

Questions from Home Performance Counts: Virtual Green Home Tour

'The Gladstone' in Urban Downs by _____ – Ridgefield, Wash. July 15, 2021

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The following questions were answered during the live Q&A and are summarized here. Please see the video replay for the full discussion.

Q: What tax credits are available for green homes; including what is available for builders and what is directly to consumers?

JM: We refer our customers to their tax professional to ask those questions, it's in their wheelhouse to stay current on that, as there are different layers of opportunity – federal, state and local.

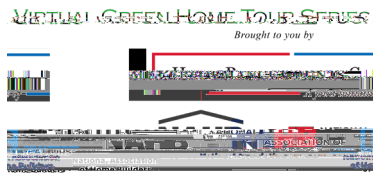
AM: Same, as realtors we do not advise on that.

MDD: What is available depends on where you are located. There are some federal and state incentives, I have a utility rebate incentive in Virginia for my new ENERGY STAR dryer, Florida has a \$2,000 builder tax credit for green building right now. Some are directly available for consumers, some for builders. As a builder, you can decide what best fits in your business model – if you want to pass on any builder credits, if that's a negotiation point in your sale, and so on.

Q: Can we take a deeper dive into the NGBS Green Emerald-level certification achieved for this home? What are the key strategies Urban NW Homes is using to take your homes to this level of performance and is there any advice you can give builders who are looking to stand out in their market on incorporating certification into their business plan?

JM: NGBS is a holistic approach to green building. To certify Emerald, you have to achieve Emerald in each of the categories (Energy, Water, Indoor Air Quality, Materials, and Stewardship). Since there are

becoming more stringent and your code requirements might
y and operations/maintenance, conversations with your
nergies to get you there. I can speak to my region on RE – we
t includes California, and the Phoenix/Tucson area. Lennar



AM: Some buyers have a misconception that if it's a tank, it's not efficient, probably since we went through a phase of tankless ones. Also, clients got used to how little space the tankless one took up in their garage and they aren't happy to see a tank again, we have to educate them on the why and the benefits.

JM: No matter what type of water heater you have, installing a recirculation loop so you aren't waiting on hot water is important from both a water (and energy) savings and customer satisfaction perspective.

Q: Can you go into the recirculation loop in more detail?

JM: It's basically a big loop that has warm water. The lines off that loop are nice short runs to the actual valve or fixture so hot water reaches them faster than with traditional piping. You can increase the efficiency by setting it on a timer so it's not pumping hot water through the loop all the time, only during the high demand usage times.

Q: Ashley, I imagine it's a good sales strategy for the realtor to be knowledge about tech like this when you are staging a home and can explain these 'behind the walls' things to prospective buyers?

AM: Yes, many people are not aware of the aspects of a green home. To be able to show them, especially in person, most react with, wow, that's cool! There's something for everyone in a green home that would appeal to them and many don't know they could have it or that they want it until they see it and hear about it.

Q: How do you start the conversation to get consumers interested?

AM: You get to know the client and what's important to them. For instance, for some air quality is the most important and they mention that. Then that is something I will home in on, 'Are you aware this home aspects such a x,y,z that will help enhance the indoor air quality?' And tie high-performance into other conversations, such as the home being quiet – we are growing quicquthoor2.9 (o)-6d (n)2.3 (s)-1.9 ()TJO Tc 0 (c)0.0 Td(-)Tj1B 0 Td()Tj10