

Meeting Notes
Partners for High Performance Homes
February 10, 2005

Attendees:

Steve	Andrews	Solar Spectra
Simon	Baker	Colorado Springs Utilities
John	Beldock	Ecobroker
Steve	Byers	Energy Smiths
Susan	Castellon	OEMC
Patty	Crow	US EPA Region 8
Traci	D'Alessio	Denver HBA Built Green
Ron	Ebenkamp	Tri-State Generation
Megan	Edmunds	E-Star
Paul	Higman	Thermal Concepts
Suzanne	Jarboe-Simpson	City of Fort Collins Utilities
Pat	Keegan	Colorado Energy Science Center
Sara	Lamia	Home Building Coach
Peggy	Plate	Western Area Power Authority
Dave	Schrock	Comfort Air Distributing
Doug	Seiter	US DOE
Kristin	Shewfelt	E-Star
Doug	Swartz	City of Fort Collins Utilities
Justin	Wilson	McStain

Guest Speaker: Chris Fielder Century 21 Real Estate Broker

The first meeting of the 2005 calendar year started off with a new format and great attendance. The group was happy to welcome Chris Fielder from Century 21 as our first guest speaker, she presented along with Sara Lamia and John Beldock on the important role the Real Estate community plays in the marketing and sales of high performance homes.

Next Meeting: April 14th, Tri-State Generation and Transmission (Thanks Ron)
Speaker Topic: **Builders Sales Agents** – their roles and their needs

Same new format-

Noon –1:00 Lunch and Updates

1:00 – 3:00 Speaker and topic discussion*

3:00 - 4:00 Discussion and meeting administration

*If you would like to present on a topic in the future please let Susan know.

Updates:

Justin Wilson - Glad to hear what is going on and be at the table

Traci D'Alessio - Current undertaking is to evaluate all the national green building programs.

Kristin Shewfelt - Working with EPA to develop a pilot program to train contractors to perform whole house retrofits for existing homes”

Home Performance in Fort Collins

Doug Swartz –New energy code in Fort Collins has a performance piece, working to help builders maneuver through this. Doug brought “What to Look for in a New Home” brochures, they are available for distribution. Has submitted a proposal for FCU to support collaboration with Energy Star

Peggy Plate -Still looking for interest and support for Affordable Comfort conference. Group suggested that 2006 would be a better time due to the upcoming 2005 EEBA conference in Colorado.

Paul Higman - code changes in northern Colorado still impacting business.

Pat Keegan – Distributed upcoming workshop information; “Smart Energy Living” summer edition will be out soon

John Beldock – Ecobrokers training program is growing across the country

Sarah Lamia – has developed a course to educate realtors and real estate brokers

Patty Crow – Co-op ad campaign going on with builders, big news will be released at RESNET regarding new specifications for Energy Star Homes that will become effective in 2006. There will be a comment period in which we are all encouraged to comment through 4/31/05. Indoor air specs are being piloted in four regions. Coupon book for lighting fixtures is being made available to Energy Star builders.

Steve Andrews – Believes small builders are hungry for high performance/energy efficiency information. (Referenced Duncan Prahls documents – need to get on coloradoenergy.org)

Doug Seiter – SEP from DOE should be out by the 18th of February. Things are going to be rough at DOE as they switch to a new accounting system could see delays in SEP awards. Building America is moving towards deployment expected amount of SEP for 2005 is \$250,000.

Dave Schrock – Mark Laliberte is coming to Comfort Air for a training session April 1st.

Susan Castellon – Working with Metro Habitat to train other Habitat Affiliates on their award winning homes. New funding opportunity with Enterprise Foundation and NRDC.

Megan Edmunds – JD Power and Associates March 9-10th in FC and Denver. See www.e-star.com for more details.

Presentation and Discussion:

In the first of the new “topic focused” meeting we had a great presentation and discussion by two members, John Beldock and Sara Lamia. Sara also brought a guest speaker from Century 21, Chris Fielder.

John Beldock set the stage with context on the real estate industry and its relationship to the “high performance homes” industry. Dr. Beldock addressed obstacles and focused on solutions, most importantly education. He pointed to the EcoBroker curriculum for real

estate professionals and to Sara Lamia's new GRI course on "Selling High Performance Homes." He pointed out that some of the highest quality real estate professionals now see that the green market is real and the green consumer means business.

Presentation by Sara Lamia, "Marketing and Selling New Homes" high points noted below:

- Need to educate both agent and buyer
- Sell the "new"
- Get agent excited about selling energy efficiency
- Efficient homes can mean greater income and commissions
- Need emotional hook not technical for buyers
- Sell benefits
 - Comfort
 - Health
 - Energy Savings
 - Popularity

After the presentations there was some great discussion and enough interest in the topic to schedule a continuation of the topic for the next meeting with the focus being on Builders Sales Agents. Hope everyone can join us in April.