





USGBC—Building Momentum for Residential Green

For all of us in the residential green building movement, these are truly remarkable times. Despite a relentless housing slump, we continue to see record interest in green homes, by builders, developers, local governments and especially homeowners and homebuyers. In fact, a recent McGraw-Hill Construction report found that 70% of homebuyers are more interested in purchasing a green home than a conventional one. Case in point: the recent certification of the 1 millionth ENERGY STAR® home. All the data clearly show that the green homebuilding movement is gaining momentum. But even considering how far we've come in recent years, there is much work left to do.

The U.S. Green Building Council is working with homebuilders, developers and homeowners, encouraging them to make the transition from traditional design and construction practices toward more sustainable techniques. We're also letting people know that the LEED green home rating system—while rigorous—is attainable, flexible and affordable. Indeed, leading builders who have historically incorporated high-quality construction practices into their businesses are quickly finding that LEED for Homes certification is well within their reach.

The results have been truly encouraging. Since September 2008, we've seen more than 5,000 homes achieve LEED certification. In just the last year, we've doubled the number of homes registered in the program to over 25,000. Notably, LEED for Homes projects are spread evenly across all residential building types, including single- and multifamily, affordable and market-rate, production and one-off custom.

Despite the advances made by LEED for Homes, even when combined with the success of the ENERGY STAR® program, there remain 120 million homes in the U.S. that are not certified under any green banner.

With that in mind, we're delighted to spotlight several of our key residential programs and initiatives on the following two pages. They are designed to expedite the continued growth of residential green and include:

- •Launching the all-new GreenHomeGuide.com, a new resource for the green home builder and consumer audience.
- •Expanding and updating our curriculum of USGBC-approved green residential trainings and programs (www.usgbc.org/LEEDcurriculum)
- •Staging the third annual Residential Summit in Chicago Nov. 18 at USGBC's Greenbuild conference (www.greenbuildexpo.org/ResidentialSummit)

With these projects and others, we are enabling residential building professionals, consumers and government officials to make informed decisions and stay current with the ever-expanding green homebuilding marketplace.

Though we have far to go, we're proud of what the USGBC community has accomplished to date, and together we will advance the green home movement to the next level.

We encourage you to use USGBC and its myriad resources—including our chapter network and the USGBC Residential team—as a reference point for any questions you may have. You can learn more by visiting USGBC.org. Under the "Resources" header, you'll find a tremendous amount of relevant information that will contribute greatly to the success of your green home journey!

Nate Kredich

Vice President, Residential Market Development

U.S. Green Building Council

GREENING THE RESIDENTIAL SECTOR

Since the launch of LEED for Homes in early 2008, the U.S. Green Building Council has been hard at work pushing to dramatically increase the availability and accessibility of green homes in the marketplace. Building green homes and renovating existing homes creates jobs; saves energy, water and money; protects the health of our families; and will help drive economic recovery in the U.S.

Continuous Improvement of the LEED for Homes Rating System

LEED for Homes is a consensus-developed, third-party-verified rating system that promotes the design and construction of high-performance green homes. Each LEED-certified green home undergoes onsite inspections and thorough performance testing to ensure proper performance. LEED is applicable to single-family and multifamily homes and is intended for both market-rate and affordable housing.

Since its launch in 2008, more than 5,000 single- and multi-family residences have achieved LEED certification nationwide, with an additional 25,000 dwellings registered and striving toward LEED certification. The next version of LEED for Homes will be stronger, more rigorous, and even more accessible to project types. It will also be more closely tied to the ENERGY STAR® for Homes V3 guidelines.

The initial public comment period for the new version of LEED begins this fall. We strongly encourage all stakeholders in the residential market sector to read and comment on the next version of the LEED for Homes Rating System. Public participation is essential to LEED's continued success.

GreenHomeGuide.com

The newly re-launched **GreenHomeGuide.com** is the definitive site for homeowners looking to green their homes, connecting green professionals to local consumers who are interested in pursuing a green project.

GreenHomeGuide.com helps consumers and green professionals alike keep up with national and local green building trends through three essential channels of information: Know How, Ask-a-Pro, and the Find-a-Pro catalog.

Green residential professionals are encouraged to apply for their free Find-A-Pro catalog listing at **www.greenhomeguide. com/apply**.





Professional Certificates and Credentials

Demand for qualified and trained verifiers is increasing dramatically. **LEED for Homes Green Raters** play a critical role in the LEED for Homes process by overseeing all verification services on a project. Beginning Jan. 1, 2011, all newly registered LEED for Homes projects must utilize a LEED Green Rater certificate holder in the onsite verification and testing process. The pathway to becoming a Green Rater includes comprehensive training, coupled with an exam. Details can be found at **www.usgbc.org/greenrater**.

Additionally, the new LEED AP Homes credential is available to demonstrate a professional's excellence in the design and construction of green homes. Visit www.usgbc.org/credentials.





Education for Green Homebuilders

USGBC offers a variety of instructional programs for professionals at all levels of expertise. The LEED for Homes curriculum includes both online and in-person trainings. Build your business by updating the skills you need to manage or implement single- and multifamily projects, affordable housing of all sizes, and green retrofits. Get more information at www.usgbc.org/

Residential Summit at Greenbuild

USGBC's Greenbuild 2010 Residential Summit, which will be held in Chicago on Nov. 18, is a great place to meet fellow green residential professionals and become acquainted with many of today's newest and most innovative green building projects, products and breakthroughs. This third annual Residential Summit will also include:

- •Fifteen educational sessions focusing on topics such as cost-effective and energy-efficient retrofits
- •The Residential Summit Master Speakers
 Series, featuring a hand-picked selection of green
 homebuilding experts speaking on three priority issues:
 appraisals and valuation, marketing, and efficient retrofits



Don't miss Residential Summit's 2010 keynote speaker, former HUD secretary **HENRY CISNEROS**. Learn more at **www.greenbuildexpo.org/ ResidentialSummit**.

The REGREEN Program

In partnership with the American Society of Interior Designers, USGBC developed the REGREEN residential remodeling program. REGREEN addresses all major elements of green home renovation projects, including water and energy efficiency, indoor air quality, and material choices, all blended into a compilation of tips, strategies and case studies for the homeowner, builder or design professional.

In addition to a comprehensive set of online trainings, USGBC's new in-person two-day workshop, REGREEN: Implementing Green Residential Remodeling Strategies, teaches participants how to identify which green considerations, concepts and strategies will have a meaningful and positive impact on your next remodeling project. The workshop will be held in over a dozen cities this year; a full map of the REGREEN 2010 road show

can be found at www.regreenprogram. org/learning-programs/workshops.

Visit www.regreenprogram.org for more information all of the REGREEN offerings, including education, remodeling guidelines, case studies, and a green remodeling strategy generator.

