
GreenPoint Rated New Home Overview

Presented by:

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Build It Green

www.BuildItGreen.org





Topics of Discussion

- ❖ Demand for green building
- ❖ Introduction to GreenPoint Rated
- ❖ Credibility and support for the program
- ❖ Market Potential
- ❖ Costs Discussion



Green Home Demand

- ❖ Approximately 28% of homebuyers wanted more environmental features in their existing home
- ❖ 40% of those who have recently completed home remodeling or renovation work in their homes reported that they used green products or materials

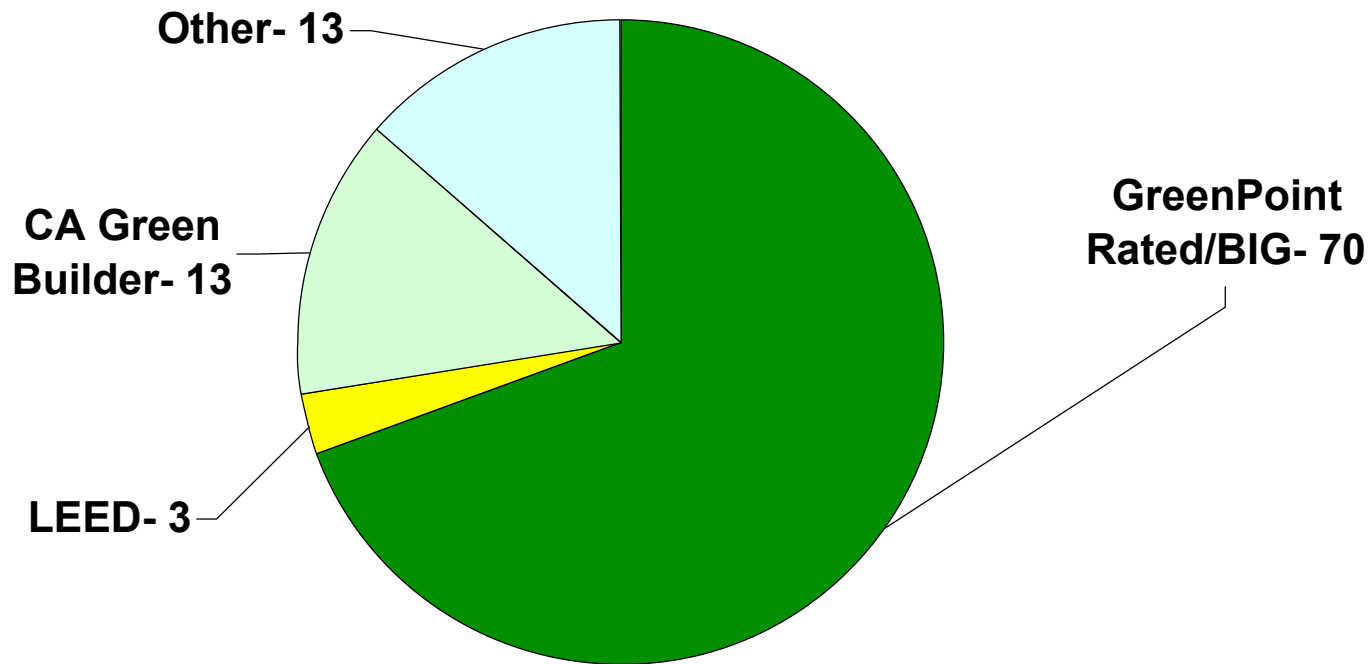
January 2008 study by RCLCO

- ❖ 63% report lower operating and maintenance costs as the key motivation behind buying a green home.
- ❖ 50% said they are motivated by environmental concerns and their family's health.

NAHB Green Building Conference, April 2007



Local Government Residential Green Building Programs



As of April, 2008

Introducing...



GreenPointRATED

A PROGRAM OF BUILD IT GREEN



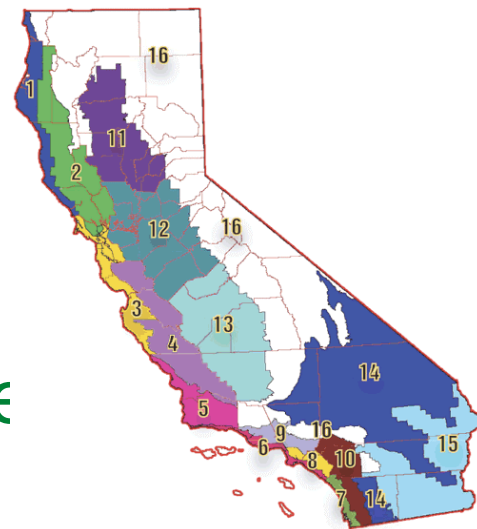
Consumer Labels





About the Rating Program

- ❖ Consists of respected best green practices
- ❖ Based on a point evaluation for measures
- ❖ Third party inspection and verification
- ❖ For all residential project types:
 - GreenPoint Rated New Home
 - Single family
 - Multi-family
 - GreenPoint Rated Existing Home (launched in July, 2008)





GreenPoint Rated New Home Overview

- ❖ Ratings reflect practices ABOVE code in CA
- ❖ Rated on five environmental categories;
 - Community Design
 - Energy Efficiency
 - Indoor Air Quality
 - Resource Conservation
 - Water Conservation
- ❖ Credible yet accessible entry point
- ❖ Pathway and incentive for improvement
- ❖ Open ended to accommodate the greenest of builders





Minimum Requirements

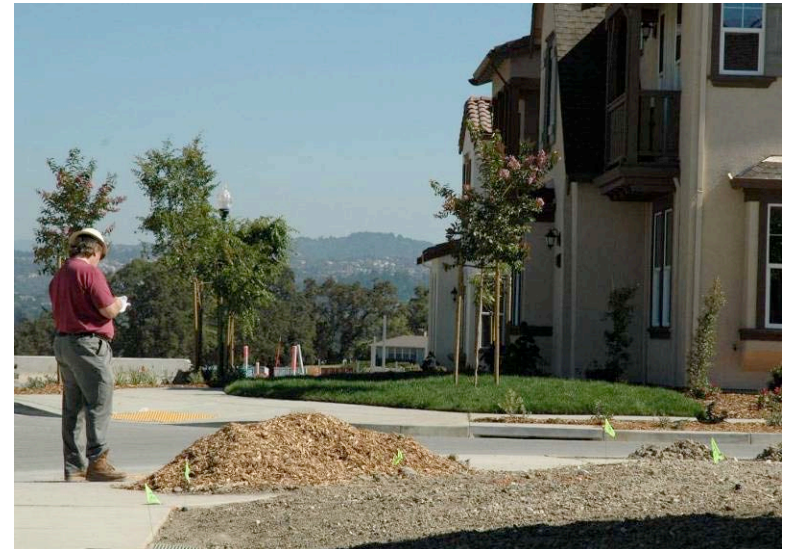
- ❖ 50% Waste Diversion by Weight (Recycling or Reuse)
- ❖ Perform 15% above Title 24
- ❖ GreenPoint Rated Checklist in Blueprints/Construction Documents
- ❖ 3-Year Warranty for Shingle Roofs on Multifamily Projects

Category	Single-family		Multifamily	
	Min. Pts	Available Pts.	Min. Pts	Available Pts.
Community	0	31	6	60
Energy	30	124+	30	68+
IAQ/Health	5	51	5	25
Resources	6	103	6	64
Water	9	67	3	36
Total	50	376	50	253



Certified GreenPoint Raters

- Extensive CA network (most large 3rd party firms)
- Prior building industry & green building experience
- Rigorous 3.5 day training (written & field exams)
- Direct contract w/builder
- Certified independent raters facilitate documentation
- Quality assurance conducted

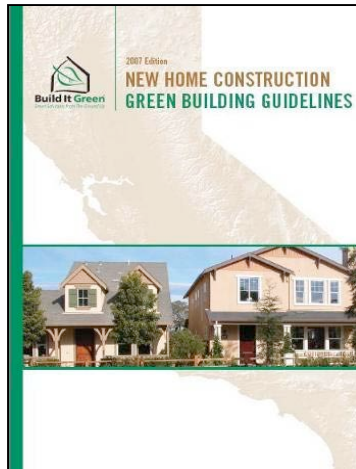




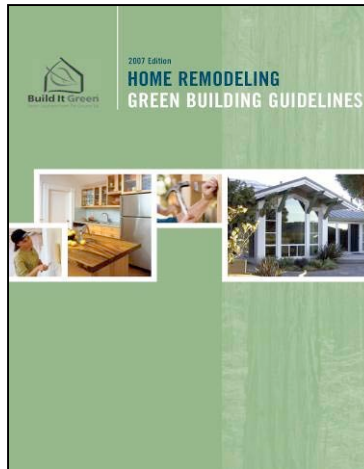
How Was GreenPoint Rated Developed?

Single Family

New Homes



Remodeling



Multifamily

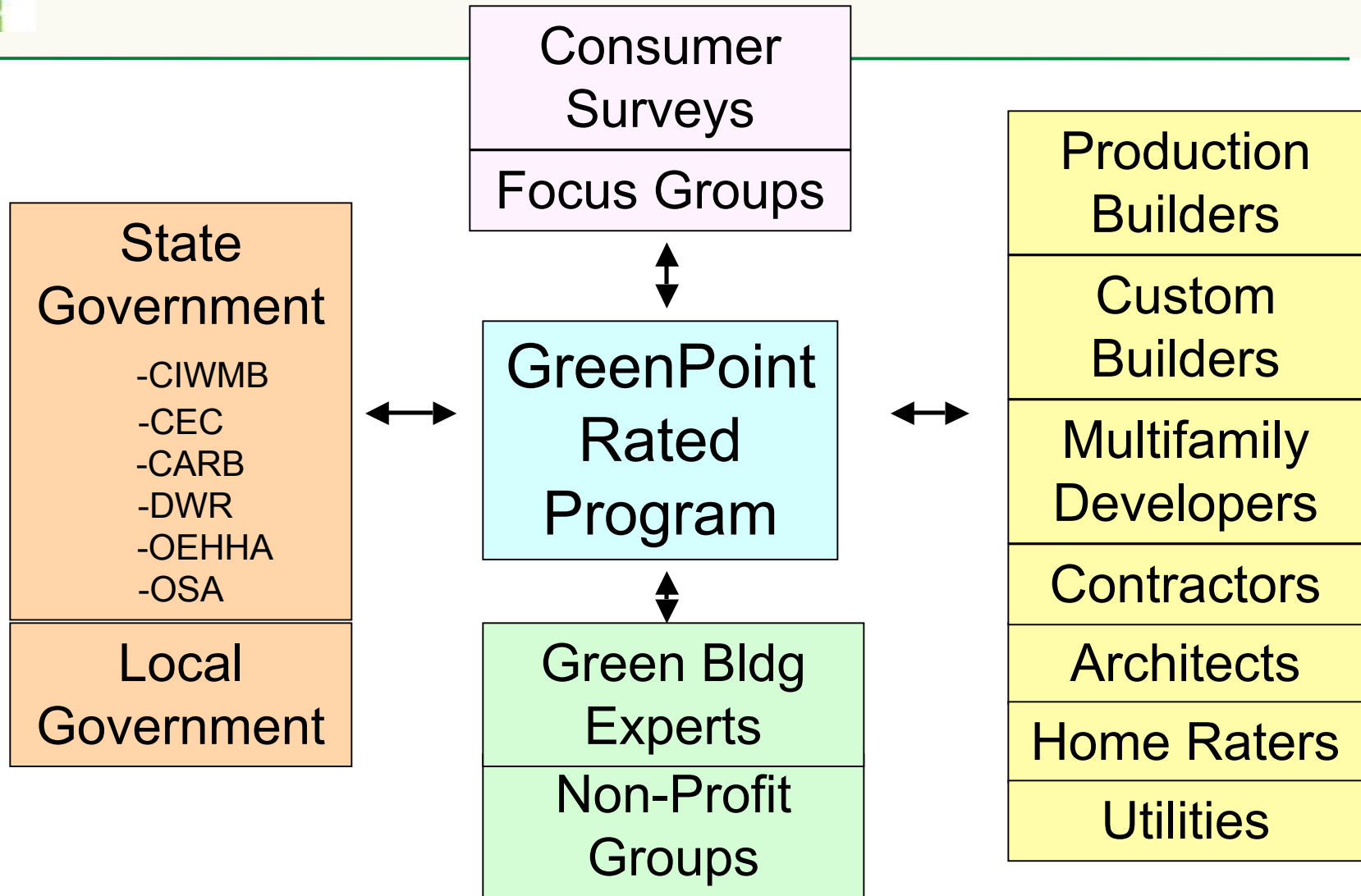


Originally developed in 2000 and now distributed throughout California

Download at www.BuildItGreen.org or purchase hard copy



Program Input





Who is Build It Green?

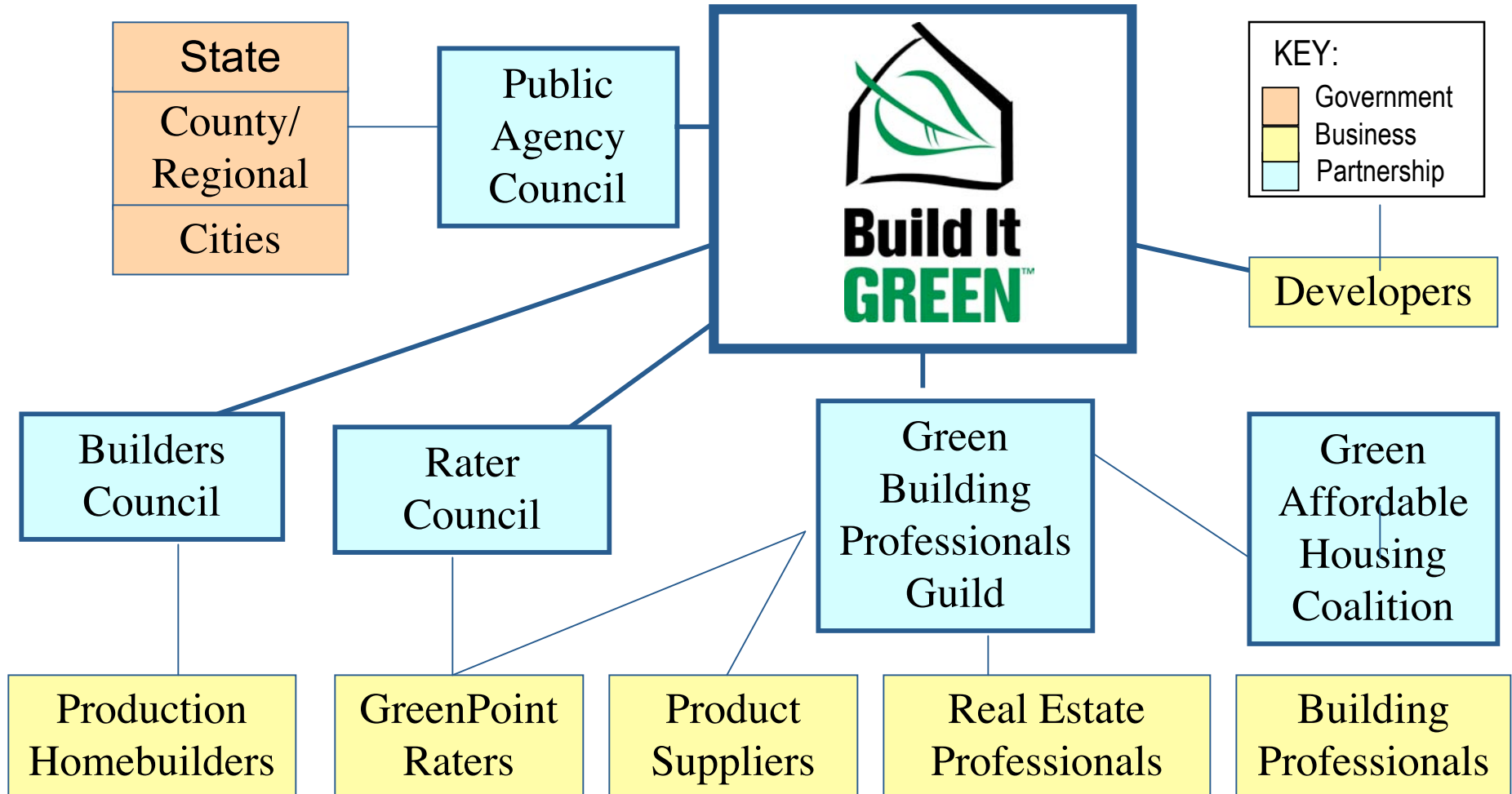
- ❖ Non-profit organization
- ❖ Diverse membership
- ❖ California focus

- ❖ Advocate for healthy & resource efficient buildings
- ❖ Trusted resource for professionals & public





Build It Green Councils & Guilds





Support for GreenPoint Rated

- ❖ GreenPoint Rated is supported by:
 - California Energy Commission
 - Association of Bay Area Governments
 - California Building Industry Association
 - Home Builders Association of Northern California
 - Building Industry Association of Central California
 - North State Building Industry Association



Support for GreenPoint Rated

❖ It is recognized by

- California Air Resources Board
- All major utilities- PG+E, SMUD, Southern California Electric, Southern California Gas, Anaheim Utilities and other local utilities

❖ It was awarded a 2008 Flex Your Power Award



GreenPoint Rated Builders

Standard Pacific Homes

Regis Homes

Bridge Housing

Pulte Homes

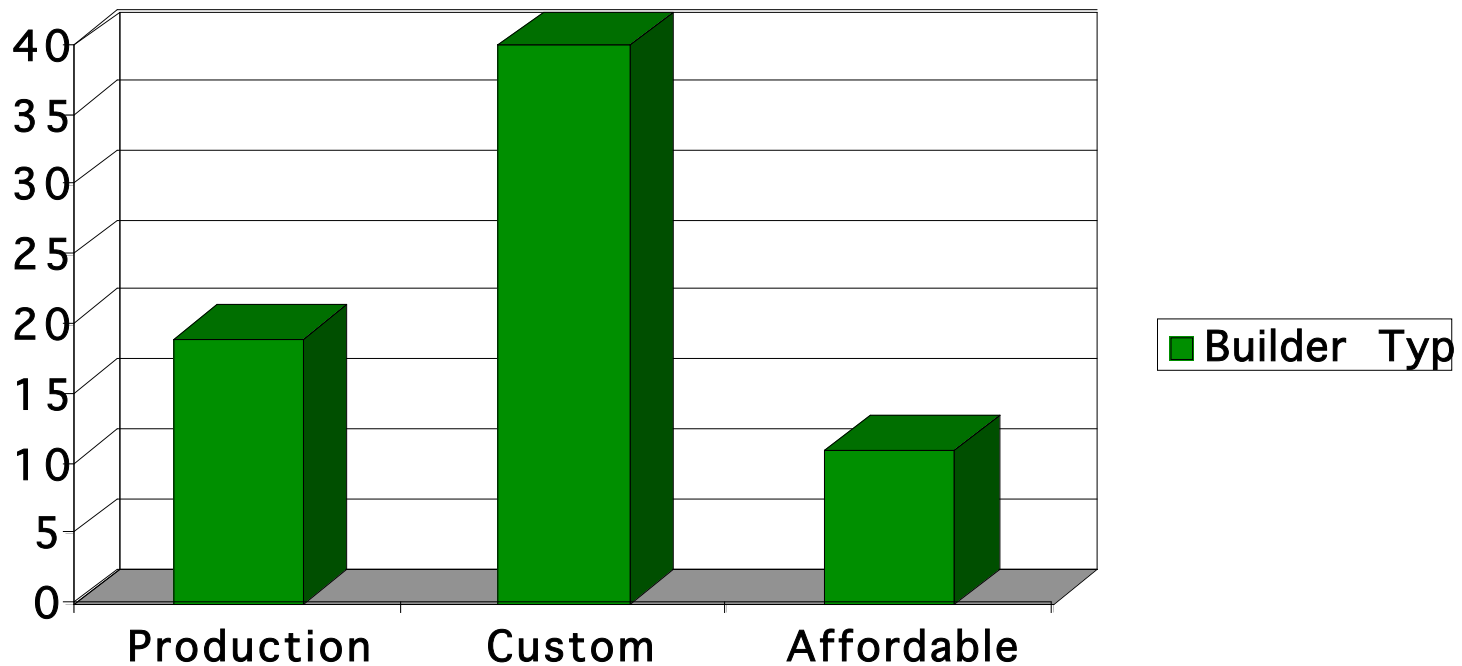
Centex Homes

Habitat For Humanity

Brookfield Homes

Signature Properties

DeYoung Properties





GreenPoint Rated Results

Status		MF Units	SF Homes
GreenPoint Rated Units		1014	321
GreenPoint Rated in Progress		2168	4076
Total Applications		3182	4397
Inquiries and Pending Applications		5582	2251
Total: As of February 24, 2009		6975	4347

Total Combined = 11,322 housing units



Market Potential

Of the 3,000 homes sold between
September 2007 to March 2008 in Seattle:

- ❖ Green home sale price is up 4.8-10.5% within the city of Seattle and up to 28% in surrounding suburban areas
- ❖ Green home sale rate is 24% faster than non certified homes.

Northwest Multiple Listing Service data



Market Potential

- ❖ Help consumers identify green homes
- ❖ Credible standard for green building
- ❖ Third party verification
- ❖ Differentiation
- ❖ Document resource benefits of green building



Green Point Rated Fee Schedule

Item	Pricing
Project Application Fee (includes one home)	\$400 per project, due with application
Home Processing and Certificate (per home/unit, waived for single custom home)	\$50 per home, invoiced to rater at time of application
Project Processing and Certificate (multifamily master certificate/rental complex)	\$100 per project, invoiced to rater at time of application
Duplicate certificate or reprint	\$10 per certificate
Project pre-construction review for GreenPoint Rated logo use	\$350 per project, invoiced to builder due upon application



Who Do I Contact to Get Started?

❖ GreenPoint Rated Program

- 510-845-0472 x 604
- GreenPointRated@BuildItGreen.org

❖ To learn about GPR EH

- Visit www.builditgreen.org/ExistingHome

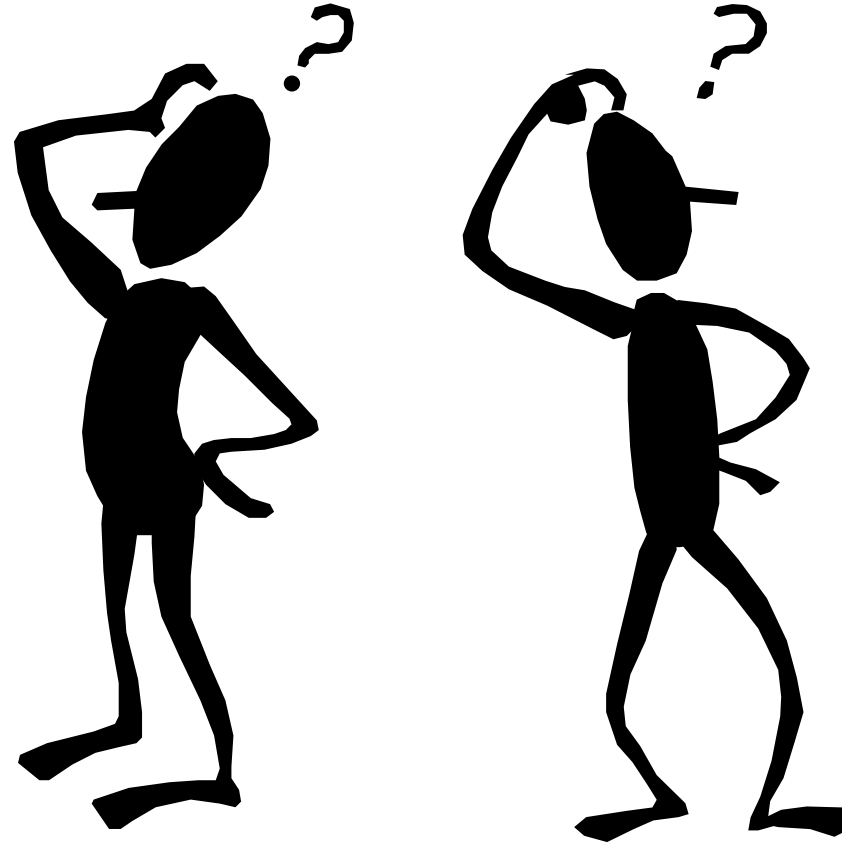
❖ To learn about becoming a Rater or Advisor for Existing Home

- <http://www.builditgreen.org/greenpoint-rated/become-certified>





Questions...



www.GreenPointRated.org



What people are saying about GreenPoint Rated:

“The California Energy Commission acknowledges & thanks Build It Green for developing & implementing GreenPoint Rated which helps California’s energy, water, waste reduction, climate change & environmental goals.”

Commissioners, CEC, Feb 14, 2007



Why the Policy Change?

Green Building Trends in California

Public and Private Policy

- ❖ Over 95 cities/counties have a green building program in place or in active development (mandatory, voluntary or incentive based)
- ❖ GPR is the **foundation for** the over 70 local jurisdiction green building ordinances around the State.



Green Building Trends in California Public and Private Policy

- ❖ Statewide changes – AB 32 Scoping Plan
 - GHG emissions reduced 1990 levels by 2020
 - Existing Home-Improve 6% of existing homes by 25% each year for 10 years
- ❖ CPUC 2008 Strategic Plan
 - New Homes - Net Zero Energy by 2020
 - Existing Homes – 40% improvement by 2020



What people are saying about GreenPoint Rated:

“HBANC believes that Build It Green’s programs & green building guidelines are not only good for the environment but also good for business.”

Joseph Perkins, President & CEO, HBANC

“GreenPoint Rated provides a simple & sustainable approach to building cleaner, healthier homes at a cost that’s attractive to customers.”

Nathan Tuttle, Project Manager, Centex Homes