOOL AGE CHILDREN

ELITE

ACTIVE ADULT—ELITE
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Which Builders are Raising the Bar?

Meritage Homes
Setting the standard for energy-efficient homes

TRI Pointe Homes

LIVING SMART

Beazer Homes

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What is the Future of Sustainability?

LEED Credit Categories:
- Sustainable Sites
- Water Efficiency
- Energy & Atmosphere
- Materials & Resources
- Indoor Environmental Quality
- Innovation in Operations & Regional Priority
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Who is Your Buyer?

OnTarget: Consumer Intelligence
Zero in to Find Your Best Customers and Markets

- Identify Your Buyers
- Troubled Projects
- New Communities
- Submarket Analysis
- New Market Analysis

Know WHO your best customers are.
Know WHERE to find them.
Know HOW to reach them.

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Thank you for attending our housing webcast.

For any questions or suggestions contact Heather Knutson—Director of Demand Generation at hknutson@metrostudy.com

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