

Beyond Green

Building Smart



In This Issue

Benefits of Green Building

What is Green Building?

Certified Green Professional

Quick Links

[NAHB Green Building](#)

[Building Green](#)

[Department of Energy](#)

[Energy Star](#)

[Green Builder Magazine](#)

[Green Scoring Tool](#)

[Green Building Glossary](#)

[Leadership in Energy and Environmental Design \(LEED\)](#)

[Office of Energy Efficiency and Renewable Energy](#)

[U.S. Green Building Council](#)

[Lumber Link \(PDF\)](#)

[Roofing News \(PDF\)](#)

Green Quick Facts

- 82% of consumers believe it is "important for companies to implement environmentally friendly practices." (*Nations Building News*)

- 40% of builders today say green building is helping them sell homes in slow market conditions and that quality has emerged as the most important reason. (*Builder Magazine*)

- 70% of buyers said they were "more or much more inclined" to buy a green home over a conventional home in a down market. (*Builder Magazine*)

- 85% of the green home buyers said they were more satisfied with their new green homes than with their previous, more traditionally built homes. (*National Association of Home Builders*)

Good Idea.



Great Idea.



Green Ideas from Smith Phillips Building Supply.

Why Should You Build Green?

Improved Product Quality

Building green can increase home durability, reducing warranty and callback costs.

Market Differentiation/Competitive Advantage

Market research indicates that consumers perceive green homes to be a better value. Builders who are able to promote features such as lower utility costs, easier maintenance, and better indoor air quality are seeing increased sales and profitability and easier-to-close sales. A recent McGraw-Hill study indicated that green homeowners are more satisfied and believe that green homes are high quality, easier to maintain, more efficient, and offer health benefits. Studies also report that homebuyers are willing to pay for these benefits when purchasing their homes. Being able to offer this kind of value and benefit to consumers can set you apart from other builders. Further, events and marketing opportunities done in partnership with local and national green building programs help to get the name of your company into the hands of consumers. Green building is a popular topic in the media, and builders associated with this initiative can take advantage of the media coverage and publicity that stem from this interest.

Advantages in the Entitlement Process

Some green builders are taking advantage of fast-track permits and reduced permitting fees in their jurisdictions. Other builders are finding they have access to land they wouldn't have had otherwise.

Lower Costs

While there is often a cost when switching from traditional

In the United States alone, buildings account for:

- 72% of electricity consumption;
- 39% of energy use;
- 38% of all carbon dioxide (CO2) emissions;
- 40% of raw materials use;
- 30% of waste output (136 million tons annually); and
- 14% of potable water consumption.

Benefits of Green Building

Environmental benefits:

- Enhance and protect ecosystems and biodiversity
- Improve air and water quality
- Reduce solid waste
- Conserve natural resources

Economic benefits:

- Reduce operating costs
- Enhance asset value and profits
- Improve employee productivity and satisfaction
- Optimize life-cycle economic performance

Health and community benefits:

- Improve air, thermal, and acoustic environments
- Enhance occupant comfort and health
- Minimize strain on local infrastructure
- Contribute to overall quality of life

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building practices and supplies to more environmentally-friendly ones, many green building practices result in using fewer materials and generating less waste, so costs can be minimized and offset.

Incentives

Incentives such as the federal [Energy Efficient Builder Tax Credit](#) are available to offset some of the cost of some green building upgrades.

Credibility

A certified green home demonstrates to the buyer and to the community your commitment to the environment, the homeowner, and the community. The third-party certification process means that it's not just your word standing behind your product, but that you have the support and credibility of a national program as well.

What Makes a Product Green?

The word "Green" is so often used in the context of "environmental responsibility" and "sustainability", yet is hard to quantify definitively. Green to an environmentalist may be drastically different than that of a manufacturer. The challenge is finding common ground that promotes and rewards environmental responsibility, as well as product design and performance that is balanced with the rigors and challenges of manufacturing products that need to be competitive in the marketplace.

[Click here to learn about the 5 categories of Green Products](#)

Certified Green Professional (CGP)



The Certified Green Professional Designation - How builders and other professionals become Green Builders.

Offered by [NAHB's University of Housing](#), the Certified Green Professional designation is another way building professionals can become educated in, and involved with green building. The designation requires 24 hours of NAHB-approved training, and additional continuing education every two years. Subjects covered in training discuss how green homes provide buyers with lower energy costs and higher value, and will include strategies for incorporating green-building principles into homes without driving up the cost of construction. The designation curriculum is based on the highly-successful [Green Building for Building Professionals](#) two-day course, and other requirements including the [Business Management for Building Professionals](#) one-day course.

Upon successful completion, that individual is awarded the CGP designation, recognizing a high degree of professional competence. This designation is available to individuals only, and does not apply to companies, nor to specific homes or projects.

Training courses are offered at national events like the

International Builders Show, the National Green Building Conference, and similar events. In partnership with local home building associations, required training is also offered at additional events and locations.

For more information about the Certified Green Professional designation, visit www.nahb.org/cgpinfo.

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