Presented by

Geoff Ferrell
Chief Technology Officer
• Founded in 1999
• Will build ~250 single family homes in 2018
• Have built exclusively ENERGY STAR and Zero Energy Ready Homes since 2012
• Average HERS without renewables of 47
• Market our above code homes at nearly cost neutral price point to ENERGY STAR 3.0 builders in our market
• Standardizing on a grid optimized renewables and energy storage platform as a standard feature
• Awards include:
  • ENERGY STAR – Partner of the Year
  • DOE – Housing Innovation Awards
  • Hive 50 – Innovator of the Year
  • Tech Home Builder – Brilliance Awards
  • Arizona Forward – Environmental Excellence Award
Lighting as a Feature

Builder Goals

• Support energy efficiency core values
• Provide innovative solutions
• Purchase products at a competitive price point
• Forge partnerships with vendor and manufactures to innovate
• Standardize on products for consistent messaging and presentation across our communities and product lines
• Differentiate in the market with unique products or presentations
• Provide solutions to problems even if the buying public is unaware the problem exists
• Offer opportunities to educate the buying public via sales offices and model home parks
Non Energy Related Attributes

• High quality light source
• Color tuning for differing needs or demographics
• Dimmability
• Interesting or modern trim/bezel
• New Shapes
Lighting as a Sales Tool
Non-Energy Features as Sales Tool

- Humidity activated in addition to manual operations
- Timed operation features that can be tuned by end user
- Protects home and energy efficiency through timer and automatic operations
- Sold as a convenience and thoughtful feature designed to make life easier for the occupants

- DC, ECM motor exhaust fan
- Saves energy and operates more effectively
- Sold as premium product by builder based on quiet features and efficiency of “exhausting”