



Value of NGBS Green for Builders

The *National Green Building Standard™* (NGBS) is a rigorous, national, above-code green building system, but **what is the real value of the NGBS to home builders and remodelers? Marketing!** Home Innovation NGBS Green Certified homes provide marketable benefits for your buyers, which makes getting homes certified a distinct advantage to your bottom line. Getting your homes NGBS Green Certified by Home Innovation Research Labs provides the following building blocks for successful marketing.

EMPHASIZE BETTER QUALITY & HIGHER PERFORMANCE

Consumers want products that perform well. Innumerable studies conclude that a product's performance will always trump its eco-attributes, so you always want to lead your home sales pitch with quality and performance. But if a consumer can get superior performance *and* sustainable features, all their needs are met. Make sure they know they don't have to sacrifice performance to get a truly green home. **Certified green homes are better built, higher performing homes.** You can demonstrate superior performance to homebuyers by using the NGBS to design and construct your homes, and seek third-party certification to prove homes are NGBS-compliant.

SET YOURSELF APART FROM THE COMPETITION

A rigorous national standard and third-party certification attests to an NGBS Green Certified home's quality. So builders of NGBS Green Certified homes have a distinct advantage over their code-minimum home building competitors. Once you establish your quality bonafides, flaunt your home's environmental attributes. **NGBS Green Certified homes are more comfortable, have a healthier indoor environment, and are more durable.** Say it loud and say it proud! NGBS Green Certified homes have more, do more, and save more than the other homes a buyer may be considering.

MAKE AN EMOTIONAL CONNECTION TO THE BENEFITS OF GREEN LIVING

Consumers are emotional beings motivated to satisfy their own needs and those of their families. What could be a more emotional experience than shopping for a home? **Be sure prospective buyers understand the personal benefits of your green homes that will improve their day-to-day lives.** Home Innovation can help you connect the dots for your buyers so they don't have to, and make the message compelling, not confusing. For example, if you want to highlight optimum value engineering, rather than rattling off a list of acronym-heavy, energy-saving features in your homes, you could explain: *Advanced house framing uses less lumber so it saves trees, saves on labor costs, and reduces construction waste. And less can really be more – less lumber in the walls of your home means more room for insulation and greater comfort for you and your family, while not sacrificing strength and durability.*

WE'RE HERE TO SUPPORT YOUR MARKETING NEEDS

A majority of mainstream Americans care about sustainable choices. In fact, a national consumer insights study completed by Walden Hyde estimates that **60% of Americans, roughly 185 million people, are interested in green and healthy living.** If you'd like to claim your piece of that green building pie, Home Innovation Research Labs can help through our NGBS Green Certification Program.

Visit www.homeinnovation.com/green or call us at 800.638.8556 to get started.