

# Built Green<sup>®</sup> Colorado

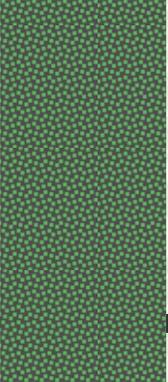


BUILT GREEN<sup>®</sup>  
BUILT BETTER<sup>™</sup>

For a better quality of life.



HOME BUILDERS  
ASSOCIATION  
of  
METRO DENVER



# Built Green Mission

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Built Green Colorado will encourage, through a combination of marketing, education and technology transfer, the voluntary integration of building products and practices that demonstrate energy, water and natural resource efficiency; sound economics; and healthy human environments.

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# Why Built Green Colorado?

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Why does the Colorado home building industry support industry-led green building?

- # Opportunity
    - # Choice in the marketplace for the buyer
    - # Builder/Brand distinction in a competitive market
    - # 'White Hat' for the industry
  - # Responsibility
    - # All major industries are increasingly addressing their share of environmental responsibility
    - # Builders can have lasting and meaningful impact through their home building practices; can influence the direction of developing technologies and materials
    - # Provide homes that are less costly to operate, healthier, more durable
  - # Necessity – Either lead or be regulated
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# The Built Green Goal

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Encourage the use of products, technologies and practices that will:

- Provide greater energy efficiency, reduce pollution
  - Protect indoor air quality
  - Conserve water
  - Preserve natural resources, reduce waste
  - Result in more durable, more comfortable, lower-maintenance homes
  - Educate the home buyer/owner
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# A Brief History

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- Formed in 1995 in cooperation with the Governor's Office of Energy Management & Conservation, Xcel Energy and E-Star Colorado
  - The program is overseen by the Energy and Environmental Affairs Committee of the Home Builders Association of Metro Denver
  - The first industry-led program of its kind, Built Green remains the largest green building initiative in the nation, with over 33,000 homes registered to date statewide
  - Built Green is non-profit and entirely self-funded through the fees and dues of membership
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# A Brief History

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- Built Green is widely recognized as a leader in the growing national green building movement
  - Increasingly embraced by, and seen as bringing value to, both the industry and the consumer
  - In 2005, builder members registered over 4,700 Built Green homes, representing 22% market share in the 8-county Denver metro area, and approximately 12% of statewide residential permits
  - Current membership:
    - Over 150 builder members statewide
    - 50 sponsor members
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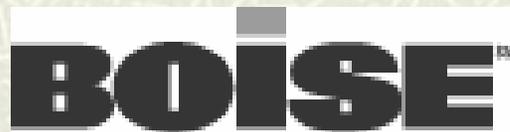
# Built Green Industry Leaders provide support for consumer and industry marketing



*Home Comfort Professionals*



*Truly Elegant Colorado Homes*



*The DECK of a Lifetime.*



**James Hardie<sup>®</sup>**  
**Building Products**



# Built Green Checklist & Program Structure



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# Built Green Checklist

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- # Central to the program
  - # Establishes criteria for the homes
  - # Regularly reviewed and updated
  - # Flexible, “weighted” for relative value of features
  - # All registered homes must comply
  - # New “Tiered” levels of compliance, aligning with building science, “systems thinking” principles, solar rebates
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# Built Green Checklist

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- # Over 200 options, covering energy efficiency, health and safety, materials selection, moisture management and resource conservation (land use, water and waste)
  - # Minimum Energy Requirement is 10% above 2004 IECC. Builders must select one of three possible energy efficiency compliance methods:
    - HERS Rating  $\leq$  90 points on new Index HERS scale
    - Chapter 5 of the 2004 IECC using REScheck or RemRate to verify that calculated performance exceeds code by 10%
    - Meet Energy Star requirements
  - # Select from each of the 8 additional required categories
  - # Gain a minimum of 70 points from Checklist overall
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# Builder Benefits

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- # Market distinction in a highly competitive market with increasingly educated consumers
  - # Ability to proactively demonstrate commitment to community, future generations, environment
  - # Use of the Built Green logo, available collateral materials
  - # Listing in Built Green materials, website
  - # Access to Built Green training
  - # Opportunity to participate in program guidance
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# Builder Requirements

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- # Register homes with the program
  - # All registered homes must comply with the program
  - # Only registered homes can carry the Built Green designation
  - # Allow random inspection & rating of at least 5% of registered homes
  - # Meet builder education requirement
  - # Participate in promoting Built Green
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# Built Green Responsibilities

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- # Aid builder in obtaining technical assistance
  - # Provide training opportunities
  - # Conduct general advertising, promotional and public relations campaigns
  - # Ensure program integrity, value and benefit
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# Quality Control for Built Green and the Builder

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- # Random third-party inspections provide credibility to builder and program
  - # Another set of eyes on the job supports builder quality control
  - # Provides additional education and technical feedback to builder
  - # Opportunity for continual improvement
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# Consumer Awareness and the Market



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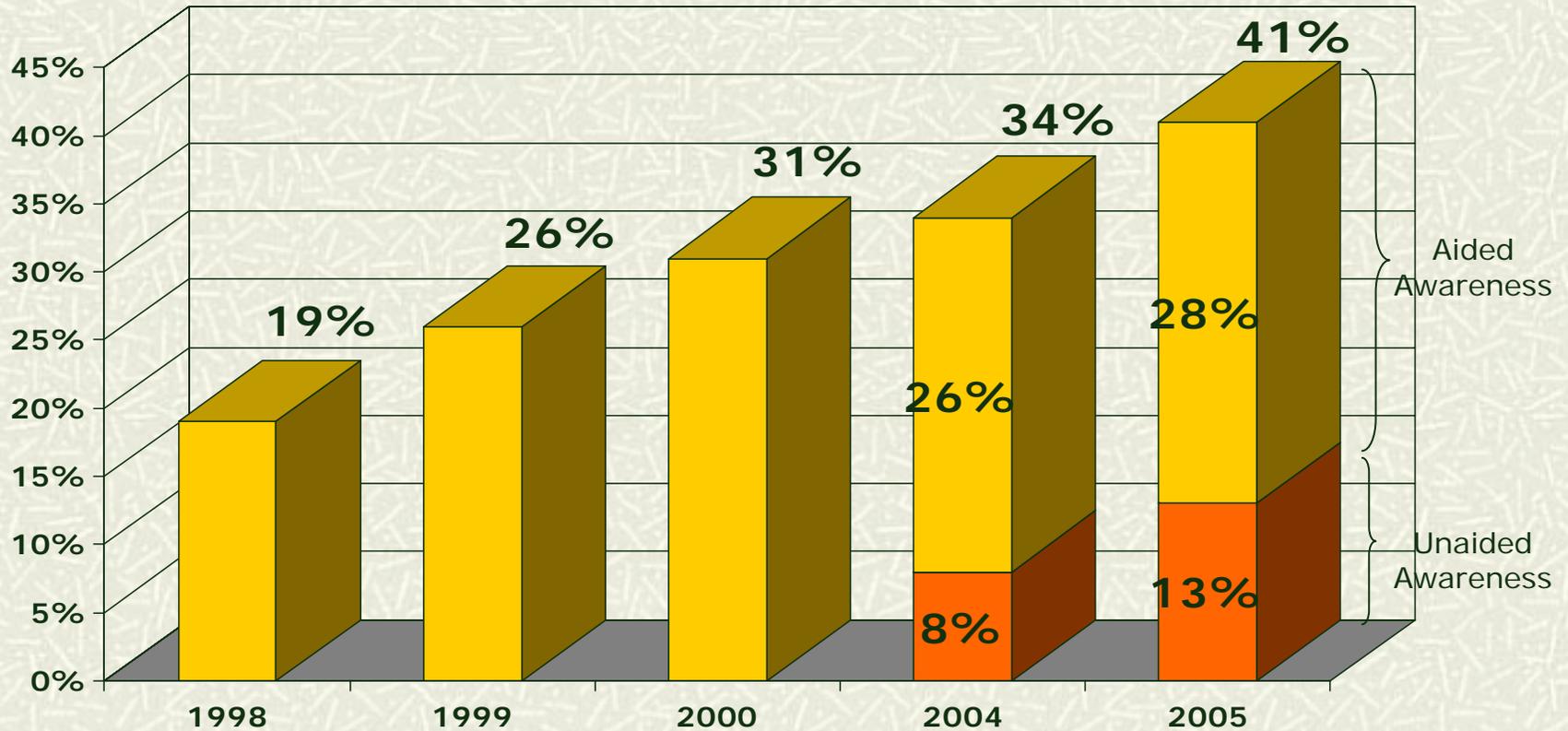
# The Marketplace

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- # Those more likely to be aware of Built Green are married, college educated, HHI \$100-150K, in homes priced 300K+
  - # People are most likely to first learn of Built Green from TV, Newspapers, Builders and their Sales Offices
  - # Built Green's Purchase Influence is holding steady among an increasing number of those aware of the Built Green program:
    - # 41% of new home buyers are aware of Built Green
    - # Two-thirds of Built Green Homeowners say Built Green was a factor in their purchase decision
    - # Nearly four-in-ten of those aware of Built Green said it was an influence on their new-home purchase decision
    - # Nearly six-in-ten of those aware of Built Green said it will influence their next new-home purchase
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# Unaided and Total Awareness of Built Green increased significantly in 2005

**Awareness of Built Green 1998 to Present**



Source: Genesis Group, Built Green Awareness Surveys, 1998, 1999, 2000

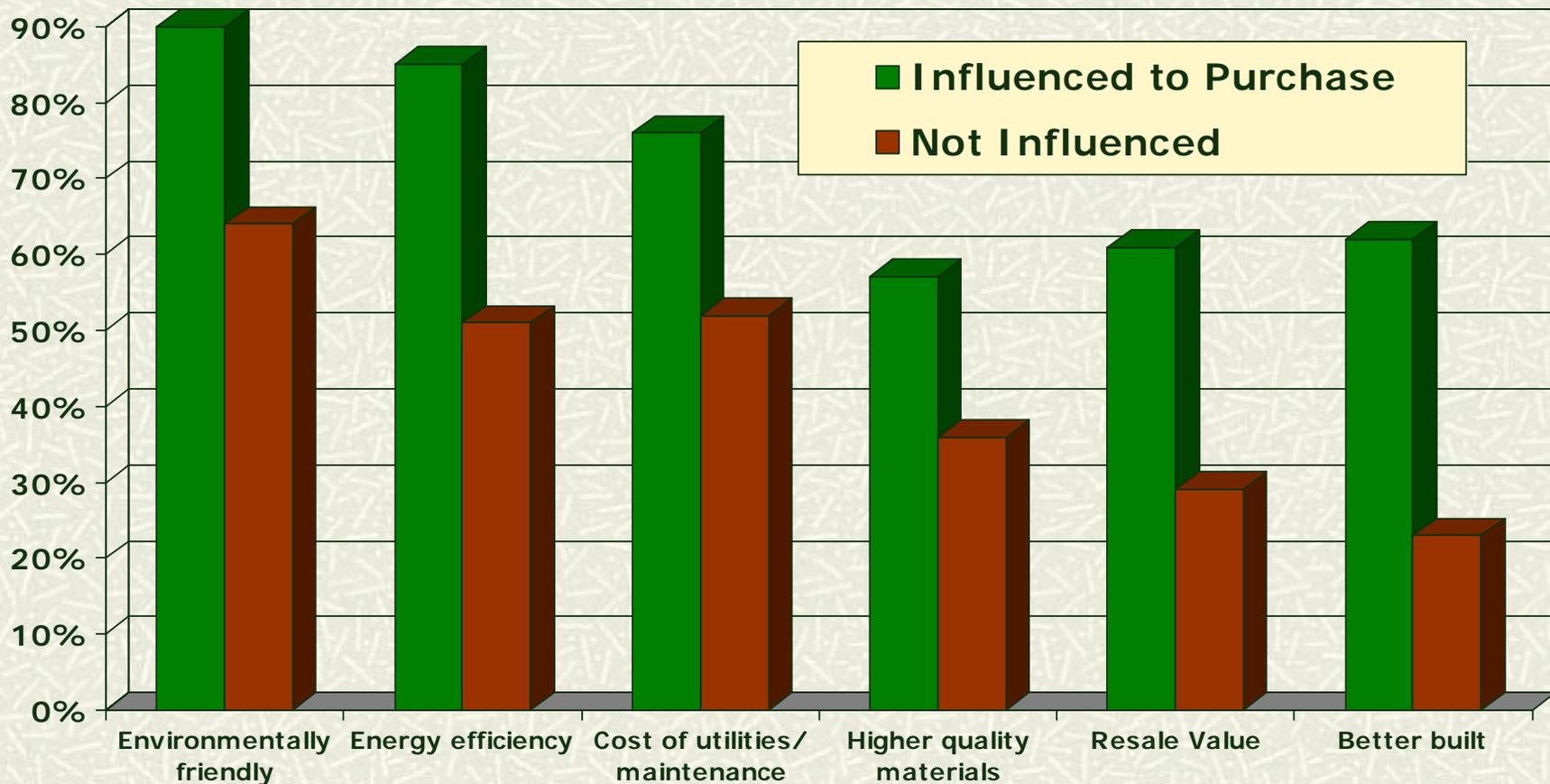
## Perceptions of a Built Green home as compared to the same house that is not built to Built Green standards

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- # Those influenced by Built Green and Built Green home owners are significantly more likely to associate home energy efficiency with Built Green.
  - # Those influenced and Built Green homeowners are significantly more likely to say Built Green homes are of better quality than comparable homes not Built Green.
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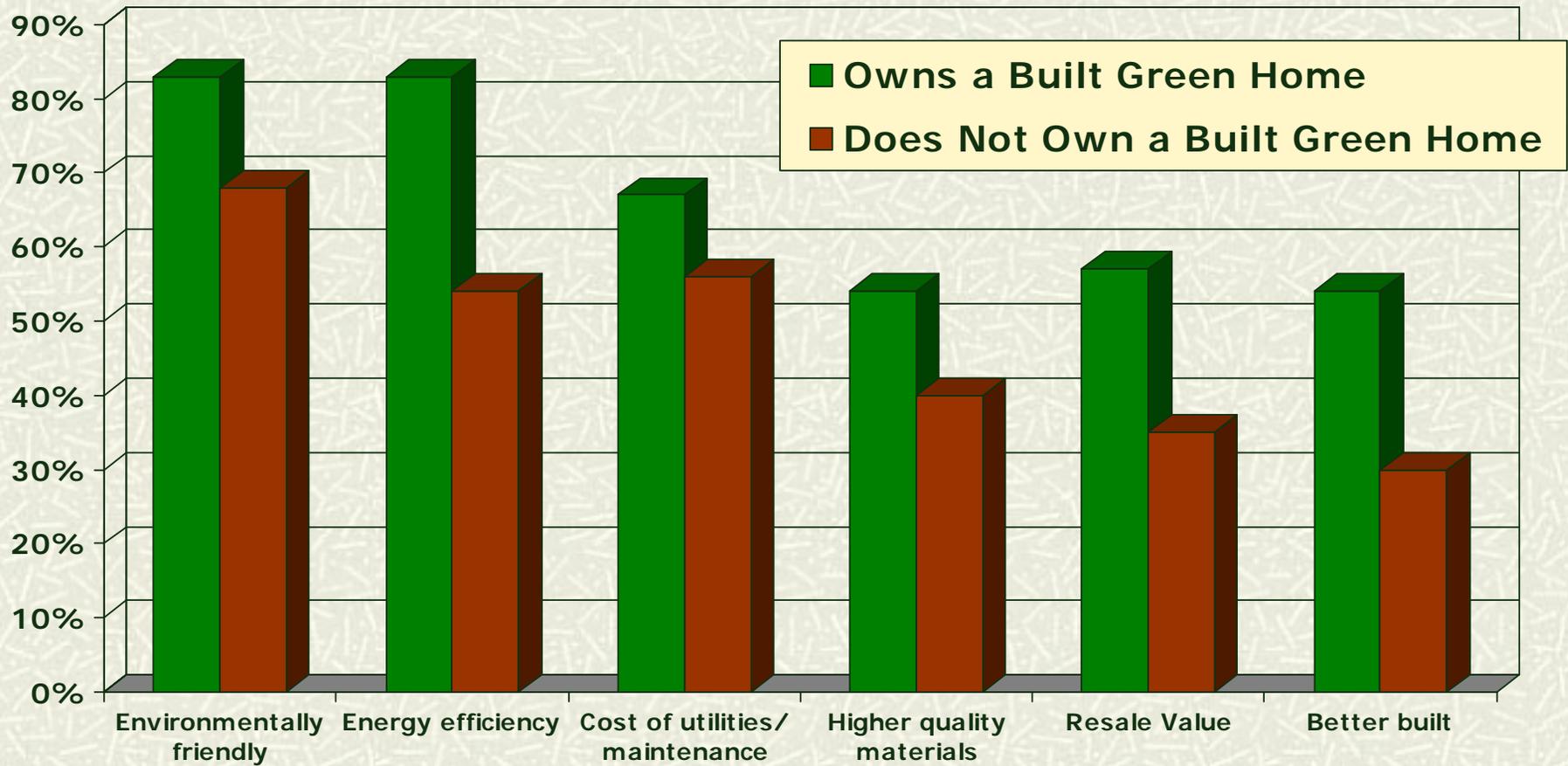
# Those Influenced-to-Purchase are significantly more likely to say Built Green homes are better on every measure

## Comparison of Built Green Homes to Other Homes



# Built Green Homeowners are significantly more likely to say Built Green homes are better on every measure

## Comparison of Built Green Homes to Other Homes



# Built Green and Other Programs



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# Growing number of programs

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- # Programs abound in variety and number; what are the relationships?
  - # Is green building local or national?
  - # What's the relationship/difference between energy, high performance and green programs?
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# Plug 'n Play

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- # Where can confusion arise?
    - Language
    - Levels
    - Values
    - Objectives
  - # Can all confusion be erased? No
  - # Should there be a single approach? No
  - # Can programs play together? Yes
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# Plug 'n Play

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- # Built Green is actively engaged in the national dialog and examination of the best research the building industry has to offer
  - # Built Green collaborates with local, state and national initiatives to ensure continual improvement in the program as well as to reduce confusion
  - # Currently conducting a comparison of key programs to identify where confusion can be minimized through cross-identification, collaboration
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# Want to Learn More?

# For more information:

■ Kim Calomino

303-328-2320

[kcalomino@hbadenver.com](mailto:kcalomino@hbadenver.com)

■ [www.builtgreen.org](http://www.builtgreen.org)

■ [www.hbadenver.com](http://www.hbadenver.com)



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