

# NC HealthyBuilt Homes Member Benefits

## ■ Design Reviews and Consultation

One design review of a maximum of 3 hours is included in a builder member's annual enrollment.

This review may be scheduled by the builder early in the design to help target likely NC HealthyBuilt Homes checklist items, or later in the process to check for compliance with the guidelines. These design reviews will focus on energy efficiency, passive solar heating and cooling, orientation, green building materials, active solar domestic water heating and space heating, photovoltaics and efficient use of fossil fuels.

Although these meetings are often held at the NC Solar Center, site visits can also be scheduled (two weeks in advance). Travel time by HBH staff counts towards the three hour time limit. Additional reviews and energy modeling analysis are available for a fee.

## ■ Market Development Materials

These materials include brochures, factsheets, display-quality certificates, and digital yard sign templates. Ten consumer brochures are automatically included with your new member welcome letter (as of 1/1/2009).

### ■ **Logos**

Various HBH logos are available by request for use on the builder's marketing materials (as specified in the HBH Logo Use Terms and Conditions).

HBH staff assistance in creating press releases is available (as time permits), as well as assistance with identifying and exploring media opportunities.

### ■ **NC HealthyBuilt Homes Website**

All current builder members are listed on the NC HealthyBuilt Homes website in the downloadable "Find HBH Builders" directory. Stories highlighting HBH projects, builders, and communities are featured on the front page of the HBH website (as of 2/1/2009: This feature is under development).

Necessary items, like the HBH checklist, reference manual, program enrollment form, and home registration forms are available for download any time from the **Builders & Developers** section. Helpful documents, like the HBH Community service map, and the "Chart Your Project" checklist and letter templates for specific checklist items are posted once developed..

### ■ **Tax credits/incentives and Financial Options for Consumers**

The **Builders & Developers** and **Lender** section of the HBH website provides links to financial incentive information that professionals can take advantage of to help them market their homes to consumers. The main Solar Center website **Information Resources** section includes a link to NC Renewable Energy Tax Credit documents. General assistance on financial issues will be available through technical assistance.

### ■ **Professional Directory**

In addition to the list of HBH Builder members, HBH staff maintains a searchable, statewide directory of green building professionals ([www.greenprofessionals.org](http://www.greenprofessionals.org)). Builder members may create an entry for themselves in this directory as well, doubling their exposure to potential clients.

The Professional Directory is also a helpful tool for finding designers, engineers, energy raters, developers, real estate brokers, and other sub-contractors for any project. Reminder: If a builder member uses the directory to find sub-contractors, he/she is responsible for reviewing the candidate's qualifications and determining if they are sufficient for the project.

- **Venue Advertising**

The NC HealthyBuilt Homes Program staff attend many tradeshow and fairs throughout the year. Materials that refer to the website, builder list, and case studies with builder contact information are displayed at the shows, increasing market visibility of HBH members.

- **Technical Assistance**

Digital factsheets on green building topics are available from the North Carolina Solar Center website. Technical assistance from HBH staff on specific topics by phone or email is also available where builder members may be directed to established green building related websites, or another resource.

Technical questions that will often yield a direct response from the HBH Coordinator or Director include: passive solar heating and cooling basics, building orientation, site and land issues, water efficiency, sustainable materials, daylighting and artificial lighting controls basics, general comparisons to other green building/energy efficiency programs, efficient framing techniques, accessibility, indoor environmental quality (IEQ) improvements, passive solar heating and cooling calculations, and home energy raters.

Technical questions which will likely be routed to sources outside the HBH Coordinator or Director include: active solar heating, advanced energy efficiency and HVAC questions (including geothermal, efficient gas and electric systems), domestic water heating, and photovoltaics.

Referrals to identified professionals will be made for all but the simplest queries for the following types of questions: local code questions, specific operation & maintenance issues, historic preservation, and complex daylighting and electrical controls.

- **General Assistance**

Provide information to builders about the program and answer direct questions as necessary.

- **Educational Workshops**

Attending the half-day HBH Program Orientation is included in a Builder Member's first year enrollment fee – up to 2 employees per company per membership year. This mandatory orientation uses the HBH Checklist as an outline, illustrating the principles behind and reasons for the program.

As a benefit of membership, each NC HBH Builder member company may attend up to three 4-hour Green Building Basics Workshops at no cost, per year of membership. For example, member may send 3 different employees to one workshop, OR one employee to three different workshops. Each additional workshop attended by NC HBH member employees will include a \$15 discount. Contact the HBH Coordinator for instructions and/or a coupon code.

- **Local Resource List**

Builders in the program have access to a list of local material, equipment, and building system resources maintained by HBH Staff. Contact the HBH Coordinator with information requests related to this list.

- **NC Solar Center Demonstration House w/ Library & Resources**

Builders are welcome to visit the NC Solar Center's Solar House to see multiple sustainability technologies in operation. The Solar House contains a library and computer station for public use.

The North Carolina Green Building Technology Database ([www.ncgreenbuilding.org](http://www.ncgreenbuilding.org)) includes green home case studies. Members are encouraged to add case studies of their homes to the database.

Many green homes across the state are available to view during the North Carolina Sustainable Energy Association's (NCSEA) annual building tour. For more information, contact the NCSEA.