

## **Benefits of a LEED-Certified Home Video: Guidelines for Use**

The Benefits of a LEED-certified Home video was created to introduce the public to the benefits and characteristics of LEED-certified homes. The video is intended as a tool for LEED for Homes project teams and LEED for Homes advocates in differentiating LEED-certified homes while educating the public on their value and benefits.

**Standard Video Use Guidelines:** If the video file is left in its original form, as provided by the U.S. Green Building Council, Inc. ("USGBC"), it may be shown at the user's discretion, provided no ownership or credit for video content is implied to any person or organization other than USGBC. Some examples of encouraged use are: revolving in home sales showrooms, incorporated on green home-related websites, shown during meetings related to LEED for Homes, etc. The video can be downloaded [here](#). The video may not be used in any manner disparaging to USGBC, or its LEED for Homes certification program.

**Use Guidelines for LEED for Homes Builders/Project Teams:** Customization of the video may be made only by project teams who have registered a project with USGBC's LEED for Homes certification program, and only according the following guidelines:

1. A LEED for Homes project team may add a custom intro and exit to the standard video intro/exit once granted use permissions by USGBC.
2. The standard video may not be altered in any other way and no custom segments may be inserted into the body of the standard video.
3. Scripts proposed for the custom intro and exit portions must be approved by USGBC. Project teams must submit the scripts for approval and wait for acceptance prior to recording the custom scripts. Once produced, the final video with customized intro and exit segments must be submitted to USGBC for review and approval before public distribution is permitted.
4. The final approved customized marketing video may be used in sales showrooms, on the web, during sales meetings, etc. for marketing of the project.
5. Customized intro and exit scenes must be produced in a professional manner, with high quality audio and visual fidelity. Project teams may contact the original video producer, Mick Dalrymple, [md@desertmooninc.com](mailto:md@desertmooninc.com), for services in producing a customized video and/or synchronizing custom segments with the standard video file. Project teams may also work with another production entity of their preference.
6. No misleading or poor quality intros and exits will be granted usage rights by USGBC.
7. To request video customization and use permissions, please follow these steps:
  - a. E-mail Matt Libby at [mllibby@usgbc.org](mailto:mllibby@usgbc.org) indicating your intent to customize and use the video. Include the LEED project address(es) for which the inquiring entity played a significant role in the design and/or construction process. Indicate the inquiring entity's role in the project(s). Include "video permissions request" in the subject line.
  - b. Once eligibility is confirmed, submit proposed intro and exit scripts to USGBC. You may be asked for supporting documentation in order to verify factuality of statements within scripts.
  - c. Once scripts are approved, you may proceed with production.
  - d. Once video customization is complete, submit complete video file to USGBC for review and approval. Use of the customized video is only permitted after formal approval has been received by USGBC.

- e. Upon completion of customization and approval, the Project team will have the right to display the customized video for marketing purposes, but may make no other use or modification of the video.

For questions or to request usage rights, please contact Tom Flanagan, Residential Communications Associate, at [mllibby@usgbc.org](mailto:mllibby@usgbc.org).

### **Sample Customization Script**

The following is an example of a customized intro and exit script that a builder/project team might use to customize the Benefits of a LEED-certified Home video. Intro and exit scripts should be brief in nature. All statements must be factual and professional in nature. Scripts may not imply ownership of or credit for the video content.

#### Intro: Proceeding standard video

*Thank you for considering an ACME Home. With 30 years of experience fulfilling the American dream of quality home ownership, we are proud participants in the LEED for Homes program. Sit back and enjoy this overview of the benefits of not just a green home, but a LEED-certified green home.*

#### Exit: Following standard video

*Thanks for learning about LEED for Homes. At Acme Homes, we insist on achieving LEED Silver certification or higher for all our new homes. We take pride in our record of quality design and construction and satisfied customers. But you don't have to trust us when we say we build green. Just read the certificate.*

*We hope to welcome you to our family. C'mon. Take a look around.*

*Acme Homes. Serving Appaloosa County since 1979.*