



Energy Efficient Homebuilding and Selecting a Rater

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by

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SheaHomes

- Thirteenth largest builder in U.S. (Professional Builder Magazine).
- Largest privately owned U.S. builder.
- Second largest builder (sales) in San Diego in 2002 (per Market Profiles).
- 600-800 Homes per year.
- First San Diego builder to apply solar PV and solar water heating to a large subdivision.

Why Energy Efficient?

- Title 24 – You gotta do what you gotta do!
- Corporate Values
- Community Involvement
- Company Culture & Employee Empowerment
- Market Awareness and Image
- Product Differentiation
- Consumer Perception of Value Added

Economics as a Decision Driver

- What do Homebuyers Want?
 - And what are they willing to pay for?
- Perceived Value
- All Included vs. The Trade-off Game
- The Price is Right!
- Return on Investment
 - Joe Homebuyer
 - Dale Homebuilder

The Value of Rating

- Credibility with Consumers
- Accuracy!
 - In business, some consumers will test every thing you claim... and many know lawyers.
- Money!
 - Exceeding Title 24 has it's own rewards... and you can put them in the bank.

Selecting a Rater

- Wait 'til they call.
- Yellow pages.
- Industry media & conferences.
- Ask somebody you trust.
- *Take my word for it!*

How Shea Selected ConSol

- Persuasive marketing
- Right time – right place
- Excellent reputation
- *ComfortWise*
- Proactive attitude
- Values alignment
- Performance
- *Rob Hammon*

Conclusion

- Energy efficient building is a great differentiator.
- Rating (ComfortWise, Energy Star) enhances your company's reputation.
- Take advantage of a growing concern to add value for your customer.
- ***Buy a Shea Home!***