

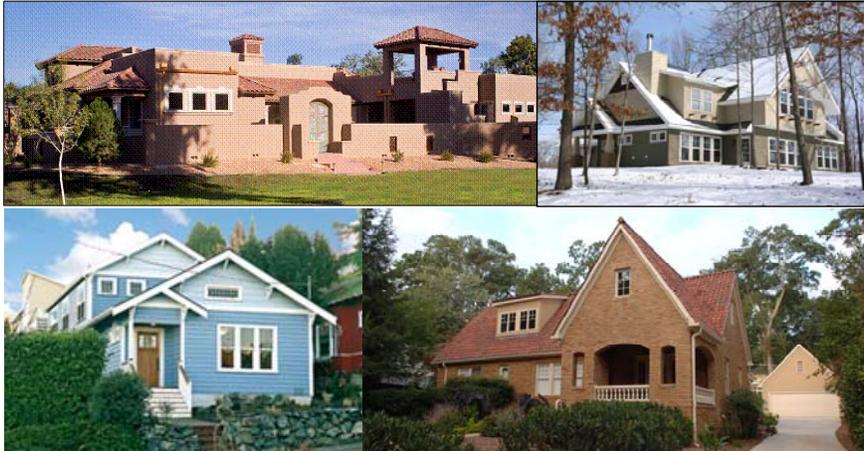


Emily English, NAHB
May 29, 2008

- In February at the International Builders Show we launched NAHB Green the NEW National Green Building Program. With NAHB Green any builder anywhere can build and certify green homes. But the program offers much more than that... and I will explain those tools and resources in just a few minutes. First, let me give you a snapshot of the market.

Green in NAHB's Present

Over 100,000 green homes built and certified by NAHB members



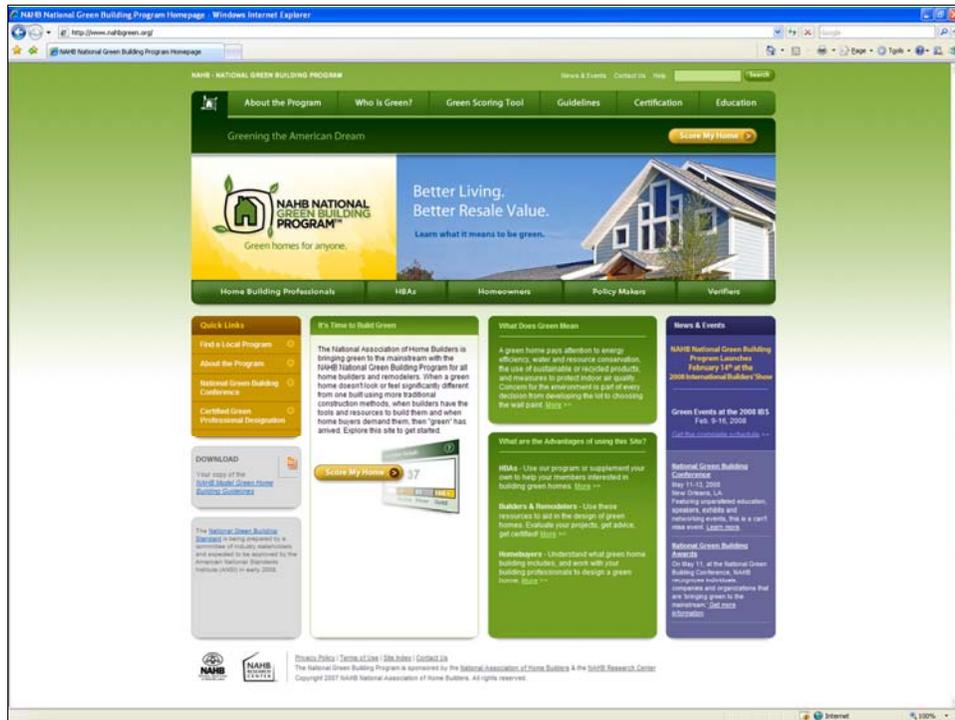
- Our members have been building Green since the term was coined in Austin, TX in 1991.

- More than 30 state and local programs have already been established based on the NAHB Model Green Home Building Guidelines, and many more Home Builder Associations (HBA) have new programs in the works. They join existing HBA programs that pre-dated the Guidelines, such as EarthCraft here in Atlanta, Green Built, Built Green.

- Together these programs have certified 100,000 green homes since 2006. That's right 100,000 green homes have been built by our members participating in voluntary local green building programs. These programs expected to certify another 35,000 homes by years end.

Green in NAHB's Future

- **By early 2007, demand for green building had outpaced supply**
- **Builders responding – 30% increase in builders dedicated to green building issues**
- **12-20% of new homes built in 2012 are expected to be green homes – up from just 2% in 2006**
- McGraw-Hill Construction
- **"If you're not building green in 10 years, you won't be building."**
- Charlie Ruma, 1999 NAHB President, 1st National Green Building Conference



NAHB Green is the home for the NEW National Green Building Program. This is the home page. The website is one-stop source for green building information, including a directories of local green programs, Certified Green Professionals, green verifiers and upcoming green events; as well as links to educational tools and resources, and the latest green building news. You'll see links for Home Building Professionals, HBAs, Home Owners, Policymakers and Verifiers.

At the heart of NAHB Green is an innovative **scoring tool, the first step towards verification and certification** of green homes. Using the scoring tool, builders receive design and technical assistance for their green building projects, and they can voluntarily solicit a stamp of approval from the NAHB Research Center, an ANSI-accredited third-party.

You can get to the scoring tool, by clicking on either of those brownish buttons on the homepage.

What is NAHB Green?

- **NAHB Model Green Home Building Guidelines**
- **Verification** and **certification** program for green homes
- www.nahbgreen.org, including an online **scoring tool**
- Green building **education**: National **verifier training** and **accreditation** program; **Certified Green Professional designation**
- Green building **events**
- **Advocacy** on green building issues

*** Coming Soon ***

- **Network of Local Green Building Programs**
- **National Green Building Standard™**
- **Scoring tool for all builder types: SF, MF, remodelors, developers**
- **Master Certified Green Professional designation**

NAHB Green Goals

- Offer **voluntary, cost-effective, flexible** solutions
- Move tools and resources **online**
- Allow **any builder and remodeler, anywhere** to design, build, verify and certify green homes
- Continue/enhance **existing programs**, offer a turn-key program to allow new HBAs to come onboard and provide assistance for working with NAHB Green



Step 1 - DESIGN

- The **NAHB Green** Scoring Tool is a design tool
- Available free of charge
- Allows builders to explore options, rate their existing home plans, figure out how to go green or get to the next threshold, measure progress

The overall process for home certification is simple for the builder. A builder identifies a project for certification, and scores it using the Green Scoring Tool currently located at www.nahbgreen.org.

The Green Scoring Tool can also provide design assistance.

STEP 2 - VERIFICATION



- Verifiers accredited by NAHB Research Center
- Independently confirm green features and requirements specified by a particular builder
- Two inspections required

Step 2 is **verification** -

If a builder chooses to pursue certification, he or she picks a local verifier from a pre-approved list.

Accredited verifiers are expected to independently confirm, through a process of document review and on-site inspections that all the green home or green program features and requirements specified by a particular builder are in place for any particular green certified home.

Verification costs will vary from market to market and will be set by individual verifiers.

Step 3 - CERTIFICATION

- ▶ NAHB Research Center is certifying body/Issues green certificate
- ▶ If a builder chooses to seek national certification, registers with the Research Center (Fee in \$200 for NAHB members)
- ▶ National certification/recognition
- ▶ Certification Collaboration



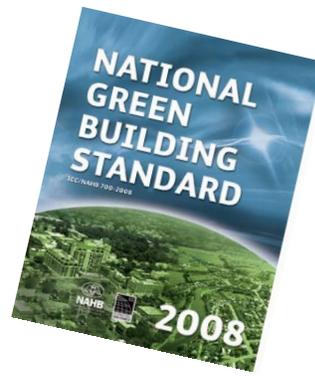
•With NAHB Green, verified green projects are now eligible to receive a new national brand: certification from the NAHB Research Center that the home has achieved a green threshold.

•Our policymakers have been asking about certification for quite some time. It's not that anyone quibbles with the obvious success and authenticity of our local programs. It's that we need a clear national benchmark.

•National certification means that the bronze-level green home in Seattle is at least as energy efficient as the bronze home in Savannah and the bronze home in St. Louis. It doesn't mean that they have the same features or that they even look the same. It means that they all meet a minimum, national level of performance, and that's what policymakers want to hear.

•A program that includes national, voluntary, yet valid certification will help us avoid mandates.

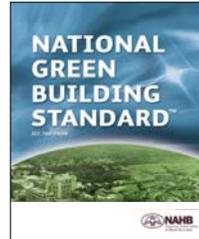
Finding the Right Shade of Green



National Green Building Guidelines & Standard



- IBS 2005
- Single-Family
- Bronze, Silver, Gold
- One of the first nationally-recognized rating systems
- Used by numerous local programs



- May 2008
- Single-Family, Multi-Family, Remodeling and Development
- Bronze, Silver, Gold, and Emerald
- Consistent with ICC
- First national consensus Standard
- Submitted for ANSI approval

Explain major differences:

- Addresses the same components as the Guidelines, **plus remodeling and multifamily construction**.
- Also, the Standard will be accredited by the American National Standards Institute (ANSI), which ensures that a balanced committee of industry professionals wrote and vetted the criteria through a transparent and rigorous process.
- Higher thresholds in many categories.
- Mandatory measures
- Emerald level

Once the Standard is approved, the NAHB-RC will work on an additional version of the scoring tool for the NAHB National Green Building Program – this one based on the Standard. (builders will be able to choose which to work with) This will allow all builders – including multifamily builders, remodelers and developers – to build a certified green project.

Regardless of which path is chosen, the builder must include a minimum number of features in the following areas: energy, water, and resource efficiency, lot and site development, indoor environmental quality, global impact, and maintenance and homeowner education. The more points accrued, the higher the score.

FAQ

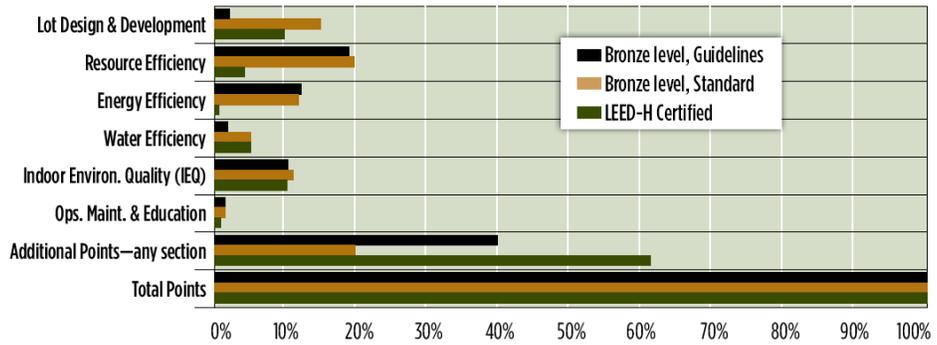
What is the difference between the NAHB Model Green Home Building Guidelines and the National Green Building Standard? The Guidelines, launched in 2005, address seven key components of green single-family homes: energy, water and resource efficiency; lot and site development; indoor air quality; global impact; and homeowner education. The Standard, which will be available in March 2008, was based on the Guidelines and addresses those same components, **plus remodeling and multifamily construction**. Also, the Standard will be accredited by the American National Standards Institute (ANSI), which ensures that a balanced committee of industry professionals wrote and vetted the criteria through a transparent and rigorous process. That process has led to higher thresholds in many categories. ANSI only accredits one standard for each product category to ensure uniformity in everything from the size of electrical outlets to medical-device testing processes, so the National Green Building Standard is the true benchmark for all green residential construction.

What is the difference between the NAHB National Green Building Program and the National Green Building Standard? The Standard defines what makes a home green and defines practices that should be incorporated into the construction process to reduce waste, preserve trees and use locally sourced materials, and to ensure that homeowners understand the proper operation and maintenance of their green home. The National Program builds off that foundation with an online scoring tool, educational resources, protocols for verification and certification that homes meet the criteria and, for consumers, a national database of builders and certified homes. **The Program is the kitchen, the Guidelines and Standard are recipes.**

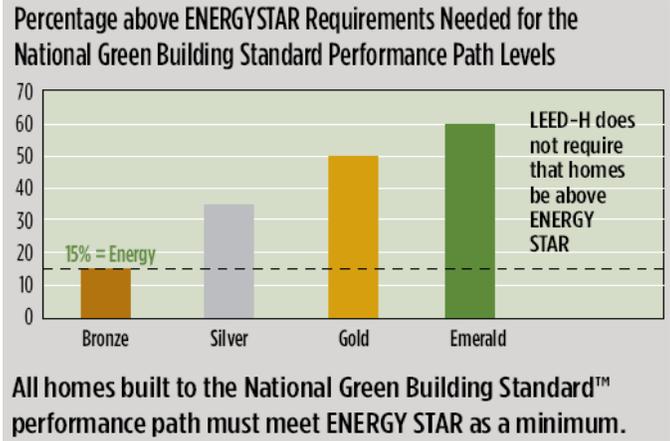
What's the difference between a standard and a code? Building codes are laws or potential laws that regulate how builders can design and construct homes. Building standards are only technical guidelines that describe best and appropriate practices. Building codes use standards as a reference.

What happens after the Standard comes out in May? Once the Standard is approved, we'll get right to work on an

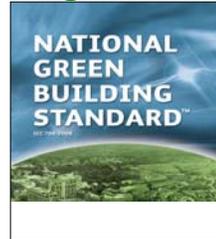
Comparing Green Systems: Point allocation



Comparing Green Systems: Energy Efficiency



Comparing Green Systems: Water Efficiency



- Both have provisions for:
 - Indoor Water Use
 - Outdoor Water Use
 - Homeowner Education
- If a builder earns the WaterSense Home label, earns at least silver in NGBS

Applications of the National Green Building Standard

- Will become an optional basis for builders seeking NAHB Research Center Home Certification
- An alternative for policy makers seeking to encourage the greening of their communities

Advocacy Messages

- **Market-driven, voluntary measures work best**
- **Affordability** and **cost-effectiveness** are top priorities
- Mandates stifle innovation
- **Flexibility** is essential to ensure climate- and market-appropriate solutions
- **NAHB is the leader in defining and promoting green building**

More Information

NAHB National Green Building Program
www.nahbgreen.org

Download the Guidelines at:
www.nahb.com/gbg

Follow the ANSI process at:
www.nahbrc.org/gbstandard