Betting on Green

Pulte Homes – Las Vegas Division

SWEEP Workshops
Presentation on High Performance Homes
June 10, 2008

Agenda

• Who We Are
• History
• What we do
• Results
• Programs
• Partners
• Challenges / Questions
Who We Are

• Largest Homes Builder in Southern Nevada last 3 yrs (Pulte / Del Webb combined)

• ~ 12% of the market (Single Family Detached, townhomes, and traditional condos)

• Vertically integrated (Pulte Building Systems)

• Brand Positioning – Provide the Highest Level of Quality Construction for Entry Level, 1st Move-up and Executive Home Buyers

History

• Pulte has been the leader in Southern NV in terms of Energy Efficiency in Residential Construction for 8+ years

• Over 20,000 homes built under the Environments for Living Program

• Energy Efficiency has become a part of our corporate identity - 1st Builder to have 15 SEER AC units standard in all communities

• Built 1st LEED Certified Homes in Nevada

• Built 1st Homes Certified under the Southern NV Home Builders Green Build Program
What We Do

- Sealed Ducts / Tight Building Envelope
- 15 SEER AC / 92% Efficient Furnaces
- Cathedral Attic / Blown-in Cellulose Insulation
- Advance Lighting – Cold Cathode Compact Florescent
- Tank-less Water Heaters / Energy Efficient Appliance
- Low Flow Fixtures and Toilets
- Smart Irrigation Controls
- Low E Windows
- 3rd Party Testing / Computer Modeling

Results

- Homes use ~35-40% more energy efficient than standard construction
- Homes require ~20-25% less water than standard homes
- Energy Guarantee / Better Comfort
- Less Warranty Issues / Fewer Call Backs
Programs

- Environments For Living – Diamond / Green
- Energy Star
- City of Las Vegas Green Build Program
- SNHBA Green Build Program
- LEED for Home – USGBC
- SNWA – Water Smart Homes Program

Partners

- Masco
- Subcontractor and Designers
- E3 Energy
- Nevada Power
- Southern Nevada Water Authority
- UNLV
- Department of Energy
- Suppliers (GE, Kohler, etc)
Challenges / Questions

- Where does Green fit into my business strategy?
- Is there a mass-market for Green homes?
- Who will buy Green homes?
- What do consumers want?
- How much of a premium will they pay?
- Can Green alone sell a home?
- What are obstacles to building / buying Green?