



Green Built™ TEXAS

- A Home Builders Association Initiative

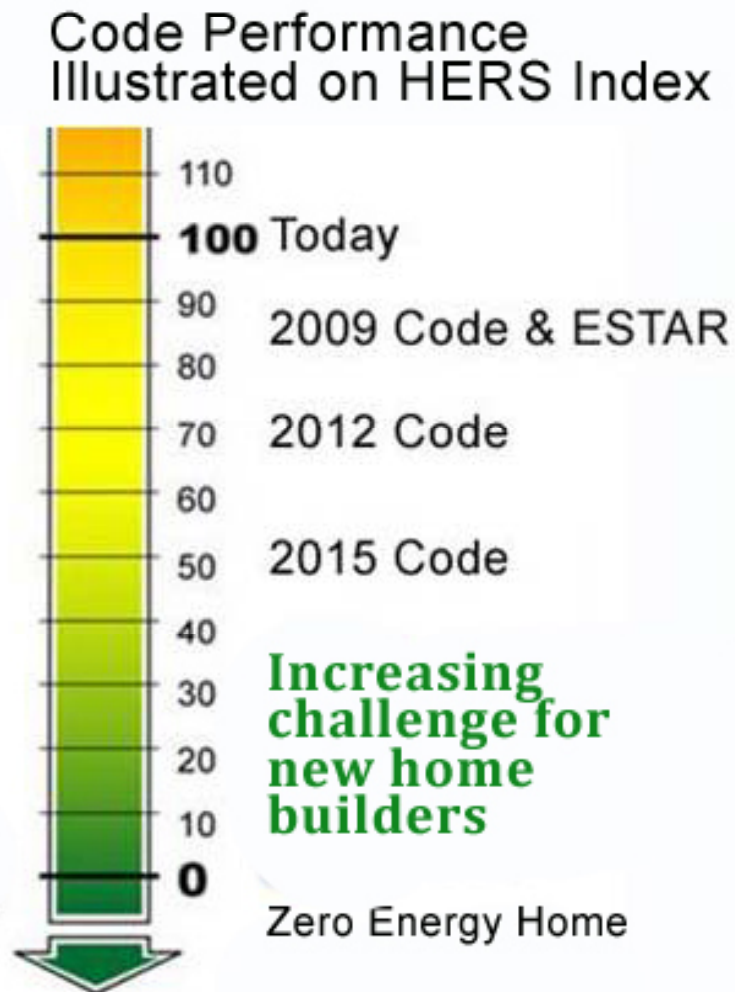


National Green Building
Program of the Year
Award Winner

Home Energy Upgrade Program

Phil Crone
Director of Government Affairs and
Green Building Programs
HBA of Greater Dallas

What Does the Future Hold?



Their challenge
is your
opportunity

Your Opportunity

- **Older homes** (built prior to 1991) contribute nearly 10 times more greenhouse gas emissions than new ones (1991 or newer)
- If every s/f home in Texas increased efficiency by 20%, would save consumers nearly \$2 billion/year
- Average \$6,000 retrofit produces an **ROI of about 5 years.** (saves about \$100/month)

Your Opportunity

Tax Credits already in place:

- 30% of cost up to \$1,500 for **insulation**: CZ 3 take attic up to between R-38 and R-60
- Same for **air conditioners** (16 SEER)
- **Water heaters** (Energy Factor at least .82 or thermal efficiency of at least 90%)
- **Windows** SHGC less than or equal to 0.30

Your Opportunity

HOMESTAR: aka Cash for Caulkers, aka HR 5019

- \$6 billion program; **passed House in May**
- Senate vote unlikely before Summer Recess (my guess is that this will pass in September)
- **Pros:**
 - **\$3,000 rebate** for efficiency improvement of at least 20%
 - Incremental increase up to 50% improvement; **max rebate of \$8,000**
 - Smaller rebates for doing prescriptive items (\$1,500)
 - Administered by local utility providers

Your Opportunity

HOMESTAR: aka Cash for Caulkers, aka HR 5019

- **Cons:**
 - One-time use program; once the money's gone the program is over
 - Individual components aren't always the best place to start
 - How are we gonna pay for it?



GBT Home Energy Upgrade Program

- **Program Objective**: Achieve a verifiable 20 percent increase in energy efficiency
- **How do we do it?**
 - Green Built Texas uses established home energy auditing process (competent auditors to evaluate homes)
 - Incorporate the Texas Home Energy Rating Organization Standard
 - Also: Home Performance with ENERGY STAR
- **The value we add:**
 - Build upon audit programs by encouraging homeowners to actually go through with the improvements

GBT Home Energy Upgrade Program

- **Steps to completing the GBT Home Energy Upgrade Program**
 - Receive audit from qualified Texas HERO professional (will be listed on GreenBuiltTexas.com)
 - Identify energy reduction goal
 - Audit generates scope of work for contractors to do
 - Make improvements per scope of work
 - Auditor verifies that the home's performance is at least 20 percent, enters home on GBT's home registry where a certificate is then issued to the homeowner.

Your Role

Sell It!

- **Room Addition?:** “It has to be built to code, why not upgrade the rest of the house to make it compatible with the new systems we install.”
- **Identify the energy upgrade potential**, advise them on where to start before recommending a home energy audit(or).
 - Know what your client wants and be their advocate
 - Don’t lead with the tax credit, paint the larger picture
- **Long term or short term:** more than 70% of new home buyers consider utility bills to be determinative of their buying decision; ROI or Resale Value?

Distinguish Yourself

Green Built Texas Accredited Remodeler Concept

- Professional Accreditation administered by the HBA
- **Requirements:**
 - Become a member of Green Built Texas
 - Complete accreditation class (to be developed cooperatively with Texas HERO) (pass the test)
 - Explain home energy audit and upgrade process to remodelers including how to work with an auditor
 - Provide specified training on combustion safety
 - Briefly explain EPA Lead Paint Rule (not a substitute for certification)
 - Provide training on GBT verification processes
 - Empower remodelers with sales tools to explain value added
 - Register qualified projects with the program

Going Green Showcase



September 11-12: Dallas Market Hall

- Section of the Show Dedicated to Green Built Texas
- Centerpiece of aggressive TV, Radio, and Print marketing campaign = Great PR for HBA, Green Built Texas and all member participants.
- Booth prices start at \$1,100 for a 10 X 10
- For more information, visit the “Going Green” Showcase tab on GreenBuiltTexas.com

Thank You

- Phil Crone, Director of Government Affairs and Green Building Programs
 - Phone: 214-624-3178
 - Email: phil.crone@dallasbuilders.com
 - www.greenbuilttexas.com