

How to Make Money with LEED for Homes

Presenters

Kelly Parker

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What is LEED?

Leadership in Energy & Environmental Design

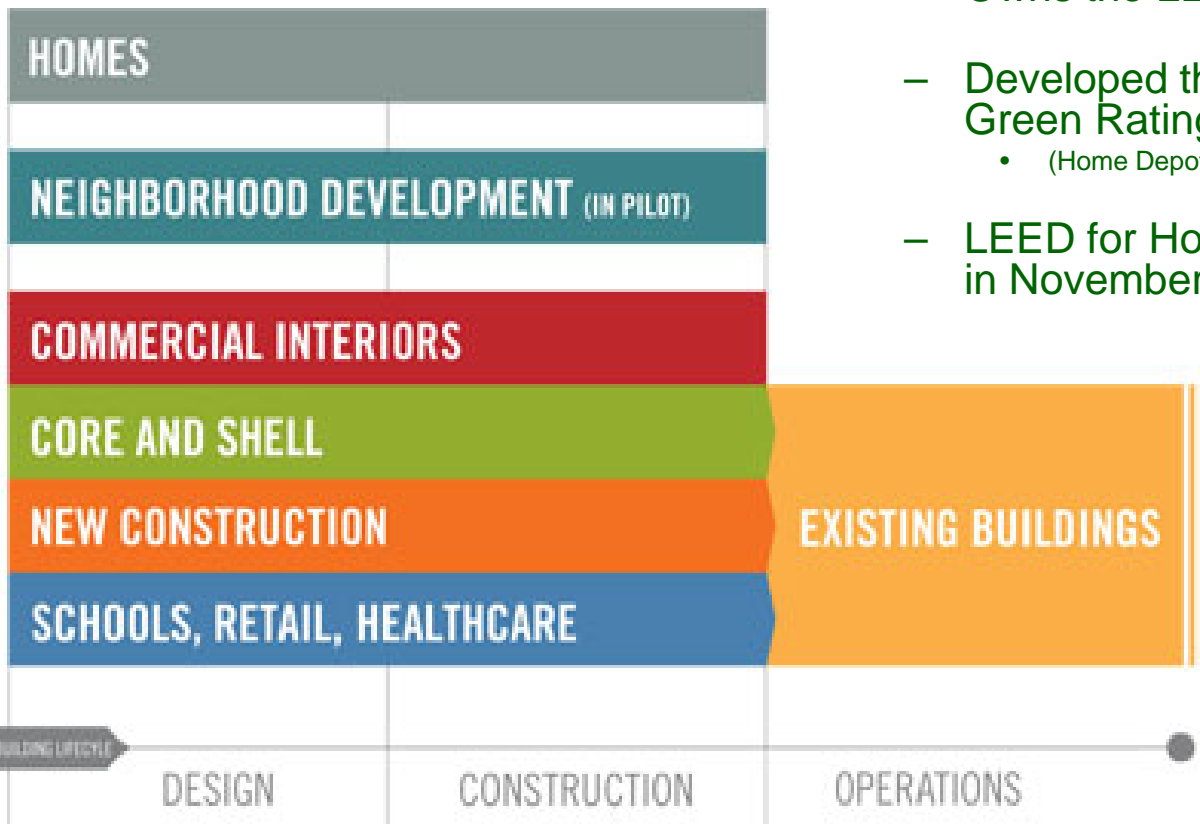


Materials and information can be found at - www.usgbc.org

A Word about USGBC



- Non Profit, not a government agency
- Owns the LEED brand
- Developed the LEED for Homes Green Rating System
 - (Home Depot grant)
- LEED for Homes rolled out of Pilot in November, 2007



A Word about USGBC

LEED For Homes



Provider Network

- LH Certification
- Rater Training
- Quality Assurance

Ferrier Custom Homes
Heather's Home
Weatherford, Texas
SIP
1st LEED Platinum in Texas



LH Program Provider



- 13 Original Providers, 20 new Providers in 2008
- Providers Certify the LEED Homes
- LH Green Raters contract with a Provider
 - Local Provider not a necessity

LEED for Homes Program



**First LEED- H Certified Home in the
Nation**

**Ideal Homes, production home
Oklahoma City, Oklahoma**

1. **Voluntary Program**
2. **Simple 2-page Checklist**
3. **Planning Team**
4. **Durability Planning**
4. **Third Party Inspections**
5. **Energy Star Certification**

LEED for Homes



LEED for Homes is a floating point rating system with 4 Certification Levels.

This scale slides per a calculation which considers the square footage of the house per bedroom ratio. For a 4 bedroom 2,600sf Home the scale is:



- **Platinum: 90 – 129**
- **Gold: 75 – 89**
- **Silver: 60 – 74**
- **Certified: 45 – 59**

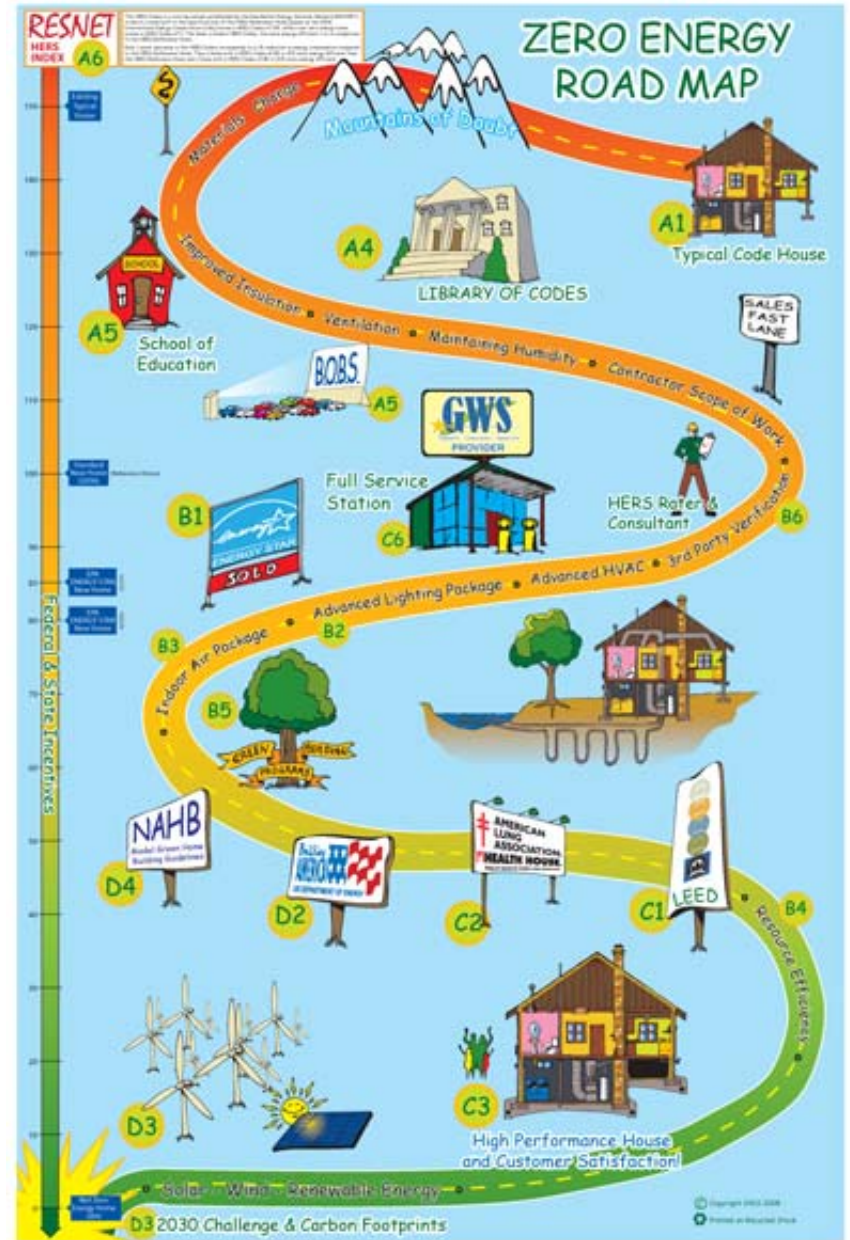
8 Categories of Points



1. Innovation and Design
2. Location and Linkages
3. Sustainable Sites
4. Water Efficiency
5. Energy and Atmosphere
6. Materials and Resources
7. Indoor Environmental Quality
8. Awareness and Education



Where does LEED for Homes fit in the market?



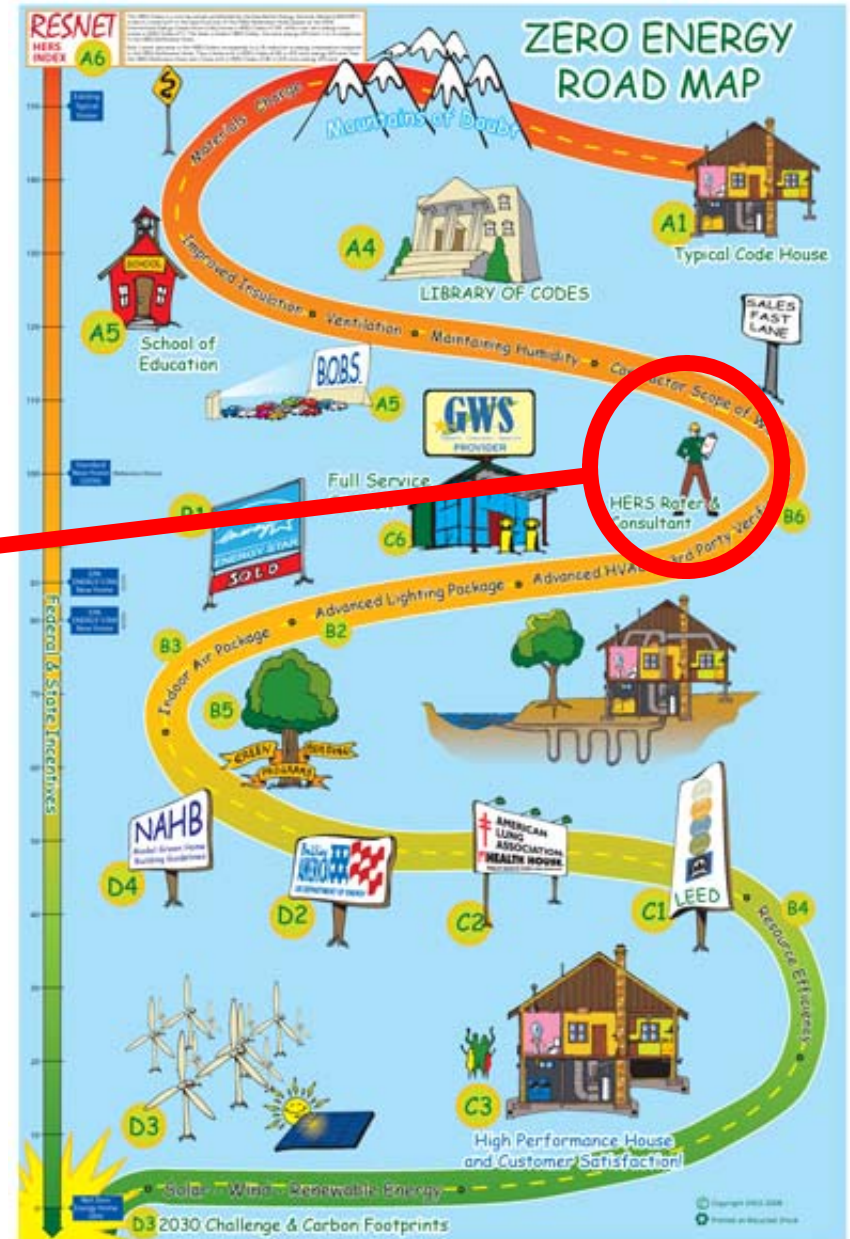
Where does LEED for Homes fit in the market?

**TYPICAL
BUILDER**



Where does LEED for Homes fit in the market?

RATER



fit in the market?



Where does LEED for Homes fit in the market?



LEED for Homes Current Statistics

- **12,940 Registered Homes**
- **490 Certified Homes**
- **720 Registered Buildings**



How to develop the LEED for Homes market?

- Join the local USGBC Chapter
- <http://www.usgbc.org/Chapters/>



How to develop the LEED for Homes market?

- Find your local LEED for Homes Advocate
- Offer to help your advocate.
- Offer to speak about Energy Star, a major component of LEED for Homes



How to develop the LEED for Homes market?

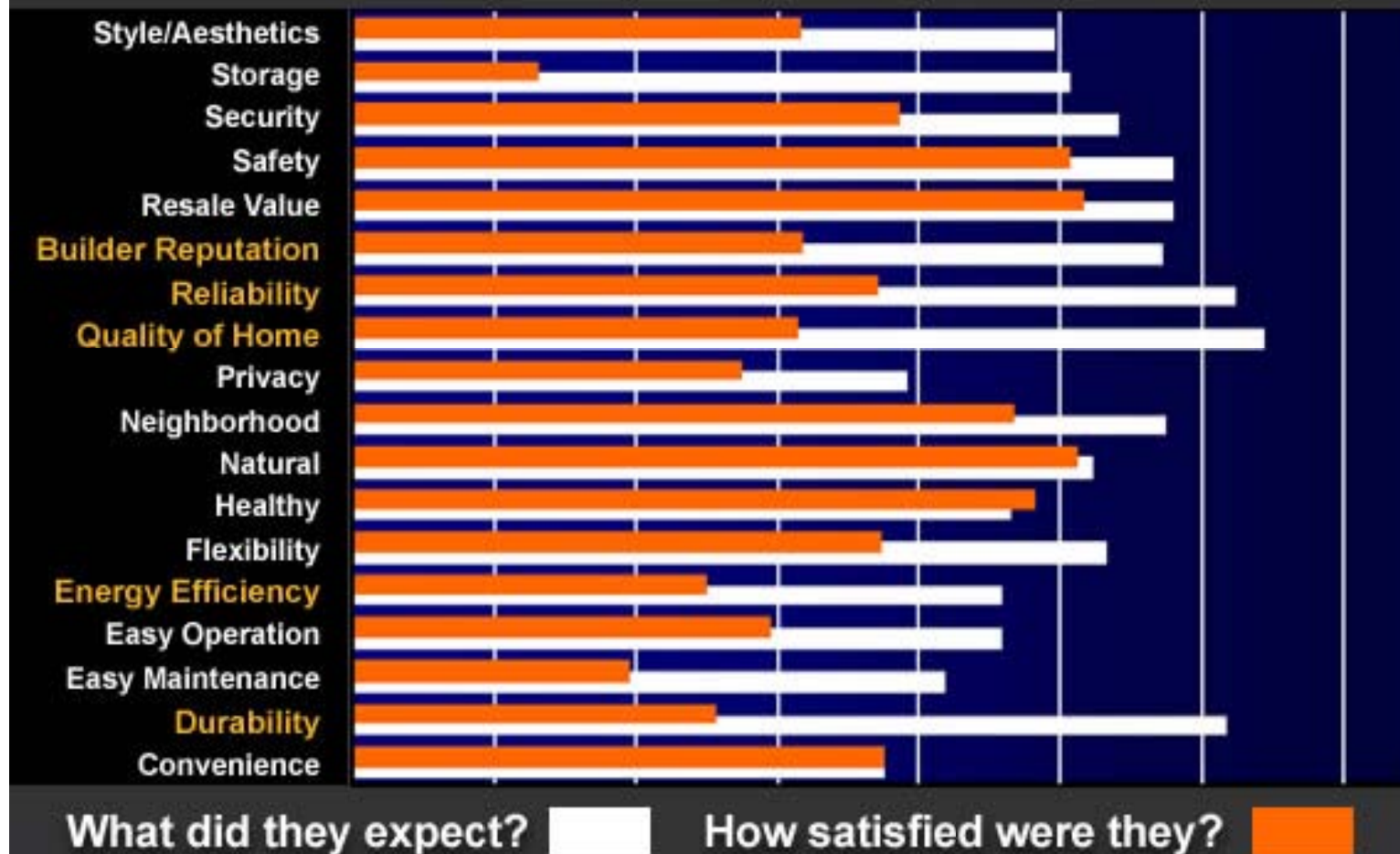
- LEED for Homes decision makers
 - Architects
 - Developers
 - Government projects
 - Habitat for Humanity
 - Custom Builder
 - Production Builder
- Become knowledgeable of the benefits of LEED for Homes

Home Buyer's Expectations



LEED[®]
for HOMES

Homeowner's Priorities Living in the Home



LH Certification Cost



LEED for Homes Fees

USGBC

- Builder Registration \$250 - \$350
- Certification Fee \$250 - \$450 Per Home

Provider

- LEED for Homes Ratings (Ask Your Local Provider)
 - Preliminary Design Review \$ 300 - 600
 - Inspections and Certification \$ 600 - 1,200
- With Sampling (high volume) \$250 - 500

Other Support

- Design Assistance \$ Variable
- Training \$ Variable



LH Home Owner Cost



How Much Does a LEED Home Cost?

Comparison Criteria	Code Home	LEED Home	Difference	
			(\$/Month)	(\$/Day)
Sticker Price	\$ 300,000	\$ 308,500		
Mortgage Payment	\$1,890	\$ 1,945	+ \$ 55	+ \$ 1.80
Energy Bill	\$150	105	- \$ 45	-\$1.50
Water Bill	\$ 30	\$ 20	- \$ 10	- \$ 0.30
Net Cost of Ownership	\$ 2,070	\$ 2,070	- \$ 0	- \$ 0



LH Builder Cost



**Possible
increase of
0.5% to 3%**

Benefits of a Certified LEED Home



- Higher quality
- 30-50% more energy efficient
- More comfortable living environment
- 30-50% more water efficient
- More durable home design and materials
- 100 cfm of fresh air every hour
- 50% better air filtration
- 30-50% of building materials are environmentally preferable
- Non-toxic pest management
- Ozone safe refrigerant
- 50% less waste to landfill (during construction)
- 30% less storm water run-off (less pollution into watersheds)
- Higher resale



LEED for Homes



BENEFITS OF GREEN



Clean
Healthy
Durable
Marketable
Comfortable



Lower Environmental Impact

Visual Verifications vs. Inspections

So What Inspections Can a HERS Rater Do for a LEED for Homes Provider?



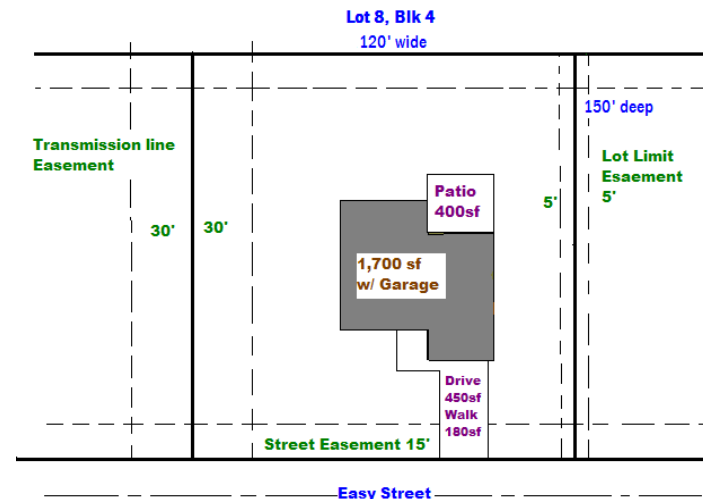
Visual Verifications vs. Inspections

- Visual Verification
 - The Builder is solely responsible for
 - Choosing LEED for Homes Features
 - Proper Installation
 - USGBC representatives only verify completion
 - Not a warranty
 - Not Appropriateness
 - Not Quality of installation
- Third Party Inspection
 - Energy Star
 - Proper Installation



Visual Verifications

- LEED for Homes verifications
 - Visually Verify
 - Formal documentation does not need to be submitted to or held by the LH Green Rater or LH Provider
 - Photo documentation is acceptable upon the discretion of the LH Green Rater or LH Provider
 - Calculations, simply that they were done, need not recalculate for errors



Field Visual Verifications


- Visually Verify
 - Things that can be verified from the office
 - Office Verifications
 - Housing Density
 - » Calculated from plot plans
 - Things that must be verified on site
 - Field Verifications
 - Erosion Controls
 - Rain water harvesting installed



Field Visual Verifications

- Innovation and Design
 - Durability Checklist, 3rd Party, 3 points
- Location and Linkages
 - Edge development, Infill, Previously developed, access to open spaces, community resources

ATTACHMENTS



Durability Inspection Checklist

Builder Name:

Address of LEED Home (Street, City, State):

Durability Strategies by Issue Type

For each of the high and moderate risk areas indicated in the Enclosure Evaluation, list the durability strategies used in the enclosure or, if none are used, provide a brief statement explaining why not. Remove "example strategies"; add lines as needed.

	Location in Drawings, Specs, and/or Scopes	Pre-work Acknowledgement (Builder/Trade)	Completion Acknowledgement (Builder/Trade)	Construction Verified (Rate)
Exterior Water Example Strategy: Site graded to drain rainwater away from building Strategies/Explanation:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interior Water (Wet Rooms) Example Strategy: Clothes washer - use stainless steel/fores & position washer on drainage deck Strategies/Explanation:		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Air Infiltration				

Field Visual Verifications

- Sustainable Sites
 - Erosion control measures in place, no-disturbance zones marked, terraces, retaining walls, Pest controls
- Water Efficiency
 - Rain water harvesting, gray-water reuse, low flow fixtures and fittings



Field Visual Verifications

- Energy and Atmosphere
 - Hot water distribution system, Pipe insulation, renewable energy system
- Materials and Resources
 - Advanced framing techniques used, panelized or modular components



Field Visual Verifications

- Indoor Environmental Quality
 - Energy Star Indoor Air Package
 - Enhanced combustion venting
 - Moisture equipment installed
 - Thermostat controls
 - Walk off mats
 - vacuum systems
 - No attached garage



Third Party Inspections

- Innovation and Design
 - Durability Checklist, 3rd Party, 3 points
- Water Efficiency
 - Irrigation system inspection
- Energy and Atmosphere
 - Energy Star



Third Party Inspections

- Indoor Environmental Quality
 - Combustion Venting
 - Outdoor air ventilation
 - Room vent flows
 - Kitchen exhaust flows
 - Bathroom exhaust flows
 - Radon resistant construction
 - No HVAC in garage
 - Garage exhaust



How to Sell LEED for Homes

Join a Provider

- Contact a Provider and become a LH Green Rater for them.
- Contact USGBC LH Advocate and Chapter
- Sell LH directly to:
 - Architects
 - Builders
 - Affordable Housing
 - Developers

How to Sell LEED for Homes

Sell Verification & Inspection Services

- Contact a Provider and develop a pricing for verification and inspections for LH Category Points.**
- Sell those verification and inspections services to a Green Rater or Provider**
(Become a Rater's Rater)

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THANK YOU

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LEED
for **HOMES**