NGBS Green Remodel: WHAT YOU NEED TO KNOW

Agenda

- Overview of Home Innovation Research Labs
- ICC-700 National Green Building Standard
- Certification Process
- NGBS Green Remodel Options
- Marketing Tips for Green Remodelers

Home Innovation Research Labs

- Originated in 1964 as small product testing laboratory
- Mission to improve the quality, durability, affordability, and environmental performance of homes
- Full-service consulting, product testing, & accredited third-party certification
- Solely focused on issues related to residential construction
- Adopting Entity for ICC-700 National Green Building Standard
Added Value to Any Remodel Project

BENEFITS:
- Healthy
- Comfortable
- Durable
- Efficient

Our Renovations Are High-Performance. Why Seek Certification?

- For the homeowner:
  - 80% consumers value independent, third-party certification
  - Opportunity to lower operating costs, make home more comfortable, while also achieving their other renovation goals
- For the remodeler:
  - FTC compliant marketing without fear of greenwashing
  - Set yourself apart from competing remodelers by your expertise in green renovations
  - Marketing tools available for remodelers certifying to the NGBS

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ICC-700 National Green Building Standard

- Approved by American National Institute of Standards (ANSI)
- Provides rating system of a project’s environmental impact
- Four certification levels for residential buildings
- Designed to be voluntary, above-code program

Why the National Green Building Standard?

- Reputation—recognized national program
- Applicability—options for single-family, multi-family, and small projects
- Design Flexibility—certification levels largely based on water and energy efficiency gains
- Branding/Marketing Tools

Comparing Green Building Rating Systems

- ANSI-approved consensus standard
- Written in code language
- Few mandatory provisions
- Expansive, flexible point-based system
- All residential
- Only national program that allows for certification of residential remodeling for single family
NGBS Remodel Path:
Streamlined, Performance-based

Chapter 11: Remodeling & Renovation

- Available for single family homes or multifamily buildings
- Separate stand-alone chapter
- Similar to, but more comprehensive than, 2008 NGBS Green Remodel Path
- Applicable mandatory practices
- Energy & water reductions
- Additional points required from lot design, resource efficiency, IEQ, and Operation, but no minimum thresholds in each category

New Chapter 12: Small Projects

- One certification level
- Functional Areas
  - Kitchens
  - Full bathrooms
  - Complete basements
  - Additions < 400 ft²
- All applicable practices are mandatory
New Chapter 12: Small Projects

- To be certified all of the mandatory practices must be met:
  - Reduce & optimize material usage
  - Control moisture for newly installed materials
  - Measures to reduce site-applied finishing materials, or use recycled content, or bio-based products
  - Proper HVAC and duct system sizing
  - Air barrier and insulation inspections
  - Selecting materials with low VOCs

NGBS Certification Process

NGBS defines green home

100% project verification ensures compliance

National NGBS certification provides consistency

Score
- Remodeler hires qualified professional
- Estimate water & energy usage before conditions and expected usage after renovation.

Register
- Accredited Verifiers registers project
- Projects appear on website as in-progress

Construction
- Final Inspection occurs after renovation is complete.
- On completion of final inspection

NGBS Certification
- Issued within one-business day
NGBS Certification Requirements for Renovation

Energy Efficiency Improvements
- Energy consumption is estimated before remodel
- Certification level depends on reduction in energy consumption resulting from remodel

Water Efficiency Improvements
- Water consumption is estimated before remodel
- Certification level depends on reduction in water consumption resulting from remodel

Additional Green Practices
- Indoor Air Quality
- Resource Efficiency
- Operation and Maintenance
- Site Design

SF and MF Renovation: Efficiency Improvements

- 15% reduction in energy
  - 25% energy reduction
  - 125 points
  - 20% water reduction
  - 88 points

- 20% reduction in energy
  - 30% energy reduction
  - 181 points
  - 30% water reduction
  - 125 points

- 30% reduction in energy
  - 35% energy reduction
  - 225 points
  - 40% water reduction
  - 181 points

- 40% reduction in energy
  - 45% energy reduction
  - 225 points
  - 50% water reduction
  - 181 points

Score: NGBS Green Spreadsheet

www.homeinnovation.com/GreenScoring
Register:
Free, but Mandatory

- Started November 1, 2012
- Purpose
  - Establish which certification type (land development, single-family, multifamily, remodel) the project will seek
  - Get homes into the system quicker, to market them earlier
  - Streamline the process for verifiers
- Only Accredited Verifiers can register project

Independent, Third-Party Verification

- Nationwide network of 250 verifiers
  - Smaller group specializing in multifamily buildings
- Verification Costs
  - Market rate price set by verifiers themselves
  - Price influenced by geography and service package
- Search verifiers in your area at www.homeinnovation.com/FindNGBSVerifier

Verifying Remodel Projects

Whole-home Remodel:
- Remodeler will work with professional to determine home/building water and energy usage. Before-and-after analysis or audit must be uniform and use the same approach.
- Final Inspection(s) to verify energy and water usage and installation of other green practices.

Small Remodeling Projects:
- Verification based on one final inspection, except for basement remodeling (visit required to confirm no moisture issues)
- Photos OK for verification
Certification Costs

Whole-home Remodel: $200 per home/building + $20/unit
Small Project Remodel: $150 per project
How to Market Green

- What Matters to Consumers
  - Independent, third-party certification
  - Survey Says...
  - Busting the green myths
- What Matters to the FTC
  - Independent, third-party certifications
  - Be Specific
  - Qualify Claims
  - Substantiate Statements

How to Market Green Remodel

1. Focus on Added Value
2. Themes that Resonate with Homeowners:
   - Comfort
   - Durability
   - Reduced Operating Costs
3. Utilize Ready-Made Marketing Materials
4. Connect via Social Media (Pinterest, Houzz, Porch, etc.)
How do Consumers find Remodelers With Green Experience?

Find Your NGBS Green Certified Home

Certification

Want a green home to call your own? Click remodeler to make your green dreams a reality? Start here.

Find Your NGBS Green Certified Home

Home Innovation
NGBS Green Registered

SEEKING
NGBS CERTIFICATION

NGBS Green Gallery

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