

# Utilizing EarthCraft as a Market Advantage



Greenprints, March 1, 2010

# Introductions



David Ellis  
Greater Atlanta Home Builders Association

Carol Flammer, CAPS, CSP, MIRM  
mRELEVANCE

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The Hoots Group

Mike Shina, LEEDap, CAPS, 2008 EarthCraft Outstanding Project  
Manager  
Windsong Properties

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WICKSTEADWORKS

# Your Marketing Plan



- **Brand Development**
  - Unique Selling Proposition (USP)
  - Target Audience
  - Company/ Corporate Identity

# Your Marketing Plan

- Internet Marketing
  - Web site
  - Social media



# Your Marketing Plan

- Public Relations
  - Press Releases
  - Media Advisories
  - Community Outreach

The screenshot displays the website's navigation menu at the top, including links for Home, The Directory, Green News, Image Diaries, Blogs, Green Events, and Tips & FAQs. A prominent banner for 'TURN OUT. TAKE ACTION! 60 EARTH HOUR' is visible, scheduled for March 28th from 8:30pm to 9:30pm. The main content area features an article titled 'WicksteadWorks Named EarthCraft's Renovator of the Year', dated Tuesday, 03 March 2009. The article text describes the award and the company's commitment to sustainable building. A photograph shows four men standing together, one holding an award. The sidebar includes a 'Main Menu' with links to Home, The Directory, Green News, Image Diaries, Blogs, Green Events, Tips & FAQs, and Contact Us. There is also a 'Green News' section with various news items, a 'Login' form, and a 'Memberships' section with a logo for '100% GREEN CHANGES'. On the right side, there are sections for 'Editor's Picks' (Coupons from RecycleLife), 'Join Our Email List', and a vertical stack of logos for 'NorPest Green', 'C&NEX RECYCLING', 'Dupree', 'sustainable landscapes', 'eco transitions', and 'AWA'. A 'Sensibly Built' logo is also present at the bottom.

# Your Marketing Plan



Home | About Us | Expert Directory | FAQs | Pricing | Post Your Story/Sign In | Subscribe/Create Account | Follow Us on Twitter 01/26/2010

**ATLANTA DAYBOOK**  
Connecting with every newswoman

**JOIN DAYBOOK! POST STORIES!**  
Receive Daily Updates!

Metro News Leads - Daily to 3500+ Media & Influencers - Always Free to Read

0 Saved

BOCH1PRK

Release Date: 01.25.10 | Location: Cherokee County | Organization: Flammer Relations, Inc.  
Contact Name: Mike Rieman | Company: Flammer Relations, Inc. | Phone: 770 383-3360 | Cell: | E-Mail: miko@flammerpi.com



## Windsong Properties Nominated for EarthCraft Builder of the Year

Winner to be announced January 29

Windsong Properties, Atlanta's leading Active Adult courtyard homebuilder, was recently nominated for EarthCraft Builder of the Year for its **Somerset** community in Woodstock. The winner will be announced at the annual EarthCraft Builder's Awards Breakfast to be held Jan. 29 at Philips Arena's Horizon Club.

For the past five years, EarthCraft has recognized the top green builders throughout the metro-Atlanta area. Windsong Properties is one of four builders nominated for the prestigious award.

"It is an honor to be nominated for this coveted award," said Windsong Properties Managing Partner, Steve Romeyn. "This nomination recognizes all of the efforts we have made over the years to improve the quality of our product and reduce our impact on the environment." During the annual event, builders will come together to celebrate a decade of building energy efficient homes throughout the greater Atlanta area. New techniques and innovations in green building will be presented by industry leaders in green initiatives.

Developed by the Greater Atlanta Home Builders Association through a partnership with Southface Energy Institute, government and industry leaders, EarthCraft House is a voluntary green building program that serves as a blueprint for healthy, comfortable homes that reduce utility bills and protect the environment. Since EarthCraft's inception in 1999, more than 450 builders have become builder members and more than 7,150 homes in the Southeast region have been certified to EarthCraft standards. For more information, visit EarthCraft House at [www.earthcrafthouse.com](http://www.earthcrafthouse.com).

Every home that Windsong Properties builds at Somerset is EarthCraft certified. The Somerset community features 57 detached ranch courtyard homes priced from \$280,000.

The homes offer three bedrooms and elegant details, such as private courtyards with garden retreats; rocking chair front porches; ten foot ceilings with crown molding and large master suites with baths that have separate vanities, garden tubs and tile showers with seats and ceramic tile floors. Homeowners at Somerset will enjoy the community's wide tree-shaded sidewalks, the elegant private clubhouse for activities and gatherings, and a beautiful park area nestled under mature oak trees.

Somerset is located just two and a half miles west of I-575. Take I-75 North to I-575 North to Exit 8. Travel west on Town Lake Parkway, staying straight on Eagle Drive. Turn left off Eagle Drive onto Putnam Ford Road. Somerset is half a mile on the left. For more information, call Micki Craven at 770 516-3678 or email [mcraven@windsonglife.com](mailto:mcraven@windsonglife.com).

Windsong Properties earned the highest honor from the Certified Professional Home Builders association in 2007 and 2008 when it was awarded the Customer Satisfaction Award. They were also recipients of four gold OBIE awards in 2008. The OBIE Awards are presented by the Greater Atlanta Home Builders Association's Sales and Marketing Council to honor excellence in building in Greater Atlanta. It is the highest honor given in the Atlanta housing industry. Windsong Properties invites you to visit one of its communities and see for yourself just how easy living the Windsong Lifestyle can be. For more information, visit [www.windsonglife.com](http://www.windsonglife.com).



**Prudent Press Agency**  
Media Megaphone for the Little Guy

Effective Media Relations  
Media relations is our specialty because we understand the importance of an effective media campaign for you and your organization.

Monday, February 1, 2010

ARCHITECTURE, BUILDING AND CONSTRUCTION: Windsong Properties Nominated for EarthCraft Builder of the Year

Log in

Search

Advanced Search

Home

News

Business

Entertainment

Health

Sci/Tech

Sports

USA

World

Archive

Topic Directory

Contact

Classifieds

Private Messaging

User Profile

New Members

lynschmann	2010/1/31
arnoldstump	2010/1/30
brandonfraizer	2010/1/30
erikstump	2010/1/30
archstump	2010/1/30
tdedomain	2010/1/30
featherhiss10	2010/1/30
asamypetter	2010/1/29
GlenVII	2010/1/29
teddycarsperson	2010/1/29

Translate Page

Google Translate

Select Language

Gadgets powered by Google

Home Choose The Right Solution Our Communities Learn About Windsong For Hon

Rating: 0.00 (0 votes) - Rate this News

# Your Marketing Plan

- Events
  - Agents
  - Homebuyers
  - Homeowners

The screenshot shows a Facebook page for 'Greenhaven Show Home 2009'. The page header includes the Facebook logo, a search bar, and navigation tabs for Wall, Info, Photos, Discussions, Boxes, and Video. The main content area features a large promotional image for the 'Greenhaven 2009 ECO-DECORATOR SHOW HOUSE' with the text 'Admission is Free!' and a photo of a modern house. Below this image are options to 'Add to My Page's Favorites', 'Suggest to Friends', 'Subscribe via SMS', and 'Remove from My Page's Favorites'. A text box below these options reads: 'Pace Homebuilders presents Greenhaven Atlanta's newest model for sustainable design, energy efficiency, and green living. Now through Aug. 9th. FREE Admission http://www.Greenhavenhome.com'. The page also displays a 'Fans' section with '6 of 410 Fans' and a 'See All' link. The main feed contains three posts: 1) 'Greenhaven Show Home 2009 Snow at Chelsea Landing' with a photo of a snowy scene and a timestamp of 'February 12 at 3:43pm'. 2) 'Greenhaven Show Home 2009 SO easy- Just go to this link www.traditionalhome.com/duralee register & Vote For Jack Poles' with a link to a contest. 3) 'Greenhaven Show Home 2009 In the March issue of Traditional Homes Magazine, Jack Poles is featured as one of 20 Young Designers To Watch. Congratulations to Jack for being recognized in a national publication. I personally enjoyed working with Jack on my Greenhaven Show Home project.' with a 'See More' link.

# Your Marketing Plan

- Advertising



**Monte Hewett Homes & EarthCraft.**  
The true benefits of an EarthCraft Home come in things you may never actually see, but they're things you'll definitely experience each and every day.



CHOSEN AS 2005 EARTH-CRAFT BUILDER OF THE YEAR!

**Monte Hewett Homes.**  
Building Homes For Life.  
mhhomes.com

**Experience EarthCraft.**  
Monte Hewett Homes is committed to building 100% of our homes the EarthCraft way – with quality materials and superior construction methods – for healthier, more comfortable living.

**Experience Life Breathing a Little Easier.**  
You can actually breathe easier and healthier in a Monte Hewett Home. Our superior construction methods create what is known as a "tight building envelope." That means our homes have controlled moisture levels and regulated fresh air intake. Since the majority of the air has been filtered for contaminants before it enters the home, dust and other airborne particles are minimized.

Third-party inspectors then test every home we build to ensure each is within strict air leakage guidelines, and they're consistently impressed that our ratings are well below the required levels.

It's wonderful breathing easier a little easier in a Monte Hewett Home.

Every day, you and your family will experience Monte Hewett Homes' commitment to building homes for a healthier life – the EarthCraft way.

**Experience Higher Comfort and Lower Energy Bills.**

When your home is constructed with a tight building envelope, radiant flooring, do not have to work as hard to control air temperatures. Add tight duct systems as well as multiple high-efficiency airways, air conditioning units, smart locks and windows, and it becomes easy to see how we create homes that are distinctly quieter and less costly to heat and cool.

As a result, you will come to love the quality, durability, tangibility and real savings you'll only experience in a Monte Hewett Home. Furthermore, you'll rest easier knowing that your home has a minimal impact on the environment.

Tight Building Envelope	+ High-Efficiency HVAC	= 30% Avg. Energy Savings*
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\* Includes EarthCraft presentation, February 2006. Average estimated energy savings compared to standard new construction.

**Experience a Monte Hewett Home.**  
Energy savings. Increased comfort. Improved indoor air quality. Environmental protection. When Monte Hewett Homes is your EarthCraft Builder for Life, it's like a breath of fresh air – for all of us.

**Monte Hewett Homes.**  
Building Homes For Life.  
mhhomes.com

# EarthCraft Summarized



- **EarthCraft ensures that 3 elements of your renovations are well above average**
  - **Air Quality** | The home will be tighter allowing in less outside pollutants whether they be pollen or bad air from a crawl space. Low VOC products are rewarded allowing less construction related VOCs.
  - **Sustainability** | longer lasting materials are recommended and better means and methods are rewarded. Example, back-priming is a must.
  - **Efficiency** | Your project will be inherently home energy efficient conforming to Energy Star standards. The home will also use less water.

# “Greenwashing”



- It takes more than becoming an EarthCraft certified builder or remodeler. It has to be who you are in the industry
  - The term “greenwash” would describe a company that gains the ability to certify projects but never does. It is not enough to be able to do it, it has to become who you are. It can not be just part of the marketing plan

# “Green shmeen”



- Telling your clientele that you are a green builder or remodeler has lost impact.
  - Everything from potato chips to ink pens are now described as green.
  - Use the term High Performance as part of your marketing plan. That is truly what an EarthCraft certified product really is.
  - Use EarthCraft to promote your openness to real accountability.

# EarthCraft is Accountability



- **Earthcraft opens your company to a third party inspection**
  - The reality is that we work within an industry with a less than stellar reputation from the standpoint of integrity and accountability
  - Opening your project to real scrutiny let's your client know that you hold yourself to a higher standard
  - This also ensures that your own in-house standards are being met. We do not always have time to guarantee that our own standards are being met. This inspection process gives you a good benchmark of how you are doing as a company and as compared to the competition.

# Client Needs



- EarthCraft can help you meet the needs of your clients
  - Niche Markets
  - Accessibility
  - Healthy Home
  - Efficiency
  - Innovation

# Accessible Entrance



# Zero Entry Door



# Open Spaces



# Accessible Kitchen



# Accessible Bedroom



# Accessible Bath



# Accessible Tub





**“UTILIZING EARTHCRAFT AS A  
MARKET ADVANTAGE”**

**GREENPRINTS MARCH 1, 2010**

# Today's Presentation



- Who we are
- What is green and the formula for a green house
- The benefits to certifying green (EarthCraft and other green programs)
- Green Review

# Q. Hoots who?



Design/ Build Renovations



Home Performance Solutions



## Some of our credentials



- SawHorse-Consumer's Choice Award 2009
- ***Hoots- EarthCraft renovator of the Year 2008***
- ***Hoots- SBS Showcase house 2008-2010***
- ***Completed the most green renovations in GA***
- ***Completed the most energy assessments for GA Power***
- ***Matt Hoots- Local expert in the residential rebates for going green***
- SawHorse/ Hoots- Over 100 local and national design awards
- ***Matt Hoots- Co Chair of the GAHBA Green Building Council***

# Green Certifications are more than just efficient houses. They are also...



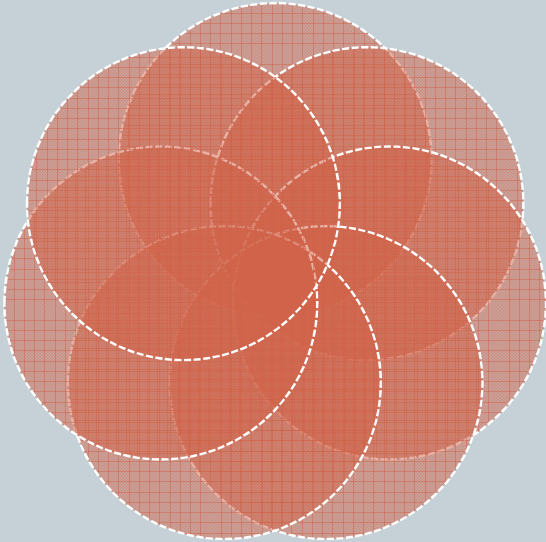
More Durable

Cleaner outside air

More energy efficient

Reduces environmental impact

More comfortable



Better Indoor Air Quality

Healthier

However efficiency is the biggest part of green

# Formula for a Green Certified House



*Smart and good* **design**+  
*Energy Efficient and Healthy* **building**=

# Green House

# Why Certify Green?



# Green Certifications We Offer



- EarthCraft House
- EarthCraft House Remodel
- LEED for Homes (existing and new)
- Home Performance with ENERGY STAR
- ENERGY STAR

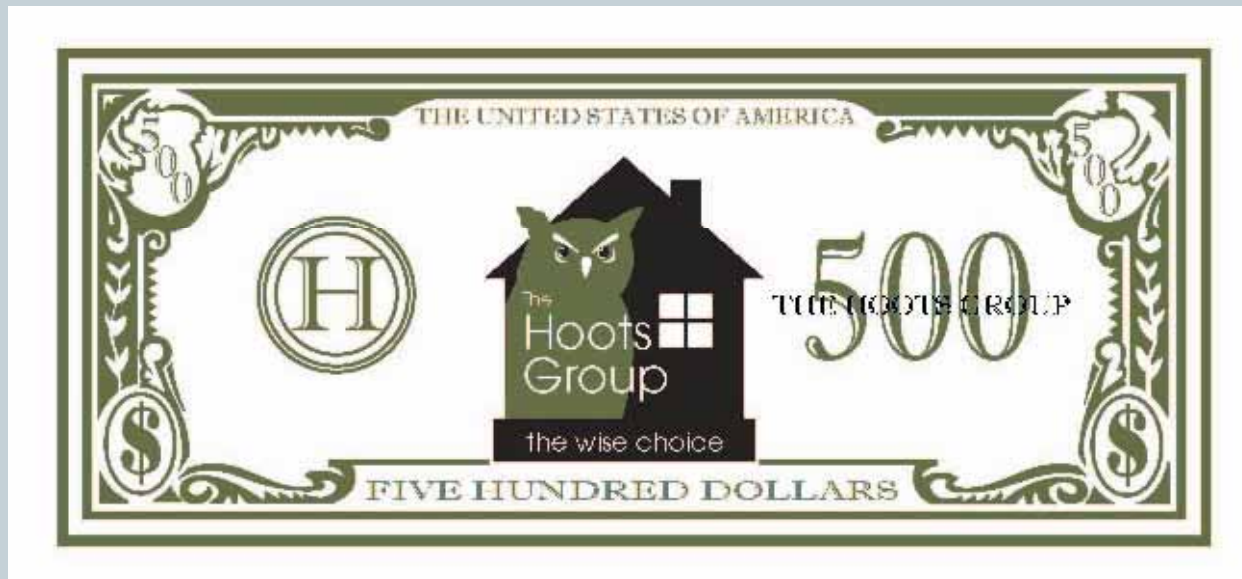
# 3<sup>rd</sup> party verification



# Perceived as better construction



# Tax credits and rebates



# Green Sells



- You can have your house listed in GA as green on FLMLS
  - EarthCraft House, LEED, and ENERGY STAR
- Green certified houses sell faster and sell closer to their asking price according to Carson Matthews!



# Green Certification Review



- Green Certifications help sell homes faster and for more money
- Green Homes are healthier, more comfortable and energy efficient
- Use the certification to help the consumer know that they are getting a better product
- Go beyond the certification- our tagline that we follow is:

**“Design Green, Build Green, Live Green”**

# Our newest green project

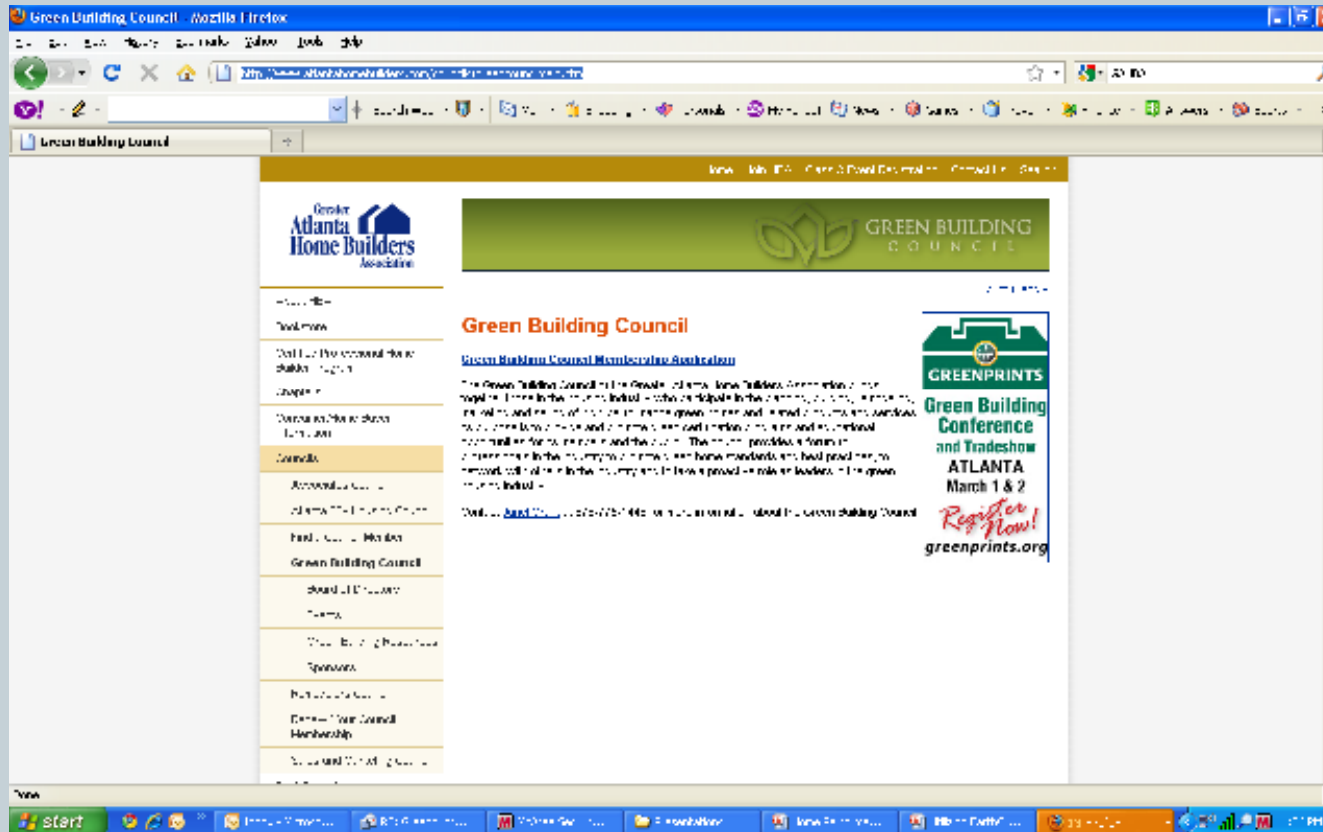


- Will be getting the following certifications:
  - EarthCraft House
  - Energy Star
  - NAHB Green Building Standard
  - LEED for Homes
- Come see a model of the house at the Southern Building Show in May and visit the site to learn more about green certifications and green components.



[www.midtowntngreen.net](http://www.midtowntngreen.net)

# Join the Green Building Council



<http://www.atlantahomebuilders.com/councils/greencouncilmain.cfm>

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