



# The Value of “Green” Home Construction and Remodeling

Presented by: Eco-\$mart, Inc.

An EPA ENERGY STAR Ally





# Our Proposition:

Building or remodeling a home using available Eco-Smart “green” construction methods, will create a home that:

- **Avoids Risks from Mold, Fire, Insects, Hurricanes**
- **Reduces Energy Costs by 60 to 75%**
- **Costs Less to Own and Operate, Monthly**
- **Has Greatly Increased Resale Value**
- **Has Dramatically Lower Environmental Impact**



# About Eco-\$mart, Inc.

Inspired by the Florida House Learning Center  
Sarasota, Florida



**The Florida House was opened to the public on Earth Day, 1994**



# About Eco-\$mart, Inc.

- An EPA ENERGY STAR Ally
- A Partnership with the Nonprofit Florida House Institute for Sustainable Development (FHI):
  - Free Eco-\$mart Materials Consultation
  - Distributes / Installs Approved Systems
  - Provides Energy Efficiency Ratings
  - Connects to Energy Efficient Financing
  - Educational Seminars for Public and Trades
- A Portion of Proceeds Benefit Nonprofit (FHI)



# What Does it Mean to be “Green”?

- **Energy Efficient** - Saving Money on Utilities
- Built with **Disaster and Pest Resistant** Materials
- Designed to Provide Good **Indoor Air Quality**
- **Lower Environmental Impact**
- **Certified** by EPA ENERGY STAR, Florida House and others



# Example Eco-\$mart Systems

- Advanced Wall and Roof Systems (fire, pest, wind resistant, efficient)
- 15 EER / 20 SEER Water Cooled Air Conditioning
- Fresh Air / Dehumidification Systems
- Low-E / Impact Resistant Windows
- Passive Solar Water Heating
- Brac Greywater System (toilet flushing using recycled shower water)
- 100% Chlorine-Free Pool and Cooling Tower Sanitation
- Water Purification (under sink, whole house, commercial / industrial)
- Energy Efficient Lighting (T5, T8 electronic ballast, daylighting, controls)
- Recycled Plastic Decking, Recycled Rubber Porous Paving / Paths
- Bamboo, Coconut Palm, Cork Flooring, Natural Fiber Carpets
- No-VOC Interior Wall Paint
- Biobased Water-Blown Foam Insulation / Radiant Barrier Roof Coatings
- 1.6 Gallon Flapperless Toilets
- Co-generation, Backup Power, Fuel Cells, Photovoltaics, and more!



*Did you know?*  
Green Features Mean Higher  
Resale Value

- The Appraisal Journal Cites a **\$20.73 Increase in Resale Value for every \$1 in Annual Energy Cost Savings**
- *Plus, home buyers value:*
- EPA Energy Star and Other Certifications
- Disaster Resistance, Pest Resistance Healthy Indoor Air Quality
- A Record of Lower Operational and Maintenance Costs



# Example Eco-\$mart Home Cost / Benefit

Home Size (square feet under air)	2500		
	<b>Standard</b>	<b>Eco-\$mart</b>	
<u>Additional Eco-\$mart Features / Add. Costs</u>	<b>Home</b>	<b>Home</b>	
E-Wall Poured Solid Concrete Wall	No	\$6,500	
Biobased Soy Foam Insulation or HPRS Roof	No	\$4,875	
Passive Solar Water Heater (after Federal tax credit)	No	\$3,250	<u>Total Add. Const. Cost</u>
Water-Cooled A/C	No	\$2,600	\$23,725.00
Energy Efficient Low-E Windows	No	\$2,600	<u>% Additional Cost</u>
Brac Greywater System	No	\$3,900	6.33%
Sale Price	\$375,000.00	\$398,725.00	
Mortgage (@ 7.0%)	\$2,494.88	\$2,652.73	
Utility Bills (60% Lower Electric, 30% Lower Water)	\$416.67	\$166.67	
Insurance Savings	\$0.00	-\$50.00	
Tax Benefit	\$0.00	-\$47.35	
Non-Combustible	No	Yes	
No Mold and Mildew	No	Yes	
Disaster Resistant - Hurricanes, Fires	No	Yes	
Healthy Indoor Air Quality	No	Yes	
Pest Resistant	No	Yes	
Low Noise Transmission	No	Yes	
Increased Resale Value**	No	Yes	\$62,190
Additional Interior Usable Footage (SF)	No	Yes	46
Monthly Out-of-Pocket	\$2,911.55	\$2,722.04	
<b>Savings, from Day One &gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;&gt;</b>		<b>\$189.51</b>	per month
<b>MORE HOME FOR LESS MONEY!</b>			

\*\* According to the National Association of Appraisers, studies of resale prices of homes over the past 15 years have allowed them to attach an increased value to efficient homes. The value is calculated by taking one year's energy saving (as certified by a state licensed energy rater, part of the national program) and multiplying the savings by \$ 20.73.



# Redefining the standard for Florida living...

## Healthy

Superior indoor air quality

## Disaster resistant

Hurricane, pest and fire resistant

## Energy efficient

Reducing utility costs by 50%, and more!

## Water saving

Native and Florida friendly landscaping

## Community enhancing

Better for homeowners, better for the  
environment





# Recommendations Overview

- **Include the following key systems:**
  - Alternative Wall System (Poured Concrete or Structural Panel)
  - Biobased Healthy Foam Sealed Attic
  - High Efficiency Water-Cooled A/C / Fresh Air
  - Passive Solar Water Heating
  - Low-E / Impact Resistant Windows
  - Brac Greywater System
  - Several other green options
- **Have the home certified as:**
  - EPA ENERGY STAR
  - Florida Green Building Coalition Green Home



## What we have provided...

- **A more valuable home due to:**
  - Energy efficient, disaster resistant
  - Quieter, more comfortable
  - Healthy indoor air quality
  - Lower maintenance
  - Higher resale value
  - Extra spending money every month
  - Certified by independent sources
  - Faster construction, fewer errors
  - Lower environmental impact



# What Are the Next Steps?

- 1. Identify land, design home.**
- 2. Work with an Eco-\$mart builder, or connect us to your builder to construct the home.**
- 3. Have the home certified by an independent energy rater.**
- 4. Please tell your friends and neighbors what is possible when working with Eco-\$mart.**

**888-329-2705**