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SEPTEMBER 2007

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The Quest Green

WHAT IS GREEN? AND HOW ARE REMODELERS **MARKETING AND SELLING IT TO CONSUMERS? / 20**

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Visit Our Blogs

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Sign up for our October 24th Web cast, "What is Green?" and participate in an online discussion with our expert panelists.

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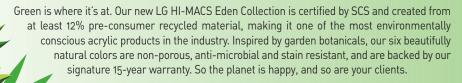
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from the Editor

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GOT GREEN?

ith consumer awareness of environmental issues and energy conservation at an all-time high, the market for green remodeling is expanding rapidly. We dedicated this issue to finding out where the industry stands with regard to green. Our green remodeling survey results (page 20) reveal that more remodelers than ever are making green at least a small part of their business; many have made it their main focus.

Whichever side of the green line you're on, we'd like to hear your comments. I recently wrote in my blog (www.ProRemodeler.com/blogs) that there is an information gap in the industry because there is no universally accepted definition of green. One of the questions we asked in our survey was, "Is green remodeling a fad?" Many blog readers responded, and here are a few excerpts.

AggielnOz said: Green is not a fad. We need to change our ways or Mother Earth will not be able to sustain us because of our negligence. With small things like recycle and reuse or big things like building a green building, Americans must learn to do things differently and to build differently. I am sorry if you disagree, but we are the most wasteful continent on Earth.

Tom said: Green has long ago grown into a trend and will become the standards of tomorrow. All industries are cognizant of and are developing green.



Michael R. Morris Editor in Chief 630/288-8057 michael.morris@reedbusiness.com

The building industry and remodeling industry are doing the same.

Tim said: The green building trend is the first time in history that the building industry has updated its methods for the better of the home, not just because it's faster or cheaper. The 2x4 house has changed little since the development of the steam powered sawmill. The demand was for faster and cheaper houses, so today we just build them faster and cheaper, not better. Green building methods like ICFs are the renaissance of the home building industry, whether we like it or not.

What do you think? Log on to www. ProRemodeler.com/blogs and let us know where you stand on green. PR

"WHAT IS GREEN?"

oin us for a FREE interactive Web cast especially for remodeling industry professionals, Wednesday, Oct. 24 at 1:30 p.m. CST. In this dynamic session, you'll hear the latest research results from our green remodeling survey and get perspective on them from green experts. Learn about what green really means to you and your business and participate in a lively panel discussion featuring select industry leaders ready to answer your questions. Register at www.ProRemodeler.com

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Green's not the word

ometimes the best way to sell green is to never use the word.

Harrell Remodeling in Mountain View, Calif., gives frequent presentations on green remodeling to groups in the area, from city councils to business organizations.

"We've been giving consumer workshops for three or four years now, and for the first couple of years we couldn't get anyone to come," says President Iris Harrell.

But now, people are responding. The change came when the company stopped putting "green" in the title.



"Now we stress things like 'low-maintenance longevity' and energy efficiency, and the response has been great," she says. "I think people don't

have an understanding of what green means, but everybody wants products that are easier to take care of, are going to last longer and are going to save them money."

The talks are usually one to three hours and cover a variety of products that will help homeowners improve the longevity of their homes, which is, after all, an important component of green remodeling.

"Rather than let green be the leader, we position it as 'This is something you should consider for all these other reasons, and, by the way, it's green,'" Harrell says. >> If you have a **Trade Secret** you would like to share, e-mail Senior Editor
Jonathan Sweet at *jonathan*.
sweet@reedbusiness.com.

It pays to drive green

any remodelers practice green building techniques on the homes of their customers and then drive off in their gas guzzling V-8 SUV. Not Neil



Kelly, a longtime green remodeling firm in Portland.

The company reimburses employees who drive economical and environmentally friendly hybrid cars at a higher rate than the norm to motivate its employees to be green themselves.

"Our project managers drive their own vehicles, but we give them a reimbursement fee every month, and our folks developed a table for different vehicles and reimbursements that go all the way up to a Prius or a hybrid that is based on emissions and mileage combined," said President Tom Kelly. "The standard reimbursement is \$400 a month, they get about \$525 for driving the very best vehicles we're able to identify."

Reduce and reuse

ne of the greenest things a remodeling company can do is reduce the waste that goes from job sites to landfill.

For R.E. Construction & Maintenance Services in New Castle, Ind., reusing building materials is a top priority. About 20 percent of the company's waste finds another life, whether in a new project or for some other use, says company owner Stephen Robinson.

"I can't see throwing away perfectly good materials when we can find someone who has a use for it," he says. "It doesn't take up landfill space, and I'm not paying to get rid of it."

When the company is working on a project,

Robinson asks the clients what they want the company to do with the materials. Sometimes they will have another use for them, but if not, he asks them if it's OK for the company to reuse the materials.

"They always say yes," he says. "They're usually enthralled by the fact that it's going to get a second life."

Sometimes the firm uses the materials in a paid project, but most of the time, they are donated to a family or organization in need.

"We store a bunch of it until we find someone who has a need for it," Robinson says. "We're just looking to match a need to a need and do some good."

ONLINE POLL QUESTION

What is the most important factor in deciding if a product is green?

To participate in this month's poll and view the results as they are tabulated, visit www.ProRemodeler.com

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SELLING GREEN

Being a green remodeler includes everything from understanding your product to educating your clients



Michael Strong, Vice President Brothers Strong

Houston-based Brothers Strong has been in the remodeling business since 1990. The company has two part-time salespeople and expects to do about \$1.7 million this year in remodeling. Michael is also vice president of GreenHaus Builders and has been building custom LEED homes since 2005. This year, GreenHaus hopes to complete two homes, each around \$450,000. www.brothersstrong.com



Tom Kelly, President Neil Kelly Company

Located in Portland, Ore., Neil Kelly Co. celebrates its 60th anniversary this year. The company has three showrooms, two in Portland and another in Eugene. It employs 150 people across four divisions — design/build remodeling, handyman home repair, custom homes and custom cabinets - with 30 of the employees in sales. The volume this year will be around \$27 million. www.neilkelly.com

In these days of energyefficiency and sustainability, what does it take to sell green to an uninformed customer?

Tom: Tom, tell me, when I talk about green building and remodeling, how would you define or describe green remodeling?

Tom K.: I would describe that as simply incorporating into our design and construction processes an emphasis on sustainability and thinking about the environment in every choice that we make. It starts with when we're designing an addition on someone's house — considering how that relates to the sun, and how we design the windows to provide daylighting design, and how we choose all the materials for their energy efficiency. This includes how we design the HVAC system and how we look at each selection of materials to try to provide the most environmentally sensitive products.

Tom: Michael, tell us about how you look at green remodeling.

Michael: We look at the use of products, materials, construction methodologies and design considerations that produce a healthy home that requires lower maintenance, less operating costs, is more energy-efficient and has a reduced impact on the environment.

Tom: A healthy home: you're saying it's more maintenance-free?

Michael: Yes.
Tom: Why?

Michael: Depending on the products and materials in your design considerations. For example, down here in the South we're in a hot, humid climate. We get in excess of 70 inches of rain a year. A home that has properly designed overhangs or soffits on the outside of the house — 12 inches or larger — is going to require less maintenance than a home that has no soffits at all, and you just have a brick frieze on it. I tell people that if I ever get reincarnated, I don't want to be reincarnated on a contemporary home in Houston as a brick because you're just going to get beat up. Those homes just get beat up when they don't have the

appropriate design features that protect them from rain. We see it all the time on homes where the soffits are too shallow and the siding rots out. More maintenance is required because the water splashes up against it. That's one design detail that can make a difference in lowering the maintenance requirements over the life of a home.

Tom: OK. Michael, do you actively pursue green remodeling projects through your marketing and, if so, are most of your

Michael: Yes. We actively pursue them through our remodeling. We do that in two ways. We do it through our professional partners' database and the communication plan we have with them. Those professional partners include fellow remodelers and

customers in Houston aware of what

green means?

builders. Most of the remodelers and builders down here don't want to touch it with a 10-foot pole. So, if they've got someone reliable that they can pass a perspective client off to, we want them to know we'd be more than happy to take that off their hands. We also spend a great deal of time networking with architects and interior designers. We find that the

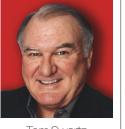
design community, as a whole, and in particular the interior designers and architects, are way out in front of the builders on this stuff. We let them know as well that we do green and we've got green credentials. And, through active involvement in our local USGBC chapter — that's how we reach our professional partners down here. The only direct marketing that we do to consumers in regard to green is our existing client database. We're trying to get out there through our circle of influence and get them to influence other people. The market, at least here in Houston from a consumer's perspective, is still completely dominated by "tire kickers." There is an awareness of green, but most people don't have a very good understanding of the fundamental options, opportunities, challenges and

costs. You're not getting a very qualified database if you just run the flag up the pole and say, "We do green! Are you interested?" Most people say, "Sure."

Tom: The concept isn't there. Tom, how about in Portland, which they say is the cleanest place in the world. Do you actively pursue green remodeling projects? And how do you do it?

Tom K.: In our market, sustainability, green and environmental consciousness is at a higher level in the consumer community than you'd find in other parts of the country. We've been involved for a long time; we actually did a solar demonstration house back in 1979! We didn't call it sustainability or green in those days. We really started focusing on these issues about 10 years ago in the mid-'90s. We kind of

approach it on a branding basis. When we talk about green construction, we're also looking at how we operate our business, in all of the things we do. We have a delivery truck that runs on bio-diesel. We try to have every decision we make about how we run our business take into consideration environmental issues. In the '90s our cabinet manufactur-



Tom Swartz
Contributing Editor

ing company developed the first Forest Stewardship Council-certified cabinet product in the country. A new showroom that we built in 2000 was the first LEED-certified commercial building on the west coast. We built the first LEED-certified single-family residence on the West Coast. We've been sort of pioneers in the green-thing for a long time.

Tom: What about the consumers, Tom, in Portland? Do you make your customers aware, or do they call?

Tom K.: Both. By osmosis. When you come into our showrooms; you're going to see a lot of green products. There is a high level of consciousness in the company. People who don't care about green are going to get some green influences on their project. At the same time, because we're

known as a company that has been building green for a long time, we get a fair amount of people who come to us specifically because of that reputation. It's not like every customer we get comes to us because of that. I would say a person to whom that's a high priority is maybe 1 in 10. Not everyone in Portland is coming to us because we're a green remodeler. But with those where green is really important, we're getting that piece of the market.

Tom: Ten years ago you would have 1 in 50 or 1 in 100.

Tom K.: Yes, 10 years ago, 1 in 50 might be accurate. We haven't done any surveys.

Tom: Let me follow up on that. Do you use the word green when selling green attributes on the job? Or do you use words like energy-

efficient, environmentally friendly or sustainability. I would say some people around here, if we used green, they wouldn't even have a concept. So it's not an easy thing to grab.

Tom K.: We use all those words and phrases. Probably the one that we use the most is simply "environmental efforts" and that sort of thing. We're working on developing a sub-brand for our green efforts. It's going to be something like, "Neil Kelly Eco-Efforts," something along those lines. We haven't quite crystallized that yet.

Tom: Michael, in Houston, do you point out the green attributes of the job? Or do you use different names?

Michael: Since the summer of last year, we've had 11 people call us and say they wanted to do a green remodel.

Tom: Eleven - you tracked that? Michael: Yes. That's huge, we've never had that before. It's huge because this is not the cleanest city in America; this is the oil capital of the world! When it happens here, it's happening. When we get a client that is open-minded, wants to do a green remodel and heard we're the company to call, the first thing we ask is "What do you mean by green?" We get their definition of green, and then we look at that view from

30,000 feet, talk about different aspects of it, whether it's sustainable remodeling, high-performance, low-maintenance, energy-efficient, etc. If we bring the subject of green up, we have to approach it very carefully. We've found that people get very defensive, both consumers as well as our competitors. You say you're green down here and it gives people a reason to kick you in the shins! They almost feel guilty because they don't know about it or because they haven't been concerned

most people don't want to admit that. You're saying that's when you take it and move that on to where they do understand. To some people it's like you're a sissy if you do this stuff.

Michael: Like if you show up in a Prius instead of a pickup truck!

Tom: Yes, interesting. Tom, when you sell green projects, which green "element" I'm going to call them - in other words energy-efficient, sustainability, etc. - is the easiest to sell?

"When we get a client that is open-minded, wants to do a green remodel and heard we're the company to call, the first thing we ask is 'What do you mean by green?"

about it. It's like the person who doesn't do recycling. They know in the back of their head that they should have been doing this all along. They feel kind of resentful that you put your recycling can out there every week. If we're introducing green for the first time, we don't throw that term out there. We mention, "We've noticed you've got kids in the home and don't know if you're aware of this, but we use Sherwin Williams Harmony paint. It's a paint that doesn't have volatile organic compounds in it." We mention the reason we use the paint. We try to introduce the baseline specifications one at a time - let them know what they're getting with us. People are smart down here; this is a business town. People will say, "Oh, I've heard something about that on the news. Is that green?" That opens the discussion. We walk pretty softly.

Tom: That's great: this is good stuff. Michael: In the sales process, you want to ask a client whether or not they want help with financing. It's another question in the initial visit with the client. "Do you happen to be interested in green construction?" If they say no, you move on. If they express an interest, you explore that.

Tom: Me responding with "I'm not exactly sure what green is," even though Tom K.: The easiest to sell are the greener things where you can clearly articulate a financial rationalization and pay back.

Tom: Like what?

Tom K.: If you're involved in putting in a complete new HVAC system in a house, you can show a reasonable payback on their investment. Let's say it's a seven or eight-year payback on their investment in a highly efficient heating system, that's probably where you're going to find the most receptivity. You mentioned low-VOC paints. Almost all consumers will respond positively to that, as long as they're comfortable that the paints are going to be durable, etc. It ends up being a point-by-point. Is a countertop with more green aspects to it going to be something you'd be excited about?

Tom: What's the easiest sell for you, Michael?

Michael: The easiest sell for me are things which require no sacrifice on behalf of the consumer. If you try to sell someone on a water-efficient shower and they're dropping \$60,000 on their master bathroom remodel, you're going to be out on the street before you can say, "thank you for your time." We've learned a long time ago that people are willing to make sacrifices

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for healthy items like improve their infiltration and HVAC system, a quality VOC-free paint, formaldehyde-free plywood, etc. But, if they have to make a sacrifice that includes reduced water pressure in the master shower, they're not going to do that. We've found that's where you separate the wheat from the chaff.

Tom: They will not make that sacrifice. Michael: They will not. They will do everything else but give up that rain shower and the shower jets coming out of the wall. They will not give up the "status" of granite in the kitchen in Houston, Texas. That stuff could be toxic and they want it! There are just certain things. They are putting that sub-zero refrigerator in if it uses more gas than the Hummer that they're driving. There's an ego sacrifice involved, and you just don't go there!

Tom: You're saying that the easiest sell is one that requires no sacrifice by the consumer. That's a great way of saying it. What's the toughest?

Michael: The toughest one to sell? I would say anything that would involve "project-creep" outside the immediate scope of work is the challenge when you're doing green remodeling. It's really difficult when you've got a client with a good budget and realistic time frame. They want to do some cool things. Let's say you've got someone who's going to gut their kitchen and, notwithstanding the cost of their appliances, they have a budget of \$125,000. Down here in Houston that's a lot of money, and you can get a lot for that. You're excited about that project but you want to say, "Can't we go up in the attic? You don't have a radium barrier in your attic, your ventilation ratios aren't appropriate, you need more insulation." They think you're talking about project creep, and you're trying to get into them for more than the \$125,000 and you're not. Get

this kitchen back to \$115,000 and spend the \$10,000 on a very efficient healthy attic system for yourself. You can tell I get real excited about this stuff, but the client will say, "Let's stay in the kitchen." It's really tough when you're suggesting something that involves a project-creep beyond that immediate geographic scope of work. You've got to be delicate in introducing anything like changing the windows in the house or water delivery system, water heating system. People think you're doing the salesman routine and that you're just trying to jack up the scope of work. You want to tell someone, "Let's get your priorities straight. Let's work on the fundamentals and come back next year and do the kitchen." They don't want to go there. PR

>> For the rest of the discussion on this topic and more Best Practices, visit www.ProRemodeler.com/bestpractices

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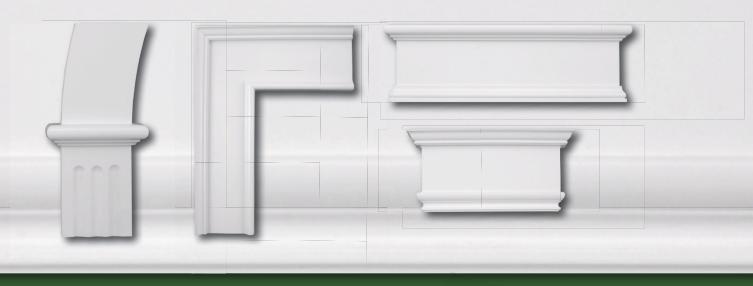
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SPREAD THE WORD

Small business take note: It's time to get the media to notice you

THROUGHOUT MY CAREER, I'VE SEEN

an evolution in many business functions, one being the changing role of public relations in daily business operations. In the past, we simply placed an ad in the newspaper and got favorable results; now we must strive for getting mentioned within an article to really make it pay off.

Although PR is generally accepted by larger businesses, many small business owners still don't think they need to invest any resources in media relations. Why should you consider having a PR program or evaluating your existing program? You need to promote and brand your business and establish credibility.

As technology and media continue to develop, the pace at which consumers get information has substantially increased. This has created a greater need for managing media relationships and information in a timely manner.

When business owners promote their company, they often overlook or ignore potential news they deem irrelevant or mundane, such as a new hire or hosting a community event. In reality, some of these things might be included in the local newspaper's "people in the news" section or in an upcoming events calendar.

Additionally, you may donate to various organizations, charities and ministries for which you want to remain anonymous. That said, there are times when it may be appropriate to generate publicity for your company's charitable contributions. For example, if you have donated or even discounted your services to help a community organization, work with that organization to get media coverage. This is mutually beneficial because it not only helps your business, it also helps the other organization get its message to the public.

Equally important to promoting your business is building credibility. By doing

so, you position yourself as the expert with your media partners. This allows you to help them by providing interviews — and, in turn, you receive publicity. Additionally, when a crisis hits, relationships with the media are key to making things as seamless as possible.

Ideas such as writing guest articles for your local newspaper or winning awards are great, inexpensive ways to build cred-

ibility and establish yourself as the expert. In the remodeling industry, there are many design competitions, such as NARI's Contractor of the Year and *Professional Remodeler's* Best of the Best Design Awards.

If you're unsuccessful at generating free publicity, you may want to consider using a paid advertorial to help position yourself as the expert and build credibility. This is still a highly effective strategy.

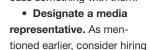
If you own a small business, you might think you can't do what larger businesses have done because your financial resources don't compare. But, I assure you, you can do something very similar by having ongoing, proactive relationships with the media and by being upfront and honest with them whether there is good or bad news to share. For about as low as a \$500 monthly retainer with a PR firm, you could have the ability to generate some effective PR.

As a business leader, consider some of the following tips for dealing with media:

• Be patient. You may discuss a story idea with a reporter for months before it actually comes to fruition. For example, my company presented a story idea to an industry publication in mid-2006, but the article didn't appear in the publication until Spring 2007. News outlets prioritize based on the timeliness of stories, so your story

might get bumped several times before it's actually published.

- Know your key messages. If you have about three main messages, then you won't be distracted by challenging or leading questions. Plus, you will be able to ensure your main points are heard and published. I compare this to practicing a speech: if you are well-rehearsed, then you will appear knowledgeable, professional and trustworthy.
 - If you don't know an answer, say so. Your media partners might push you for an answer, but it is acceptable to tell them you don't know. Just make sure to manage their expectations of when you will know the answer or why you can't discuss something with them.



an agency, especially if you have limited staff resources. You don't have to be a PR expert, and there are thousands of PR agencies capable of supporting you — and most will work within your budget.

If you really want to be a leader in your business, PR is one key ingredient to strongly positioning your company for the long-term. Establishing and managing a PR program does take time and financial resources. Consider looking at your marketing budget and seeing what you can afford. Don't wait for media to contact you — be proactive now. **PR**

Doug Dwyer is president and chief stewarding officer of DreamMaker Bath & Kitchen by Worldwide, one of the nation's largest remodeling franchises. He can be reached at doug.dwyer@dwyergroup.com.



Doug Dwyer Contributing Editor

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WHAT EXACTLY IS GREEN? AND HOW ARE REMODELERS MARKETING AND SELLING IT TO CONSUMERS?

20 PROFESSIONAL REMODELER www.ProRemodeler.com SEPTEMBER 2007

2007 GREEN REMODELING SURVEY

By Michael R. Morris, Editor in Chief and Jonathan Sweet, Senior Editor

AS AWARENESS OF GLOBAL WARMING has increased alongside energy bills of consumers, the remodeling industry's focus on green building practices has grown considerably, particularly over the last five years.

To find out exactly where the industry stands with relation to marketing, selling and producing green remodeling projects — as well as the impact it has on businesses — *Professional Remodeler* conducted a nationwide survey of a random sampling of professional remodeling contractors in June 2007.

The results revealed that remodelers are more focused on green than ever before, as 64 percent of respondents said green is important to their market strategy. They also indicated the lack of a universally accepted definition of green has led remodelers down many different paths in deploying green in their marketplaces. While nearly 90 percent of remodelers agreed that energy efficiency is an important ingredient of a green product, other traits such as durability and environmental impact were named by less than 50 percent.

We then took the data from our survey into the field and asked some of the nation's most experienced and educated green remodelers their opinions of the results. Here is what they had to say.

METHODOLOGY

he 2007 Green Remodeling Survey was conducted in June 2007 by Irwin Broh Research over the Internet by canvassing a random selection of professional remodelers. *Professional Remodeler* donated \$10 for each of the first 250 completed surveys to Habitat for Humanity. Results are based on 314 total responses.



WHAT IS GREEN?

THE LACK OF A UNIVERSAL DEFINITION OF GREEN is one of many issues affecting acceptance of green building practices in the remodeling industry. There are about as many definitions of green among all the associations, green organizations and green remodelers as there are shades of green in the color spectrum.

Not surprisingly, energy efficiency was named most by remodelers (88 percent) responding to our survey when asked what attributes make a product green. Not all green remodelers agreed it's the most important element, however.

"Green is the use of materials, products, design considerations and construction methodologies that result in the production of a healthier, lower maintenance and more energy-efficient home," said Michael Strong, vice president of Brothers Strong and

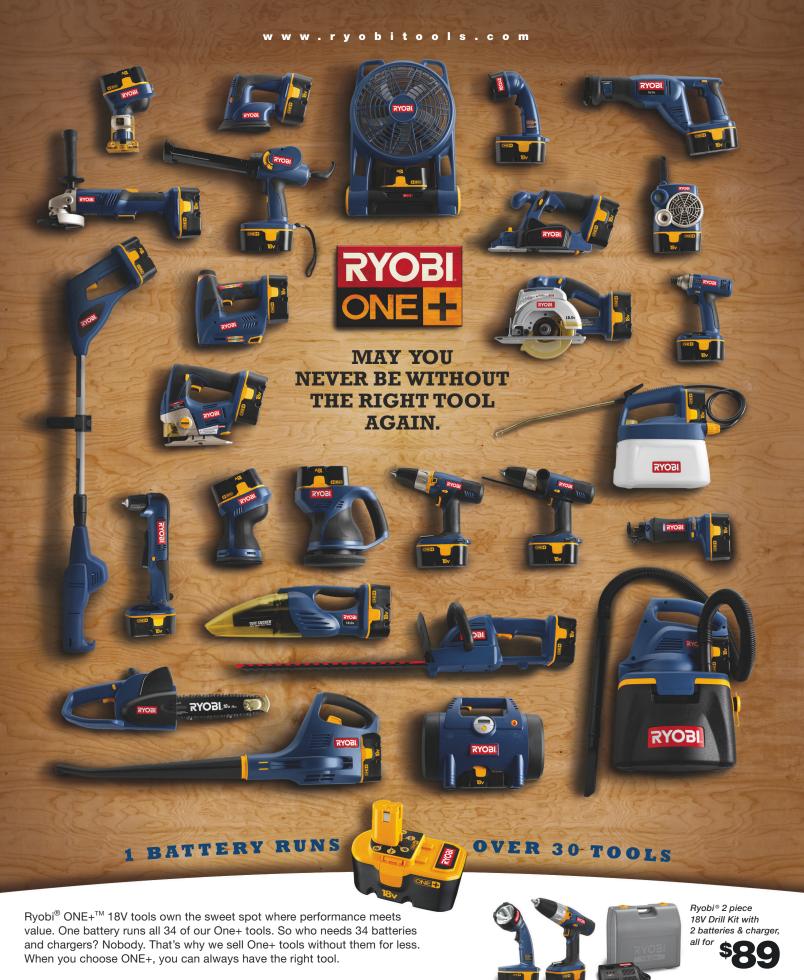


GreenHaus Builders in Houston. "Those are the four keys for us down here. And we always say energy efficient last on purpose: 'by the way, it'll be more energy efficient.' We kind of throw that in. That's the free set of steak knives you get."

Other elements of green that are widely accepted in most definitions, such as renewable resources (72 percent), recycled content (71 percent) and reduced indoor off-gassing (55 percent), were considered less important to the majority of remodelers.

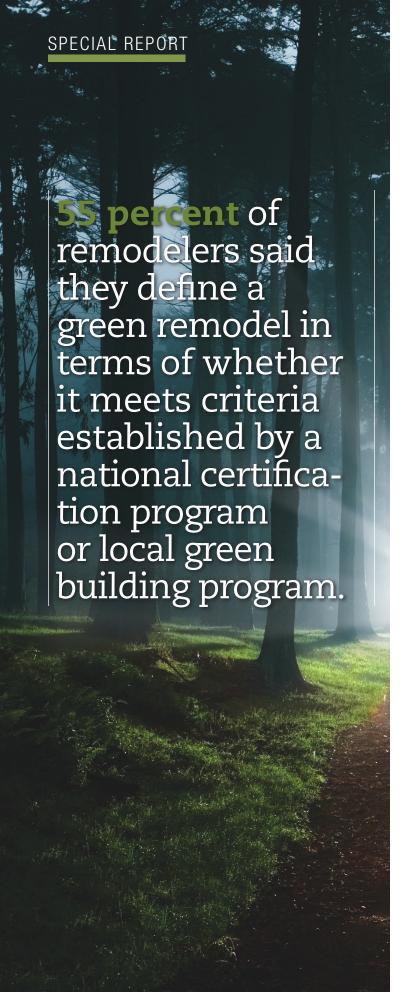
"Generally you want to use natural materials and materials that are close to your proximity so you're not shipping them from all over the world," said Chris Landis, co-owner of Landis Construction in Washington, D.C. "And then obviously using energy efficient assemblies or systems to heat, cool and do all the other things for the house just makes sense for the life-cycle costs. What you incorporate really depends upon the project, though."

The NARI green certification program defines a green remodeler as a remodeling professional who considers sustainability



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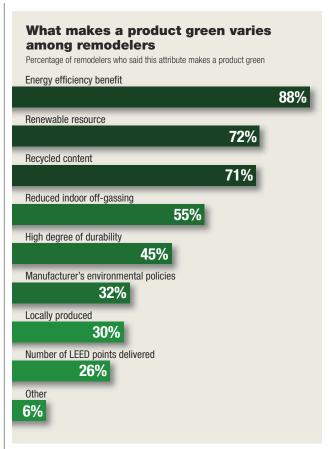


in maximizing nature's resources and energy in an efficient and responsible manner in the conduct of their business.

Many long-time green remodelers take it even further, and regional differences and climates also come into play.

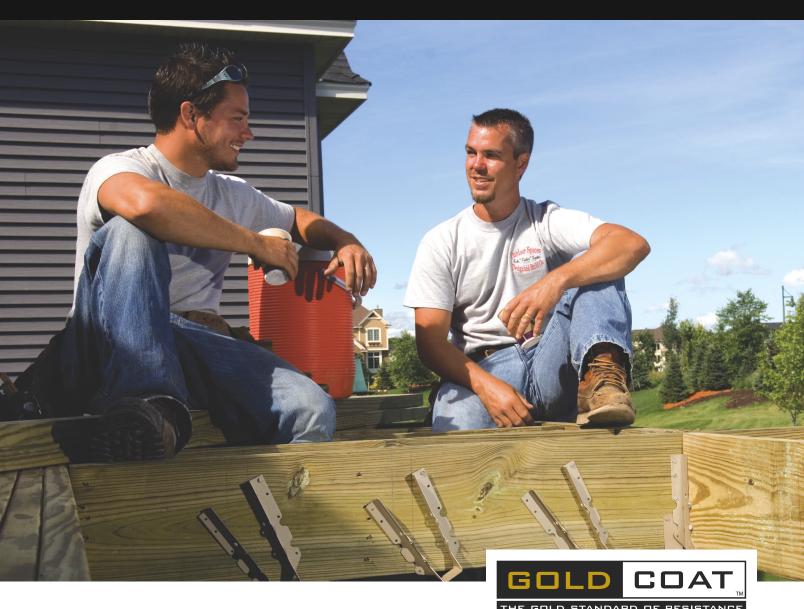
"We pay attention to durability, we pay attention to energy, we put a lot of attention on indoor air quality and the health of a building and the residents of a building," said Dennis Allen, owner of Allen Associates in Santa Barbara, Calif. "We also deal a lot here with water conservation, which is a scarce resource in California."

"I believe that being a green remodeler means more than just building green," said Tom Kelly, president of Neil Kelly in Portland, Ore. "It really entails taking into consideration the environment and the impact of our business on the environment in every decision that we make. And that stretches all the way from the smallest decisions that we make every day — if a carpenter at a job site plans a little better and doesn't drive to the lumber yard as often or have a delivery made as often, that's saving some carbon and also saving some money — to the biggest."



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remodelers said green features are important when selecting products. Only 6 percent said they are unimportant.

76 percent of remodelers said environmental goals are important when planning a project. Only 8 percent said they are unimportant.

REMODELERS ON THE GREEN BANDWAGON

CLEARLY, REMODELERS ARE BIG BELIEVERS in green building. More than three-quarters of remodelers said environmental goals are important when planning a project, and only 8 percent said they are unimportant.

"There are a lot of us out there who have a genuine concern for the environment," says Stephen Robinson, owner of R.E. Construction & Maintenance Services in New Castle, Ind.

There is a significant group, though, that still doesn't buy the hype. About 18 percent of the respondents to our survey agreed with the statement "Green remodeling is a fad."

"I just think, from talking to different people across the coun-

18 percent of remodelers think green remodeling is a fad.

try, some people just don't see a need or a demand for it," says Chris Donatelli, co-owner of Donatelli Castillo Builders in San Jose, Calif. "A lot of times green remodeling gets lumped into global warming, and then it gets political."

Sometimes, the problem is that remodelers look at green as more complicated than it really is, says Larry Schaffert, president of Schaffert Construction in Myersville, Md.

"A lot of the things you can do are common, everyday technologies that make you more efficient, things that are commonsense building techniques, not just green," he says.

Robinson echoes that sentiment.

"Energy-efficient design and energy-efficient construction are the biggest part of being green," he says. "Who can argue with saving money for their clients?"

Even if remodelers do nothing else but embrace energy efficiency, it'll make a difference, Robinson says.

"At any level, you're making things better," he says. "Green doesn't have to be all or nothing."



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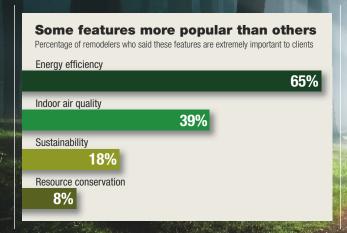
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64 percent of remodelers said green remodeling is important to their market strategy, but 66 percent said green remodeling has no effect on sales.



Only 22 percent of remodelers said homeowners are willing to pay extra for green features.

HOW IMPORTANT IS GREEN TO HOMEOWNERS?

MOST REMODELERS MAY BE ON BOARD with green remodeling, but they're not convinced homeowners are there yet. Only 22 percent of remodelers say homeowners are willing to pay extra for green features.

"People want to do the right thing as long as they can afford it," Robinson says. "Baby boomers grew up wanting to save the planet; now here's an opportunity for us to do it."

Over the last year or two, the "tipping point" has occurred with rising energy prices and media attention-raising awareness with consumers, says Iris Harrell, president of Harrell Remodeling in Mountain View, Calif.

"There's a huge spilling out of interest that wasn't there a couple of years ago," she says. "Now it's in everyone's sights."

Energy efficiency is clearly the most popular aspect of green remodeling, because there is an obvious bottom-line benefit to the homeowner.

"They're looking for products that are going to reduce the need for energy," Schaffert says. "They're willing to spend a little more to get a more efficient product."

Other green features are popular with homeowners as well — even if they don't know it.

"If you ask them if they're interested in green, they say no," Harrell says. "If you start asking them about specific parts of it, though, like indoor air quality, they're very interested."

Homeowners are concerned about issues like clean air, longlasting products and low maintenance, all parts of the green formula, she says.

"We can lead them quietly in this direction without having to announce that this is green," she says. "There's a myth out there that green costs more and is an inferior product, so it's our job to make those changes that don't affect the price or the quality of the work."

This uncertain relationship with the word "green" may explain one of the stranger set of results the survey revealed. In two separate questions, 64 percent of remodelers say green remodeling is important to their market strategy, but 66 percent said it has no effect on sales. Seemingly, the questions contradict each other, but perhaps the answer lies in looking toward the future instead of examining the present.

"Right now there's only a small group looking for green," Harrell says. "But five years from now, it's going to be a big selling advantage. We're just not there yet."



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91 percent of remodelers said incorporating green remodeling increases project price. Of those, 45 percent said it increases prices by more than 10 percent.

Obstacles to green remodeling Percentage of remodelers who claimed the following hinders their ability to build green Cost of materials 75% Lack of consumer demand 65% Availability of green materials 61% Insufficient return on investment 33% Reliability of vendors Supplier relationship 19% Performance of materials 18% Service 9% Installation difficulty 8% Other

ROADBLOCKS TO GREEN REMODELING

THE COST OF MANY GREEN BUILDING MATERIALS compared to standard materials may have come down slightly over the years, but 75 percent of remodelers still cited cost as the No. 1 obstacle to building green.

Not so fast, says Allen, who has been building green for more than 20 years and points out that many green features can be incorporated at little or no additional cost.

"A lot of things that were super expensive or almost impossible to get are pretty close to being standard, certainly readily available and almost cost-effective," says Allen. "Some of the paints and adhesives and things that are either very low on outgassing or even zero are not more expensive."

A whopping 91 percent of remodelers said incorporating green increases project price, while nearly half of those said the increase is more than 10 percent on average.

"It's no different than asking the question 'how much does quality cost?'" says Strong. "You can get quality at no additional price; you can get quality at an additional 5 percent, 10 percent or double the cost. It depends on the level of quality they can afford and that they're comfortable with paying for. That's what we need to get through to contractors and homeowners is that green is exactly the same thing. How much more does quality cost depends on how green you want it."

Sixty-five percent of remodelers claimed the lack of consumer demand for green prevents them from installing more green products in their projects.

"There's a very small percentage of consumers who are turned off by green and sustainability and so on, but that's getting smaller all the time, especially as Generation X has become more important in the remodeling marketplace," says Kelly. "Beyond that, there's a whole universe of consumers who, given the choice between a green product and a non-green product, if the price is the same will always choose the green product. They're probably the widest piece of the market. The third segment is made up of those who embrace green either for philosophical, political, idealistic or health reasons. And those folks will pay a premium — generally a reasonable premium — to choose green products. "Our experience is when the price gets extreme, it's just not gonna happen."

FRANCHISING

JIM BODNER

Owner: Bodner Construction,

est. 1981

Owner: DreamMaker Bath & Kitchen,

est. 2004

Bethel, Connecticut

A veteran of general remodeling,

Jim Bodner grew up in the construction business. His father was in construction, as was his grandfather before him. Jim followed the same career path, and in 1981 he got married, bought a house, and opened Bodner Construction, Inc. all in one year.

What was business like before you bought a franchise?

Jim: After opening Bodner Construction, what I didn't know about business I learned along the way, which equated to accepting any jobs that came along to increase sales. From kitchens to additions to entire new home construction, Bodner Construction grew despite our

lack of direction, but the result of all this

work was an identity crisis. We couldn't

find our niche, and we were going after

thought the money was. Now that I'm

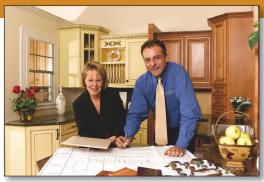
on kitchens and baths is a niche that is

with DreamMaker, I realize that focusing

the big jobs because that's where we

Now that I'm with DreamMaker, I realize that focusing

on kitchens and baths is a niche that is more profitable.



ships. Now, that I've built the business into a brand, I could potentially sell the franchise and enjoy a comfortable retirement.

Has DreamMaker Bath & Kitchen's business systems helped your business run smoother?

Jim: Before buying the DreamMaker franchise, I was a field guy, an installer, the owner, and the best salesperson. I wore so many hats that I needed an efficient business solution to broaden the big picture. As a franchisee, I learned a business model that has proved successful all across the country. Now my business

is more successful than ever, and it does not rely solely on my di-

rection to run efficiently. In fact, by my second year as a franchisee, I was able to take the toolbelt off and concentrate on growing my business. With the growth that came with that, I was able to reward my wife's hard work and double her salary and mine, and we were still able to have a strong net profit.

Why buy a franchise?

more profitable.

Jim: The DreamMaker Bath & Kitchen franchise gave us a niche. By having a system to follow, I was able to spot places where we could make changes and run more efficiently. A franchise gave me the freedom to continue my small business, but now, I have the power of a national brand behind the business that gives me access to a complete marketing machine and strong vendor relation-

What impact has the Dream-Maker Bath & Kitchen brand had on your business?

Jim: For 20-odd years everybody came looking for Jim Bodner. Now they look for DreamMaker, which includes a whole team of capable people. In total, I have seven full-time production staff and six people in the office. Plus, now we can reach a lot of people who may not have used us before.

Photo: Sharon and Jim Bodner

Were you worried that your business would be lost in a sea of franchisees?

Jim: DreamMaker carefully aligns territories so that none of the franchisees compete for business. DreamMaker is very selective about who they choose to become a franchisee, so I

have the support of an entire network of franchisees whose standards for quality are as high as mine. That helps keep the DreamMaker brand strong, in that sense we are all working toward a common goal.

What do you see in the future for your franchise?

Jim: My whole goal is to stay after the kitchen and bath market because it's more profitable than going after additions and exterior remodeling as I did with my other business. Rather than a bidding war for such jobs, I want to grow in a more professional and design- oriented environment. The margins we can demand in DreamMaker and the level of customer service we can provide are much better.

About DreamMaker Bath & Kitchen:

Located at 1020 N. University Parks Drive in Waco, Texas, DreamMaker Bath & Kitchen has approximately 105 independently owned and operated franchises nationwide.



BY WORLDWIDE

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SETTING THE STANDARDS

ONE OF THE MOST CONFUSING PARTS of the green movement is who should decide what's green. Clearly, remodelers don't know what to think either.

While 83 percent of our respondents agreed remodelers should have to meet minimum standards before calling a project green, they didn't agree who should be setting the standards. Almost 40 percent said it should be the government, 32 percent said third-party programs and 25 percent said trade associations.

"We need quantifiable standards, certainly, but I don't think there's one answer out there," says Carl Seville, who was a leader in developing Atlanta's EarthCraft program. "I have no particular objection to a government agency setting the standards if it's done correctly, but it's questionable if that can happen within the bureaucracy."

Whether or not a specific project is certified, it's equally important that remodelers are educated about what green is, says Seville, who ran his own award-winning remodeling firm for years before starting his current company, Seville Consulting.

"People need to be trained in order to build green," he says. "It's not easy, but those that are out there getting the information are going to have an advantage."

Trade associations like NAHB and NARI offer green certification programs now as builders and remodelers demand more information.

The benefit of the certification is two-fold, says Donatelli, one of the remodelers who developed NARI's program.

"It gives the consumer a confidence level that you've been certified, but it also hopefully starts your brain working and gets you thinking about things in a different way," he says.

Unlike other NARI certification programs, the Green Certified Professional curriculum will constantly change as the field evolves. That means much of the class will be Web-based, which is also more green than constantly printing out new study guides, Donatelli points out.

And, he says, it's not surprising that the industry can't agree on one standard for green certification.

"Not everyone even agrees we should be doing this, and not everyone agrees on what constitutes green," he says. "People can't even agree to use the same building codes on a national basis, so I wouldn't think we could come up with one standard for green, either." **PR**

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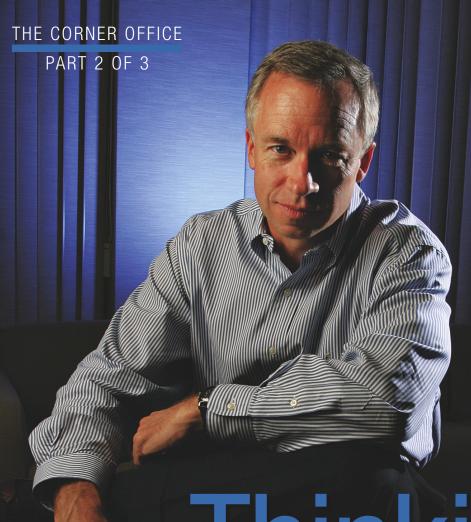
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THERE'S *one* WORD THAT DESCRIBES A PERFECT BUSINESS *partner*...REICO.

When Tom Oursler, general manager of Marrick Homes, sets a closing date for one of his homes, his customer expects him to make it. But he also knows things can happen on a project that can delay the process. And at that point, he needs a supplier who goes the extra mile to get things back on schedule, which is why he chose to partner with Reico. As Tom says, "We tell them what we want and they get it to us on time. Working with Reico is just too easy." Maybe that's why more professional contractors partner with Reico more than any other kitchen and bath supplier.





Thinking Big Picture

PATIO ENCLOSURES' NATIONAL REACH MEANS A DIFFERENT SET OF CHALLENGES

By Jonathan Sweet, Senior Editor

"The Corner Office" is a look at the top executives at large remodeling firms. This is the second of three features that profiles these industry leaders and examines their unique business issues.

MANY REMODELERS HAVE BUILT SUCCESSFUL firms without ever taking a job more than 10 miles from their office. With market conditions and building codes varying from city to city and even neighborhood to neighborhood, straying too far from home can be a logistical nightmare.

That makes the success of Patio Enclosures, with locations in 32 states and two in Canada, something of an anomaly. And unlike many other companies with a national reach, Patio Enclosures owns the majority of its local branches, with only a handful of franchisees and dealers.

With such a large reach, maintaining quality at all of its locations is the company's biggest challenge. By acting as manufacturer, designer and installer, the company is able to control much of the process, says CEO Kenneth Sekley. It centralizes many important functions such as marketing and advertising that deliver a consistent message to homeowners from Boston to Milwaukee. At the same time, local management plays a big role in the company's success because it's impossible for the central office in Macedonia, Ohio, to make every decision.

"We rely a lot on the front line supervisors that run the day-to-day operations," Sekley says. "They're the ones who know the local lexicon, the local codes and the local economies. You've got to have a strong management team out in the markets making good decisions."

A TIME OF TRANSITION

This unique structure was one of the things that first attracted Sekley to Patio Enclosures when he joined the company in 2004 as president and chief operating officer.

"It was a great product and a great concept, with a vertically integrated business model that was very attractive," he says.

Sekley took over as CEO earlier this year after CEO Robert Schneider, who had led the company for most of its 40-plus years, retired. Sekley's admittedly not the typical remodeling executive, with a chemical engineering degree from Princeton and M.B.A. from Harvard. He had held management positions with several companies, most recently at ICI/Glidden Paints, before joining Patio Enclosures.

"That was my real entree into home improvement," he says.

Patio Enclosures' CEO Kenneth Sekley is not your typical remodeling executive; he holds a chemical engineering degree from Princeton and an M.B.A. from Harvard.

"It's a great industry where we can really make a difference in people's lives."

He also enjoys being able to see the end result in a way that he couldn't at previous jobs.

"I get a lot of gratification that we are able to sell something where we have a direct relationship with our end-user," he says. "It's great to build that relationship, to nurture it."

When Sekley came on board, he knew he was in position to take over for Schneider, who had been planning his exit for several years. Schneider's knowledge of the company and the industry helped make the transition easier for Sekley, but the longtime CEO's departure was a big change for a company he grew from a single location to a national presence over the last four decades.

"Bob has a strong personality, which was really infused into the company," Sekley says. "For a long time, Bob managed every aspect of this company on a day-to-day basis, and he had tremendous success doing that."

Now, Sekley relies on a senior management team so he can focus on big-picture issues.

"It's important to develop a management team as a company grows," he says. "Bob had embarked on that process, but it's a definite evolution from what had been an entrepreneurial beginning."

Sekley probably spends about 40 percent of his time meeting with managers at various levels, covering a variety of topics. He counts on them to keep him informed about what is going on in every aspect of the business, from the factory floor to the remote locations — something a CEO of a large firm simply

EXECUTIVE SUMMARY

Patio Enclosures

Headquarters: Macedonia, Ohio, with more than 40 company-owned locations, franchises and dealers throughout the country

CEO: Kenneth Sekley **2006 projects:** 6,000 plus **2006 volume:** \$85 million

Projected 2007 volume: \$85 million

Employees: 750 Founded: 1966

Biggest challenge: Maintaining quality at all of the company's locations while still giving local managers the ability to quickly respond to changing market conditions.

Web site: www.patioenc.com

can't manage on a day-to-day basis.

"I rely heavily on the management team," he says. "They're the first people to see a problem and they need to be able to react quickly and communicate well up and down the chain of command."

Beyond the everyday issues, Sekley and the senior management team also set the long-term direction for the company. The company has an ongoing strategic plan with a five-year horizon, as well as detailed business plans for each year. The annual plan includes specific information on strategies and budgets for the following year, while the strategic plan focuses on where the company is headed.

"It's where we step away from the day-to-day issues and look at the marketplace to see how we can differentiate ourselves," Sekley says. "What is the message we want to send out and how do we want to position the company for the long-term?"

Besides his managers, Sekley also uses external market data and internal performance numbers to help him ensure that operations run smoothly.

From his experience with several Fortune 500 companies, Sekley became a big believer in using benchmarks to track performance and has incredible amounts of data flowing to his computer everyday, allowing him to check performance for any number of aspects of the business at any time. He compares his company data against others in the industry and also compares each location's data against data from previous years.

"With the advent of information technology, there's an excellent supply of data out there on a real-time basis," Sekley says.

Information flows in on installation times, sales, the effectiveness of marketing and advertising, labor costs and factory performance.

"We have data — and track data — on a real-time basis for every step along the way," he says. "We send it out to all the key decision makers."

For Sekley, on a daily basis he takes a dashboard approach to the data, keeping an eye out for anomalies as he looks at the top level of data. Because he knows the performance levels so well, he can look at the information from a high level and spot problems.

"I hate to use the term 'management by exception,' but essentially I can look at things and know where the problems are," he says. "If the curve starts to change, I can spot it and dig deeper and very quickly see what the problem is."

EMPLOYEES AS OWNERS

Another important change for Patio Enclosures has been the transition from a single owner to an employee stock ownership plan (ESOP). The process started 10 years ago as a way for Schneider to retire without having to sell the company to an outside investor.

A WEEK IN THE LIFE

How Patio Enclosures CEO Kenneth Sekley spends his average 60-hour week.

Employee meetings: Meetings with employees at various locations take about 24 hours a week. About a quarter of this time includes informal meetings that happen as Sekley walks around the factory, showroom and offices.

HRS.

Management meetings: Sekley takes another 24 hours a week to meet with his senior management team, talking about issues such as major challenges the company faces and market opportunities.

Managing information: Sekley spends about 12 hours a week studying the

HRS.

Managing information: Sekley spends about 12 hours a week studying the internal sales data and market conditions that comes across his desk. He uses that information to make the day-to-day decisions and long-term plans that keep the company on track.

HRS.

"It's a good succession plan for Bob and it's good for the employees," Sekley says. "He could have made the choice to sell, but Bob really valued the independence of the company."

The company became 100 percent employee-owned on Jan. 1, coinciding with Schneider's retirement. Under the ESOP, employees receive a share of company profits in the form of dividends now, as well as in a retirement program. Any employee that works 1,000 hours a year can take part in the program. The retirement benefits vest after three years of service, so the employee can receive them even if they leave the company in the future.

"It's a very, very powerful concept," Sekley says. "The employees see that what benefits the company benefits them directly."

One of the programs inspired by the ESOP is the "Reduce Our Costs" or "ROC" teams, which are employee groups dedicated to finding ways to save money and increase profitability and share value. Employees have made money-saving suggestions from operations on the factory floor to the use of office supplies.

With 100 percent ownership just being reached earlier this year, Sekley says the company has yet to see the full benefits of the program.

"We've just begun to tap into it," he says. "That pride of ownership is just going to continue to drive the company forward as the employees realize the power of their actions." PR

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Saving Green

A HISTORIC BUNGALOW'S SECOND-FLOOR REMODEL STAYS ENVIRONMENTALLY FRIENDLY WITHOUT BREAKING THE BANK



FINDING THE BEST COMPANY TO BUILD OUT the Wallaces' unfinished second floor was like solving a sudoku puzzle: everything had to add up in different directions, and getting the right answer was tough. Once Don and Ellen Wallace discovered Otogawa-Anschel Design-Build, they knew they found the answer.

The Wallaces bought their 1914 bungalow in 2001 largely because of the dusty, unconditioned second floor. "We wanted a reasonably priced house with a lot of potential," says Don, one where "we could start with a clean slate." Believers in Sarah Susanka's not-so-big-house approach, they wanted the 750-square-foot second floor to become an imaginative, open area encompassing a master bedroom, a kids' bedroom, a family bathroom and a flexible space that could be a nursery, yoga room, or study.

PRODUCTS LIST

Bathroom fan: Panasonic Bathroom sink and faucet: Kohler Ceiling fans: Hunter Ceramic tile with recycled content: Royal Mosa Dual-flush toilet: Sterling Glass tile: Boyce & Bean Light fixtures: Rejuvenation Low-VOC floor sealant: Bona-Kemi Low-VOC paint: Benjamin Moore Radiant floor heating and floor panels: Wirsbo Shower valve: Delta Spray foam insulation:

Located in an attractive urban neighborhood in St. Paul, Minn., the two-bedroom house had served four previous owners, none of whom had altered the interior much. The original Arts and Crafts woodwork had never been touched, says Wallace, and the Wallaces wanted to extend those traditional trim elements upstairs. About 20 years back, someone had added a sunroom to the 1,200-square-foot main floor. The light that pours into the living area inspired the Wallaces to add pervasive natural light to their wishlist for the second floor.

And the remodel had to be green. "Green design to us meant less use of energy or toxic materials," says Wallace, "with greater comfort and healthier air for our two young children."

THE RIGHT FIT

The couple took time to find the right talent for the job. Some contractors were not into green methods. Others were unwilling to work with the Wallaces' \$85,000-\$100,000 budget. One presented preliminary sketches that were a yawn. Another wanted no part of the design discussion: "He said, 'Find a designer, and I'll build it,'" recalls Wallace. But the Wallaces wanted a more inclusive approach.



Painted walls help define spaces and create warmth within the highceilinged, open plan. The exposed brick chimney and stained glass window also makes the master bedroom feel cozy.



Located at the front of the house, the yoga room has energy-efficient windows scaled to fit a traditional bungalow upstairs wall. Salvaged, beveled-glass doors, mounted side by side in a barn door track, can close off the children's room or roll aside to form a glass wall in the yoga room.



When the Wallaces visited a home tour house that Otogawa-Anschel had remodeled for a Wallace acquaintance, something clicked. Company owner Michael Anschel's design was imaginative, open and green. "We trusted that he'd be able to translate [those qualities] into a historical setting," says Wallace.

It was a great match. "Sarah Susanka's aesthetic is similar to ours," says Anschel. Not only that, but the Minneapolis-based company has done a lot of award-winning old-house renovation work, and Anschel was confident he could produce a fresh, successful design within the Wallaces' budget. Anschel says green has been the core of his design-build approach since he launched the company in 1996. "Green doesn't cost more to build," he says, "and in some cases it costs less. Clients get an energy-efficient, durable house that's healthier to live in, and we get to build cost-efficient projects that require fewer callbacks. It's a great win-win." (Recognizing the growing market for green homes, he's now spearheading development of green remodeling and construction standards for Minnesota. The standards, along with how-to information, will be introduced beginning in the fall; see www.mngreenstar.org.)

LIVING LARGE

The Wallaces signed a design contract on March 25, 2005, but the project was "a long time in design," says Anschel, partly because of a personal problem the clients encountered, partly because the small upstairs space with low knee walls was "not a square box," and partly because the team needed to talk through the design with the homeowners every step of the way.

The Wallaces chose a design that deftly blends sheltered nooks and open areas; advanced technology and natural airflow; and ample sunlight and varied wall colors to make a compact area "live larger," says Wallace. Strategically placed partial walls organize the space without closing off rooms or blocking the flow of light and breezes. A barn-style door with two side-by-side, windowed antique



The home's exterior looks unchanged; the energy-efficient upstairs windows match those of the first-floor and are sized to match the original bungalow scale.

doors lends privacy to the children's bedroom when closed and becomes a wall with windows in the yoga room when open. And energy-efficient windows feature a distinctive nine-panel upper sash that duplicates the 1914 windows; coincidentally, the antique doors have the same glazing pattern. The new windows facing the street are short to retain the original bungalow scale.

Salvaged stained glass inserts on interior walls spread light and reinforce the house's period style. Glass light fixture shades are painted inside to emit a warm, vintage glow. Baseboard, trim

PROJECT TIMELINE

2006	Stage of Project	
Feb. 27	Construction contract signed	
Payment: Feb. 27	40%	
March 15	Obtain permit	
March 17	Order materials	
April 3	Inspection, mechanical rough-in	
April 10	Framing inspection	
April 17	Insulation inspection	
May 16	Begin drywall	
June 5	Drywall completed, project 50% completed	
Payment: June 5	40%	
June 11	Pre-completion walk-through, including	
	second measure and trim materials review	
	before final custom-trim order	
Payment: June 11	15%	
July 7	Begin installing interior doors and trim	
Sept. 7	Homeowner begins painting	
Oct. 7	Final inspections	
Oct. 20	Project completed	
Payment: Nov. 15	5%	

and flooring match the oak originals downstairs. Shelves tuck much-needed storage into knee wall space and corners, and a handsome stair rail links the two floors.

SEEING GREEN

Anschel spotted many ways to make the space energy-efficient and environmentally friendly. For one thing, the design for the new living area uses only existing space, so it required no added volume to be constructed. Otogawa-Anschel tightened up the

THE FINANCIALS

togawa-Anschel Design-Build fees range from 5 to7 percent of the construction budget, depending on the size and complexity of the job. The Wallaces paid 5 percent of their \$100,000 budget. Michael Anschel bills design this way because he wants the designers to focus on creativity and meeting client needs rather than on time cards. "Design usually pays for itself," he says.

Ordinarily the company incorporates a 40 percent margin in the construction price, but Anschel reduced the margin to 35 percent on the Wallace project. "I felt that the clients really loved their home, cared about the quality of the

Budget	History
Design contra	ct·

	+-,
Initial construction estimate:	\$85,000-\$100,000
Final construction esti	mate: \$100,197
Change orders: (oak guard rail and shelves finishing; sink upgrade; bri code; extra glass detail; ad	inging existing bath up to
Final price of construc	tion: \$105,502
Cost to produce:	\$66,043
Gross profit:	\$39,459
Budgeted gross profit:	35%
Actual gross profit:	37.4%

project, and were taking their budget to the edge of comfort," he explains. "We would still do well at this margin — but we could not drop below 35."

It was a good bet that they wouldn't.

One reason was that the company's tight financial system - including a thorough design workup, material orders and fixed quotes from subcontractors before construction starts-keeps slippage to a minimum. "We budget a little cushion factor in old houses," says Anschel. And, "with the reduced margin we were sensitive to everyone's use of time." The only major holdup, caused when the homeowner contracted the painting separately, tried to correct the painter's errors, and then asked Otogawa-Anschel to repaint - delayed project completion by several months but did not compromise the margin. In fact efficient production boosted gross profit on the project by 2.4 percent.



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space, though, by filling all wall and rafter cavities with open-cell foam insulation. "Everything is sealed; there are no bypasses from the first floor," says Anschel. A hot-roof system such as this delivers excellent performance, because it requires little energy to heat or cool the space. Though the remodeled house has not gone through a Minnesota winter yet, Anschel predicts that the new tight "cap" may enable the house to use less energy for heating than it did with a smaller finished space.

A radiant, in-floor heating system keeps the second floor comfortable. It is so energy-efficient that adding a pump to the house's existing boiler was sufficient for the extra square footage. For more energy savings, the second floor area has separate heating zones for the master bedroom-yoga room and the children's room. With good cross-breezes and Energy Star-rated ceiling fans, the upstairs stays cool without any air conditioning.

When remodeling second floor spaces, it's standard practice for Otogawa-Anschel to install ¾-inch tongue-and-groove plywood over the shiplap subfloor using glue and a special screw pattern rather than remove the shiplap and move the electrical in the first floor ceiling. "We can essentially turn a 2 by 6 into a 2 by 8 or better," Anschel says. The system lowers labor costs and the chance of cracking the plaster below while providing an engineered floor.

Along with the salvaged doors and stained glass, the space includes recycled glass and ceramic tile, Forest Stewardship Council-certified oak trim, oak veneer MDF baseboard, locally manufactured oak flooring with low-VOC sealant, low-VOC paint, a dual-flush toilet, a low-flow shower head, and a bathroom fan that

COMPANY SNAPSHOT

Otogawa-Anschel Design-Build

Owner: Michael Anschel Location: Minneapolis 2006 volume: \$1.3 million

Projected 2007 volume: \$1.6 million

Biggest challenge: design a compact multi-room space that is open, has lots of light and is energy-efficient

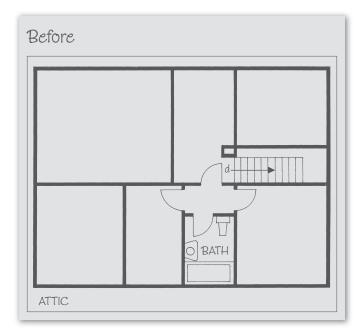
Web site: www.otogawa-anschel.com

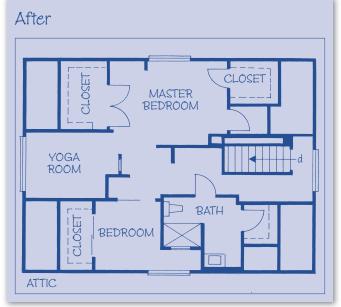
quietly moves 90 cfm, using far less energy than a typical bath fan. Generous natural light reduces the need for electric lighting. Otogawa-Anschel routinely keeps remnant lumber on hand to use again on site or in other company projects or to donate to local reuse centers. The firm uses a dumpster company that sorts all construction waste for recycling.

Last spring Otogawa-Anschel participated in another home tour, this one showcasing the Wallace house. About 1,200 people came through, and Otogawa-Anschel received many calls from new prospects after the tour. Several homeowners already considering the company for their own green remodel were won over after seeing the Wallace house. "They got to see how a design fits together," Anschel says, "gaining faith and trust in what we do and how we work." **PR**

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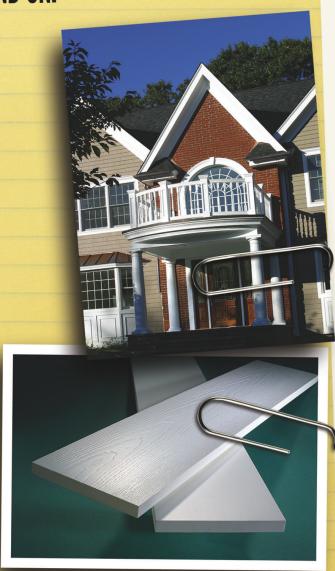




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INTERIOR



WHOLE-HOUSE REMODEL

REMODELER AND ARCHITECT: Bowers Design Build, McLean, Va. **PROJECT LOCATION:** McLean, Va.

AGE OF HOME: 60 years old

SCOPE OF WORK: Whole-house remodel

The homeowners had outgrown their old kitchen (inset, right). The new kitchen was relocated to the space previously occupied by the family room. The room's original finishes, including the hand-painted wall details, Italian tile flooring and fireplace, were carefully preserved.

By Ann Matesi Senior Contributing Editor

AFTER LIVING IN IT FOR SEVEN YEARS,

the owners of this Tuscan-inspired residence in McLean, Va., knew what they loved about their 60-year-old home — and what they didn't. Making the decision to remodel rather than move, the couple put together their own carefully considered list of what they thought would improve the home's overall livability for their entire family which includes three school-aged children.

One of their key desires was to retain the

PRODUCTS LIST

Cabinets: Crystal Carpet: Shaw HVAC: Carrier Ceramic
Tile: Architectural Ceramics Columns: Crystal Countertops:
Granite Doors: Masonite Garage Doors: Wayne-Dalton
(custom wood) Faucets (Kitchen and Bathroom): Kohler;
Newport Brass Flooring: Superior Flooring (reclaimed bam
boards) Home Systems & Controls: Leviton Lighting
Fixtures: Kichler, Lightolier, Progress, Sea Gull, Troy House
Wrap: Tyvek (DuPont) Kitchen Appliances: Viking Appliances
Locksets: La Forge Paints & Stains: Benjamin Moore
Roofing: CertainTeed Security Systems: ADT Siding: Dryvit
Stucco Sinks: Franke Water Heaters: Rheem Windows:
Kolbe & Kolbe

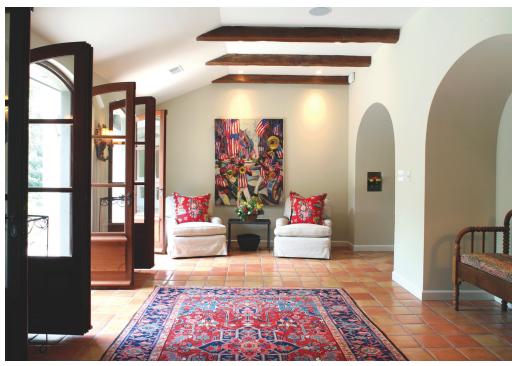


The entry foyer is now bright, inviting and rich with Mediterranean accents including ceiling beams, wrought iron and imported tile.

home's unique Mediterranean architectural character which was what had initially drawn them to the house. Its stucco exterior, beamed ceilings, hand painted details and arched colonnade reminded the wife of her northern California roots and holding on to that was very important to her, says Wilma Bowers, of Bowers Design Build, the McLean, Va.-based construction and remodeling company which she partners with husband and company founder, Bruce.

The remodeled home was expanded both vertically and horizontally, impacting literally every room, says Bowers.

The company's updated design included additions for a great room off the rear of the home as well as an upper floor office and guest suite; relocation of the kitchen; extension of the rear footprint of the home's bedroom wing in order to increase their size and number; a new full bath; removal and reconstruction of the central core of the home in order to create space for a volume entry and new upper floor as well as to add ceiling height and windows to the



In place of the kitchen, the homeowners now have a lobby which they use for greeting guests and entertaining. The distinctive, arch-topped French doors, which open to the rear courtyard, were salvaged and imported from South America.

Heightened Experience

ith the basement serving as the foundation for the central portion of the home, raising its ceiling height proved to be a tricky operation, according to Wilma Bowers, vice president of Marketing and Strategic Planning for the remodeler. "Not only did we have to make the ceiling taller, but we were also expanding the living space into the area formerly occupied by the underground two-car garage directly underneath the master suite."

During the process, the majority of the home's existing central structure was removed from the roof down to the foundation. A new, taller rear foundation wall was built and the slab was extended to match the existing basement slab elevation. Then the front foundation wall height was increased by two courses of block in order to match the new rear wall height, increasing the head height in this part of the basement from approximately 7 to 8 ½ feet. Column pier footings, steel columns and steel beams were used to maintain manageable clear spans.

According to Evan Donaldson, senior estimator for Bowers Design Build, portions of the existing structure were supported during demolition and construction using temporary shoring walls and similar techniques. Under the master bedroom wing, however, the entire slab on grade floor was removed and three sides of the foundation wall were permanently "underpinned," a process by which alternating 3-foot segments of the foundation were excavated and "undermined," with new concrete footings and walls placed below them at the new design depth. After these segments had been supported and were stable, the remaining adjacent 3-foot segments were excavated, undermined and underpinned. The concrete slab for the new recreation room was then poured at the same depth as the rest of the basement slab. The new ceiling height in this area was increased from approximately 8 to 9 ½ feet.

The homeowner was thrilled with the results, says Bowers. "He wanted to be able to swing a golf club down there and now he can."

INTERIOR



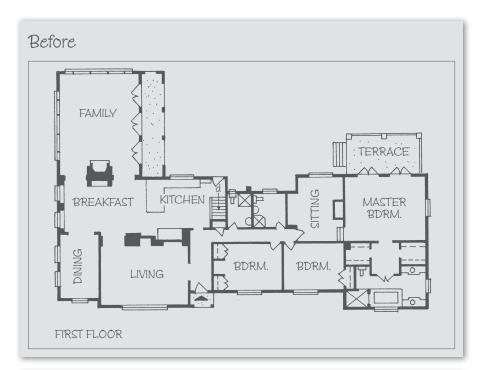
In keeping with the style, the new family room features an Italian marble fireplace, woodbeamed ceiling and arched windows.

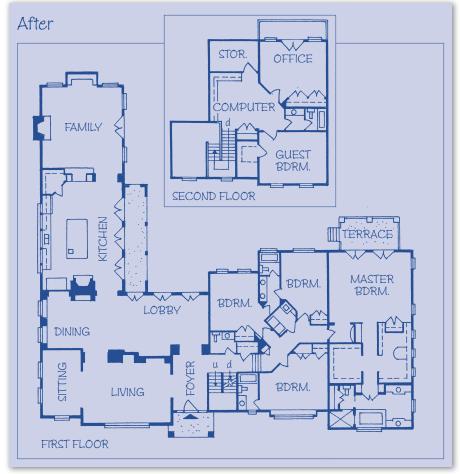
basement which was then finished as recreational space; a mud room with secondary laundry facilities; and a three-car garage.

The new floor plan for the split-level home includes four distinct zones designed to meet all of the homeowner's requirements. The main level provides space for the family's daily living and entertaining needs with key areas relocated to improve their function. The original dark and narrow foyer was replaced by a dramatic, twostory entry with a view out to the rear terrace rather than into the kitchen.

"The foyer is a very important part of a home," says Bowers, "because it really sets the stage for how the whole house feels."

The kitchen/breakfast area was relocated to the rear of the home in the space that was previously the family room. The updated space includes a large center island and a more contemporary visual connection to the new great room. In place of the former kitchen the homeowners now have a large, open flex space which includes a lobby for greeting and entertain-







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INTERIOR

ing guests as well as the home's formal dining area. Multiple sets of antique, archtopped French doors provide access to the rear colonnade and terrace from this zone.

The next zone features the secondary bedrooms and master suite. The original stepped floor plan of this portion of the home was extended to the rear by six feet and reconfigured to provide space for a staircase to the new upper floor; create three, rather than two, secondary bedrooms, plus a powder room and two full baths. The elevated master retreat was also expanded to the rear and now includes its own entry vestibule and more closet space.

The addition of the upper floor contributed most to the dramatic visual transformation of the home inside and out by providing the opportunity for interior volumes and distinctive exterior architectural features. This level includes a computer center with a cathedral ceiling, a large office and a guest suite.

Big changes were also made in the fourth zone, the basement, which was located underneath the central portion of the home. A two-car garage, also below grade, adjoined the basement and provided the foundation for the master suite.

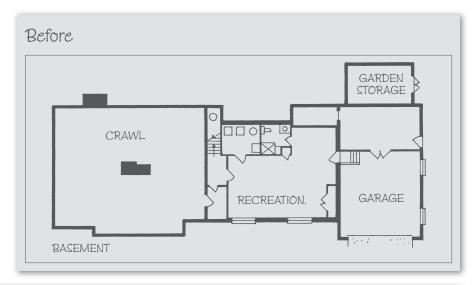
"Originally, the basement had a low ceil-

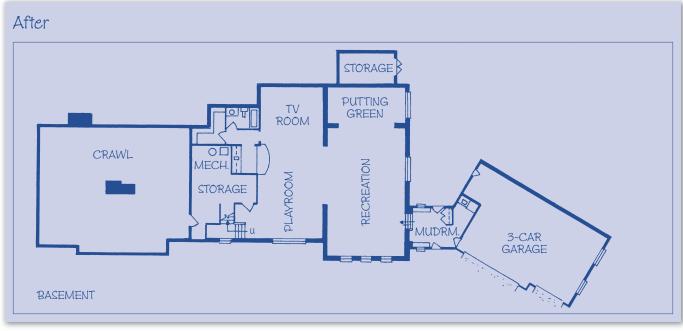
ing and no windows. It really felt like a cave down there," says Bowers. "The homeowners really wanted to make better use of this part of their home so it could function as recreational and entertaining space."

The challenge was to add ceiling height to this level in order to make it feel less claustrophobic as well as to provide room for the addition of windows (see sidebar). The new basement includes a wine cellar, play room, TV viewing room, large recreation area and a putting green.

The remodeler paid careful attention to maintaining the integrity of the home's original finishes including preserving tile flooring, hand-painted frescoes and beamed ceilings and reintroduced similar details throughout the re-design. Arched doorways and windows were used to recreate, and even improve upon, the original architectural charm and character of the home.

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A new garage and family room make a 1940s bungalow more functional while complementing the home's design

ADDITION

ARCHITECT: Architectural Resource, Ann Arbor, Mich.

REMODELER: Custom Design/Build, Ann Arbor, Mich.

PROJECT LOCATION: Ann Arbor, Mich.

AGE OF HOME: About 55 years

SCOPE OF WORK: Create a new entryway and add

a family room and two-car garage

PRODUCTS LIST

HVAC: Lennox Garage Door: Wayne-Dalton Insulation: Owens Corning Locksets: Schlage Roofing: CertainTeed Windows: Norco (Jeld-Wen) By Ann Matesi Senior Contributing Editor

THOUGHTFULLY DESIGNED AND skill-

fully executed, the addition to this 1940s bungalow in Ann Arbor, Mich., blends in so well with the original structure that a casual observer would be hard-pressed to identify the remodel. But for its empty-nester owners, who now have a new "friends and family foyer," a spacious and sunny gathering area, a back-yard deck and an attached, two-car garage, the change in their home is like night and day.

"The biggest compliment that we can receive when we do an addition like this is



Architects made a point to hide the transition between the old and new brick for the Ann Arbor, Mich., remodel.



A glass front door with simulated divided-lite glass panels allows light to penetrate into the living space without sacrificing privacy from the street.

that it looks as though it has always been there," says Debra Moore of Custom Design/Build, the remodeling firm responsible for the project's construction. "We always want it to be as seamless as possible."

Architect Michael Klement, principal of Ann Arbor-based Architectural Resource. addressed several key challenges when developing his design for this remodel. The first was to eliminate the "identity crisis" created by the home's side-oriented formal foyer that's accessed via a steep, 150-foot-long sidewalk. The homeowners or their guests seldomly used the entrance because it was set away from the driveway. Instead, most people entered the home through a narrow, dark passage between the house and detached garage. "This was really the least pleasant way to come in, and they were using it all the time," Klement says. His solution was to use the new family room to link the existing living space and an attached, two-car garage and re-orient the daily entrance toward the front of the home, giving it a bright, southern exposure. His design provided the homeowners with direct access to the family room through the garage as well.

"There had always been real confusion about where to come in to the house," agrees Moore. "The new porch and entry have really clarified that."

Klement says his clients were looking for a design that would give them the additional square footage they wanted, as well as the convenience of an attached, direct-access garage. They also wanted to remain sensitive to the architectural style of their existing home while having the finished project remain low-key and sympathetic to the neighborhood.

"The success of a project like this is all



A clay medallion — a long-held family treasure — adds a custom touch to the brick-faced gable on the new two-car garage and connects the old with the new.

about finding a balance between scale and proportion," says Klement.

The shape of the shed roof of the upper level inspired the roof form for the new entry porch. Similarly, the shape of the exiting single-car garage provided the template for the new garage's front, street-facing gable. "The balance of the new forms fall back in line behind that," adds the architect. "It was as though the original garage reappeared in the new design."

The existing finishes on the home's exterior brick and aluminum siding, were either reused or matched with new materials to provide continuity of style and save clients money. The original garage door was incorporated into the front bay of the new two-car garage with a matching custom-built one. Similarly, the builder did not replace all of the windows in the home, instead matching the new ones to the originals. The

EXTERIOR

home's energy efficiency improved thanks to new insulation and a new HVAC system.

Matching clay medallions were incorporated into the brickwork in the front garage gable, as well as above the formal entry, visually connecting both ends of the home. Not only are they distinctive, but they hold a charming story, says Moore. "The homeowners had actually come across them 20 years ago while walking through an old masonry yard. They had been using them as stepping stones in their garden for all

A Perfect Match

everal key design and construction techniques downplay the transition between the home's original exterior finish materials and the new ones.

The original form of the home was clad with brick with aluminum siding used as the accent, says remodeler Debra Moore of Ann Arbor-based Custom Design/Build. "Rather than re-side the entire house, the goal was to match these materials as closely as possible on the new construction as a cost-savings measure."

Architect Michael Klement addressed this challenge in his design by making sure the old and new structures intersected. "When two planes meet at a right angle, they each have a different quality of light because of the shadows created. This is the case even when they are the same color. We used this play of light to our advantage to help us blend the new with the existing parts of the home."

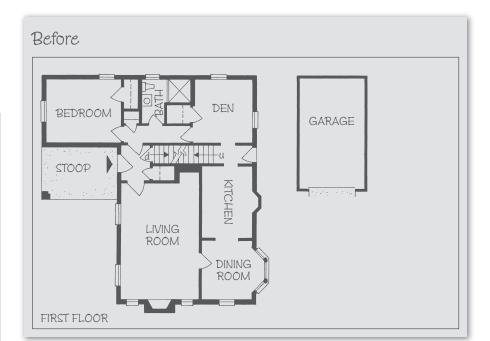
The remodeler also salvaged as much of the old brick as possible during demolition. She was also able to find new brick veneer material that almost exactly matched the original size and color. The two were blended with more new brick added to the mix as the addition moved away from the older part of the structure.

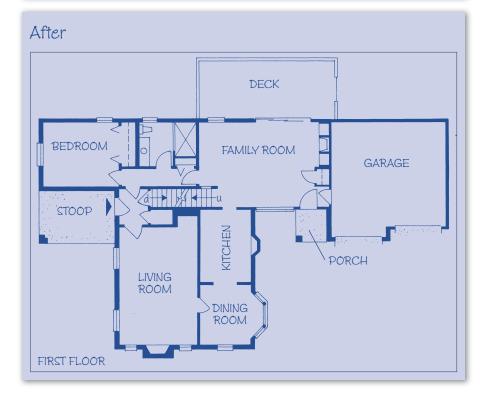
"It is just as critical to match the mortar as it is the brick in an application like this," says Moore, "and that can be really difficult. We experimented with a lot of samples in order to get it right."

The final step was to re-roof the entire home. "You get the best overall results that way," says Klement. "If there was a theme for this project, it would be 'the addition that wasn't." these years. We cleaned them up and incorporated them into the new design."

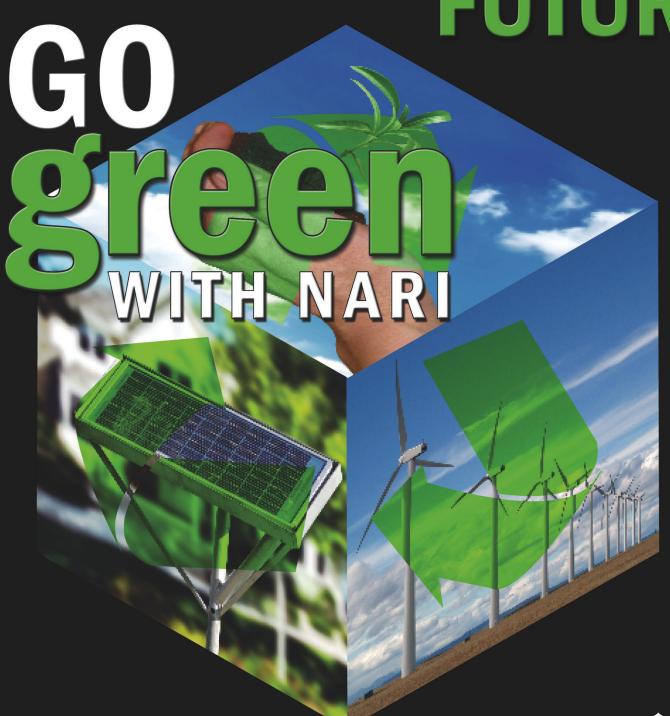
"Adding a personal touch such as this goes a long way toward marrying the old with the new," says Klement. "It also provides a really wonderful sentimental connection for the owners to their home." PR

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FIND YOUR SHADE OF GREEN

Until remodelers settle on what defines green, decide for yourself what it means — and ask your clients to do the same

By Scott T. Shepherd PATH Partners

IN A MARKET AS COMPETITIVE as housing, popular green trends can be quickly redefined to serve all sorts of interests.

Without a standard definition, it's hard to know exactly what constitutes green. Can a remodeler who installs energy-efficient windows, for example, call himself green?

"Somebody took hold of the word 'green' and turned that into meaning good to the environment, but there are all sorts of subsets and offshoots of that word," says Mark Richardson, president of Case Remodeling in Bethesda, MD., the largest full-service remodeling company in the country.

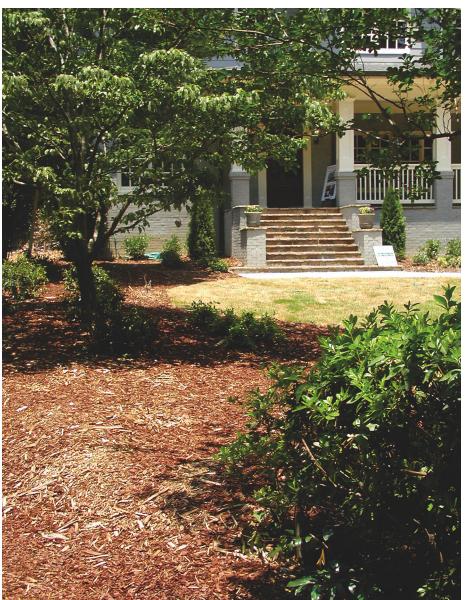
Before you start selling green, you need to come to terms with what it means to you and — just as importantly — what it will mean to your clients. That will set the standard for your business.

In the absence of a national consensus on what green means, the Partnership for Advancing Technology in Housing (PATH) offers some assistance in defining green and helping you make it a business advantage.

The Buzz

As the numbers show, green is red hot.

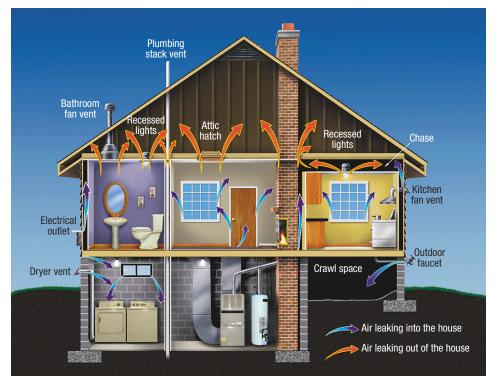
According to an NAHB survey, more than 25 percent of remodelers saw an increased demand for green projects in 2006, compared to 6 percent in 2005. A majority already incorporate some forms of energy efficiency into their work: 85 percent use low-energy windows, 68 percent use insu-



Crestco, a construction waste recycling company, ground the excess wood and drywall from this remodeled home and used it in the landscaping.

PHOTOS COURTESY OF PATH PARTNERS

solutions



Proper air sealing is fundamental to producing a green remodeling project. These areas of the home are common sites of air leaks where sealing can make a significant impact.

lated exterior doors, 65 percent upgrade their insulation and 56 percent install high-efficiency HVAC systems.

The survey also shows that many remodelers use environmentally friendly products. More than 75 percent minimize harvesting of old-growth forests by using lumber alternatives like engineered wood. Sixty-five percent already incorporate recycled or recyclable materials into their projects.

While green homebuilding gets a great deal of press, the greatest opportunities for green lie actually within the remodeling industry. Not only is the stock of homes more than 100 times bigger, but remodeling a home is itself greener than building a new one, simply because you use far fewer resources.

"The only way to bring green into 120 million existing households is through remodeling," says National Association of Home Builders (NAHB) Remodelers Chair Mike Nagel. "Americans spent over \$230 billion last year in home remodeling, with energy-efficient and sustainable products represent-

ing an increasing share of the market."

Who is Buying Green?

So who are these green homeowners?

There is little research on remodeling clients in general, much less on those with green tendencies. However, we get a pretty good understanding of green homeowners in research on new home buyers and their responsiveness to green practices and technologies.

A 2006 NAHB study found that green buyers are more likely to be affluent and well-educated, in their mid-40s and married. They're more likely to live in the Southern or Western states. Women are also more likely to think green than men.

Eighty-five percent of these homeowners were more satisfied with their green homes than with their previous, more traditionally built homes. And the new homeowners buying green homes were willing to pay an \$18,500 premium.

According to more than 60 percent of the homeowners NAHB surveyed, consumer

awareness, additional costs and the limited availability of homes are obstacles to green homes gaining a bigger foothold in the market.

These homeowners also said the biggest obstacle to green in homes is lack of education on the topic.

Defining Green

In the most basic sense, green building is using techniques and technologies that have less impact on the environment. But what green means to your clients may be something quite different.

"Some homeowners, with all due respect, contact us about green remodeling because it's good cocktail party talk, while others are socially conscious," Richardson says.

NAHB found that 50 percent of green home buyers were motivated by environmental concerns and their families' health. However, 63 percent said lower operating and maintenance costs were their key motivators.

But many clients have only a foggy notion of what green means and come to the remodeler to help them figure it out. The remodeler needs to understand not only what's green, but what's possible in the home they're working with.

"Home builders are working from a blank slate," says David Johnston, co-author of "Green Remodeling: Changing the World One Room at a Time." "Remodelers have a lot of limitations, so they have to know what is possible and how to apply it."

PATH defines a building product as green if it meets at least four of the following criteria and is neutral in the other:

- Energy efficient, water efficient, resource efficient or durability enhancing
- Made from reused, recycled, rapidly renewable, preferably local or other environmentally preferable materials
- · Easily recycled at the end of its life
- Free of pollutants harmful to the air or water
- Effective in minimizing the environmental impact of the building.

PATH's Technology Inventory — a list of more than 180 technologies that improve



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What It Takes to Market Green

efore you rush to market yourself as a green remodeler, give your approach some thought.

Green is not something that you can turn on and off in your projects. Green is like quality — it has to become part of the core values for your company.

Case Remodeling in Bethesda, Md. is just beginning to implement a green strategy, in part because company president Mark Richardson wants to avoid becoming part of a fad. He's taking his time to figure out what green really means and what part of this movement Case can undertake and do well over the long haul.

"Most of the rest of the world is putting their spotlight on green," Richardson says. "What we are doing at Case is identifying a pretty distinct position, defining it and trying to communicate that to our clients and to our team."

Which leads to the point that you don't have to meet every element outlined by a green building program to be considered a green remodeler. Because there are so many variables in a remodeling project, it may not even be possible.

What you do need to do is provide the client with an honest and accurate assessment of what upgrades are possible and what impact they will have on the home. This may require spending more time educating homeowners — and your employees — than you have in the past. You will need to account for this additional time in your employee training and cost estimates.

Fortunately, there are several handy resources to help you talk about green with your clients, including the homeowners' section of *PATHnet.org*, PATH's Technology Inventory at *ToolBase.org*, the Energy Efficient Rehab Advisor at *Rehabadvisor.com*, and Energy Star at *EnergyStar.gov*. These tools will help you explain your diagnosis of the problem and the recommended treatment.

"The remodelers we work with sell themselves as house doctors that can help bring your home into the 21st century," Johnston says. "When they describe what they do in that way, it brings the remodelers clients they didn't even know they were missing."

And that means a whole different kind of green for your business.

durability, efficiency and environmental performance — can help you find products that meet these criteria.

Be aware that some products have competing green attributes. For example, steel studs are often made with recycled steel and are recyclable, while wood is renewable and often local. Because both possess positive green attributes, you must be able to explain why you recommend one over the other. In many respects, this is no different to explaining your preference for one brand of windows or HVAC equipment.

A Whole-House Approach

A truly green home isn't achieved product by product. Carl Seville, president of Seville Consulting and NAHB National Green Building Awards' Remodelers Advocate of the Year, advises that remodelers "make the building work right first, then start looking at green materials." This means considering the performance of the entire home.

"Simply putting in that Low-E window doesn't solve the problem. Remodelers need to use a whole-house approach to maximize efficiency," says Michael Strong of Brothers Strong in Houston.

By a whole-house approach, Strong means considering the impact of each upgrade on the overall performance of a home.

Here are some main performance areas to consider in your next project:

- Reclaim or recycle as much of the material you tear out as you can and contain the dust and debris created during demolition.
- Minimize energy use through passive solar design; proper insulating and air sealing techniques; and efficient HVAC, lighting and appliances.
- Minimize water use inside and out with smart plumbing and appliance choices, Xeriscaping with native plants, and rain-

water collection systems.

- Use fewer materials by choosing prefabricated components, and buy your materials from local sources when possible to avoid the environmental impact of transporting them across the country.
- Choose technologies and building techniques that improve indoor air quality, such as low-VOC paint and concrete floor finishes.
- Favor durable components that require minimal maintenance and less frequent replacement. Examples include metal roofs and composite decking.
- Build smaller. Use design techniques
 that use space wisely to reduce the
 environmental footprint of the home.
 The more space you have, the more
 materials and energy you use. You have
 to help homeowners determine when
 enough is enough.

Happily, a lot of green remodeling can be achieved through better remodeling techniques that don't require a whole lot of extra outlay and may even save some money. Your clients may clamor for solar panels because they're all the rage, but if the walls are poorly insulated, adding solar panels won't greatly improve comfort or savings. Green remodeling means smarter and better remodeling, not just fashionable technology.

Want a better handle on these concepts? PATH, Energy Star for Homes, the U.S. Green Building Council and the Building Performance Institute all offer excellent resources. NARI has also developed a green education program with classes online and through local chapters. NARI has launched a green remodeling certification program that will help remodelers differentiate themselves from their competition.

Scott T. Shepherd writes about better building practices on behalf of the Partnership for Advancing Technology in Housing (PATH). PATH is administered by the U.S. Department of Housing and Urban Development. Learn more at www.pathnet.org.

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NEW PRODUCTS

BLÅKLÄDER

Pockets abound in the heavy-duty worker shorts from Blåkläder. The company is known for its tremendously durable products, and this one is no exception. The shorts have reinforced utility pockets that can be tucked into the front pockets and a detachable screwdriver pocket is provided.

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RIDGID

The compact 18-volt Lithium-lon Drill/Driver, Model R86006, is the latest in a series of cool-looking new tools from Ridgid. The R86006 is lightweight and features a new lithium-ion battery. It delivers 455 inch pounds of torque and has a 24-position clutch and ½-inch single-sleeve chuck for quick bit changes.

For FREE information visit, http://pr.ims.ca/5349-126



DEWALT

New work boots from DeWalt include the Bevel, Stabilizer and Truss models. The Bevel (shown) is a heavy-duty but lightweight steel toe boot that can double as casual wear. The Stabilizer has a comfortable athletic style and the Truss features heel supports, removable arch supports and Goodyear-brand soles for grip.

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GATEWAY SAFETY

Protecting your eyes is a priority on the job site, and the 4x4 brand of safety glasses from Gateway Safety feature a rugged design with impact protection and scratch-resistant polycarbonate lenses. Standard, Sport and Style options are available. The Sport frames (shown) have a silver frame with mirrored lenses in sunset red, horizon blue, iridescent green or sterling silver.

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ANN SACKS

Designer Erin Adams created the Luna tile line as an environmentally-conscious glass and aluminum tile collection developed in collaboration with Mexico-based Allumillenium Tile. The handcrafted tiles are available in sizes ranging from 1 by 6-inches to 6 by 6-inches and come in 36 colors. They are available through Ann Sacks Tile & Stone showrooms. For FREE information visit, http://pr.ims.ca/5349-129



SWANSTONE

Five new sizes from Swanstone's Shower Wall kit line feature panels made from the company's solid surface and are delivered cut-to-size to fit the most popular shower floor dimensions, with no trimming necessary. The kits can be glued to existing walls and come with all installation supplies included.

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HICKORY HARDWARE

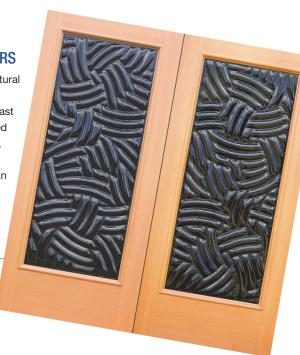
Four new styles of decorative appliance pulls from Hickory Hardware are specifically designed for oversized cabinets and appliances with wood trim. According to Hickory, the pulls coordinate with the company's Cottage, Williamsburg, American Diner and Euro Contemporary cabinet hardware collections. They are available in 8- to 24-inch sizes and an assortment of finishes.

For FREE information visit, http://pr.ims.ca/5349-130

SCULPTURAL GLASS DOORS

The Debut Collection from Sculptural Glass Doors features 15 different options in the company's ClearCast Glass. The designs feature crafted stile and rail wood doors in entry, patio, French and interior configurations. Woods include African mahogany, clear vertical grain fir, and walnut.

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GREEN PRODUCTS



AVONITE SURFACES

Containing 40 percent pre-consumer recycled waste products, the Crater and Summer lines from Avonite Surfaces are SCS certified as a sustainable surfacing product. The Crater features a black base with yellow, grey, red and brown accents. The Summer has a green hue with large flecks of black, grey and clear.

For FREE information visit, http://prims.ca/5349-133



GRAND HALL

Combining standard tank and tankless water heating technology is the Eternal Hybrid water heater from Grand Hall. The Eternal Hybrid water heater works on the principle of counter flow, with cold water entering from the bottom of the tank and a top-mounted turbo burner that forces heat downward. According to the company, it achieves 86-percent thermal efficiency.

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BROAN

Meeting ASHRAE Standard 62, the ultra-quiet SmartSense system by Broan automatically coordinates ventilation fans in the home, running them intermittently throughout the day when necessary. A master control switch controls up to 10 fans. The kit includes two Ultra Silent fans (one 110 CFM fan, one 80 CFM fan), two SmartSense controls and a phase coupler.

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JOHNS MANVILLE

The EnviroAire Duct Board from Johns Manville is formaldehyde-free fiberglass air duct board that replaces ordinary metal ducts to quietly and efficiently distribute air throughout the home. The boards feature the company's Envirocoat high tensile strength fiberglass mat on the airstream side and contain an EPA-registered antimicrobial agent.

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innovations

GREEN PRODUCTS

GREEN FIRE MINERALS

Providing semiprecious stones for tiles and other applications, Green Fire Mineral's Tiger Eye option is one in a series of other offerings from the company. Included in the line are Lapis Lazuli, Malachite and Blue Tiger Eye. The company provides other exotic industrial stones and natural minerals in both rough and finished form.

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TRANE

With indoor air quality concerns in mind, Trane's XV90i gas furnace runs longer than single-stage furnaces but at an energy-saving level. The variable speed motor is quieter and each unit has the company's CleanEffects system, which removes a reported 99.98 percent of airborne allergens.

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AMERICAN CLAY

Created as a natural alternative to their previous soy-resin acrylic-based add mix or sanded primer, the Mud Glue from American Clay is a zero-VOC dry powder binder that sticks to nearly anything, according to the company. It acts as a mold inhibitor and requires less water than other mixes.

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TULIKIVI

It may seem counterintuitive, but Tulikivi's latest fireplaces actually fall under most green product guidelines. The company's EcoConscious line is made from heat-retentive soapstone that radiates heat for hours after the fire is out. The fireplaces also feature the Whirlbox combustion system that burns wood more thoroughly.

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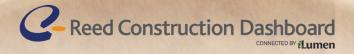


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GREEN PRODUCTS



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FAFCO

Touting it as lightweight, easy to install, the Hot2o from Fafco is a solar water heating system that uses polymer collectors and self-locking connectors for easy installation. The system connects to new or pre-existing water heating systems and qualifies for solar energy tax credits.

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GORELL

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GREEN PRODUCTS



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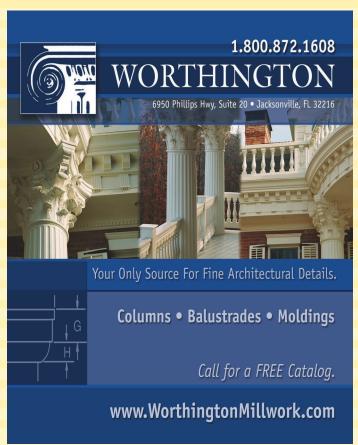


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the Board Room

IT'S TIME TO GO GREEN

he future of green remodeling is upon us. Professional remodeling contractors must not miss the opportunity to be part of it.

Green Remodeling is the next logical step for the industry. There are many good reasons to go green and few, if any, not to:

- **Differentiation:** Now is the time to learn about green remodeling and become a leader, allowing you to separate yourself from your competition. This opportunity will not last forever.
- Doing the right thing: In many ways, green remodeling is the right thing to do. There have been major advances in building science, the foundation of green remodeling. When you use renovation according to these basic principles, your projects are more efficient and more durable, and they provide a healthier environment for your clients to live. Not working this way is simply doing it wrong.
- Customer satisfaction: The evidence is there: homeowners who live in green homes are healthier, more comfortable and have lower energy bills. Green compa-

nies have higher customer satisfaction, leading to better referrals and more profitable businesses. An Atlanta homeowner says that prior to moving into her house — renovated to EarthCraft standards — she used to purchase tissues in boxes of 12, but in the first five months in the house she had not bought any, as her allergies had all but disappeared.

- Improve your reputation:
 Studies have shown that
 consumers equate green
 with high quality. Just as you
 may associate your business
 with high-quality windows,
 plumbing fixtures or paint
 manufacturers to bolster
 your image, making green
 part of your corporate image
 will raise your standing in the
 eyes of your customers.
- Meeting and creating demand: In some markets, the demand for green remodeling is very strong, and there are few if any professionals available to meet the need. Other markets are developing more slowly. There are opportunities to take advantage of them. If the demand is there, learn how to meet it. If it isn't, figure out how to create the demand and you can be the leader.

How do you incorporate green remodeling into your business? First you must learn how to do it. NARI's green remodeling training and certification programs are an excellent place to start. NAHB offers a green building course that includes remodeling training, as well as its annual green building conference. There are a number of state and local green building programs that have remodeling components.

Start by incorporating as many green building principles as you can in your work until you understand them and they become your standard operating procedure. Continue to add more until your projects are as green as they can be. Market your expertise through your advertising and public relations work. You may be surprised at how quickly you will be an expert in the field, bringing you more, and better, projects.

Green Remodeling is our industry's, as well as our country's, future. Don't miss the chance to be part of it. You will find it rewarding, both personally and professionally. **PR**



Carl Seville Advisory Board Columnist Born: Aug. 3, 1957 **Company: Seville Consulting** Location: Decatur, Ga. **Greatest Industry Involvement:** Served on board of directors of **Greater Atlanta Home Builders Association and Atlanta Chapter of** NARI. Currently on Green Building **Subcommittee and Green Building Education Curriculum Committee** of NAHB; NARI's Green Education Sub-Committee, Served as Chairman of Development Committee for Earthcraft House Renovation program during 2001-2002. **Most Important Issue Facing the Industry: Training; particularly in** sustainability I Drive A: Toyota Prius (typically getting 49-50 MPG) **Favorite Drink: Gin and tonic** Favorite Sports Team: My daughter's high school basketball team What I Wanted to Be When I **Grew Up: Architect**

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Every New Look Is Worth A Second Look.

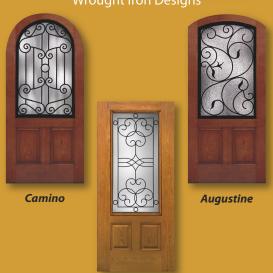


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