

## Talking Points: General Green Building

- Building green means incorporating practices that maximize resource efficiency and minimize the impact on the environment at all stages of the development of the final product — the home.
- Green building is expected to be worth nearly \$60 billion by 2010 compared to \$2 billion in 2005, as estimated by a study the National Association of Home Builders did with McGraw-Hill Construction.
- There are a number of ways that a home can become green — there is no one-size-fits-all answer. Making homes more efficient and more sustainable is a cooperative effort between the builder or the remodeler and the home owner.
- The home owner can ultimately benefit from incorporating green practices, both in the short- and long-term ownership of the home.
- Combining certain green technologies and practices may result in lower costs to operate the home. Energy-efficient appliances and HVAC systems can result in lower energy consumption. Water-saving low-flow toilets, showers and bathroom faucets will mean less water consumption. Panels that convert solar power to electricity and that heat water can reduce dependence on public utilities.
- Outside the home's envelope, green building and landscaping practices can mean less maintenance issues for the home owner. Longer-performing materials require less repair and replacement, and drought-tolerant landscaping can keep the yard from requiring continuous care, which saves time and resources for the home owner.
- Proper ventilation from installing HVAC systems that are the right size for the home and low-VOC paint that emits fewer gasses can help improve air quality. Windows and doors that create a tight seal will keep out the elements, including moisture that can cause mold and other issues.
- Newly expanded tax credits are also available for home owners who incorporate certain energy-efficient products and materials into the home.

- The Existing Home Retrofit Tax Credit (25C) allows home owners to claim up to \$1,500 in expanded energy-efficiency tax credits for remodeling their existing principal residence in two ways: building envelope improvements, including insulation, doors, windows and roofing and qualified energy property, including hot water tanks, boilers, fans, air-conditioning units and heat pumps.
- Another tax credit, The Wind, Solar, Geothermal and Fuel Cell Tax Credit (25D), is for property that produces power for a home such as solar panels, geothermal heat pumps, fuel cells and small wind turbines. Unlike 25C, this tax credit can be used on new or existing homes. Taxpayers can claim the credits on IRS Form 5695. More specific information on these two credits can be found at [www.nahb.org/efficiencytaxcredit](http://www.nahb.org/efficiencytaxcredit).
- In response to the increased green building demand and the global need for energy and resource conservation, NAHB created the National Green Building Program, or NAHB GREEN.
- This program offers the tools and resources that help any builder and home owner work together to go green, in a way that's affordable. This is achieved through a program that is both market-driven and voluntary.
- NAHB GREEN is built around rating systems that offer points for energy efficiency, water efficiency, and all the other components of green building. Builders, designers and homeowners can use the convenient online scoring tool at [nahbgreen.org](http://nahbgreen.org) to decide which features are right and within their budget for the home they want to build.
- Each green feature has a point value, and the home must achieve benchmarks in each of six categories and then get the home inspected and verified – resulting in a certified green home.
- Home buyers can find a list of Certified Green Professionals, home building professionals who have completed coursework and have green building and remodeling industry experience, at [nahbgreen.org](http://nahbgreen.org).
- NAHB GREEN is transforming the market by allowing home builders to provide homes that are as green as the customer wants and as energy- and resource-efficient as the customer can afford. It's how green building will move to the mainstream.