



If you want to change the built environment – who do you need?

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Are you serious?

- We have a long history in attempting to move the needle – Energy Conservation Award program through NCHBA – 1983.
- Building science is becoming more widely known and valued.
- The top “green” thing that can be accomplished is to stop wasting material. Good news – cost is doing that.

Green Building Certification

- Started local program 6 years ago using NAHB Guidelines.
- When approved converted to ICC 700 (an ANSI approved standard).
- Third party certification through approved verifiers.
- Broad based program requiring points in 7 different aspects.

Just new structures?

- ANSI Standard includes certification requirements for subdivisions, new single family, multi-family buildings and remodeling/additions.
- Obvious advantages for people who are doing multiple types of work to refer to one document.
- www.nahbgreen.org

How's it going?

- We've got this depression going on.
- Green market share is up, but that is partially because market is so far down.
- Green is VERY hard to get included in appraisals.
- Energy savings can be quantified and sold – green, not so much.
- Certification is a hard sell for builders.

How do you value green?

- Buyers are confronted with appraisal issues generally. Adding value for squishy “amenities” is a tough slog. Adding price means buyer adds cash to closing.
- Baseline is rising – energy code and building code changes are removing the “payback” advantages.
- When customer demands, builders respond.

One guy's perspective

- Remodeling/rehab is the big prize.
- Mandatory changes punish early adopters.
- Green building isn't the only upward pressure on prices.
- The main change that is needed in the future will shift from the builder to the occupant – plug load now exceeds shell load by a widening margin.