



Healthy, Highperformance Homes.



Forward to Friend

LET'S TALK ABOUT THIS TRULY UNIQUE ADDISON HOME



Check out the October issue of TALK, which features a uniquely beautiful mountain retreat built by Addison Homes.

Bunny & Jay Hicks owned an 80-year-old cabin atop Caesars Head which, sadly, burned to the ground. The couple came to Addison Homes with a unique request: rebuild it to look "old" while incorporating the latest high-performance features.

So Addison Homes re-created a 1930s ambiance for this beautifully situated property while maximizing energy efficiency, water efficiency, improved indoor air quality and more, ultimately providing the Hicks family with increased comfort alongside reduced utility bills.

Read about it [at this link](#), beginning on page 125.

BUILDING SUCCESS 101

Q: Is it possible for a builder to "guarantee" energy savings?

A: In short, yes. While some builders and green building certification programs only generate a projected "score" indicating the efficiency of a home as compared to a standard, such as the current energy code, some professional builders take the ultimate

## Practical, High Performance "Green"

High performance, "Green" building is certainly a hot topic these days. For builders striving to reduce the environmental footprint of the homes they build, the process encompasses a wide range of materials, products and systems.

But does building green really mean anything to you as a homebuyer? You may recognize and perhaps even appreciate seeing the ENERGY STAR label on windows and appliances, but what's the tangible benefit of recycled-content drywall or certified wood doors to your daily life ... and your pocketbook?

As a professional builder who is ready and able to respond to what our homebuyers want -- including homes with better energy efficiency and indoor air quality -- we also recognize that buyers need to see how our efforts impact them personally.

To that end, we strive to educate our clients about the various "green building" methods and materials we employ. We approach this from the perspective of the practical benefits to our owners and their families.

**Hidden Gems.** The bulk of a comprehensive green building effort happens behind the finishes. Instead of touting the R-value of the attic insulation or the solar heat gain coefficient of the windows, we talk about comfort: no more drafts by windows and doors; no more temperature differences between floors or rooms; the ability to walk around in your bare feet - comfortably. Those benefits seem to resonate far better than any technical information.

**Easy Recycling.** We not only want to encourage but also help facilitate recycling household waste. So we increasingly provide convenient bins within the kitchen and laundry cabinets to make it easier to collect those items and get them to the curb and out of the landfill.

**Breathe Easier.** To help save energy and boost indoor comfort, green builders often use non-toxic paints, flooring, and other interior finishes -- as well as ventilation systems -- that improve the quality of the indoor air.

Rather than explore the world of vent fans and semi-gloss paint, we often phrase our efforts in terms that address allergies, respiratory problems, and other sensitivities that our homebuyers might suffer ... and will appreciate not having in their new homes. The prospect of a "healthy" home appeals to most of us.

**Future Green: Monitors and Electric Cars.** While certainly not mainstream, in-home computer programs that allow homeowners to see and adjust their use of energy and water are great visual reminders of green building efforts that also help to optimize them.

Similarly, we've seen electric car chargers that run on the home's electrical service (or even solar energy) that can accommodate all-electric or hybrid cars, allowing homeowners to conveniently serve that investment in sustainable living.

The bottom line is that builders often get caught up in the details and technical specs of green building; professional builders understand that to be truly beneficial, those efforts have to improve the quality of everyday life.

Warm regards,

2009 Greenville Builder of the Year

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We take pride in constructing 100% of our new homes to the rigorous Energy Star and Earthcraft House standards. Learn more about energy efficient construction: [www.energystar.gov](http://www.energystar.gov)



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step by providing a utility bill guarantee.

Addison Homes provides heating and cooling utility bill assurance - you will pay less to heat and cool your home - guaranteed. If your heating and cooling energy use exceeds our pre-construction projection, we will pay your the difference, and that's a promise!

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