



# Residential Energy Efficiency Solutions

June 10, 2012

## THE HOUSING CRISIS



In April 2012, 1.4 million homes were in foreclosure. This represents 3.4% of all homes with a mortgage.

Since the start of the financial crisis in September 2008, there have been approximately 3.6 MM completed foreclosures across the country.

*“Foreclosure is not just a metaphorical epidemic, but a bona fide public health crisis.”* -- Craig E. Pollack and Julia F. Lynch in NYT

# THE MISGUIDED TEAR-DOWN STRATEGY



**HOW TO SAVE THE  
HOUSING MARKET:  
DESTROY HOUSES**

-- TIME, Sept. 5, 2011

*“Demolition of abandoned and vacant properties should be a critical part of revitalizing our neighborhoods. Without market demand for the excess stock of blighted homes, tens of thousands of structures sit vacant and condemned, robbing neighborhoods of value.”*

*– U.S. Rep. Marcia Fudge*

The recently proposed *Restore our Neighborhoods Act of 2012* would provide \$4 billion in federal funding for the demolition of vacant and abandoned homes across the country.

## THE COST OF TEAR DOWNS



Those displaced by a lack of affordable housing aren't just disappearing.

Instead these households often find themselves living in tent communities, squatting in vacant properties or doubling and tripling up with others to save money.

# THE COST OF TEAR DOWNS



Construction waste contributes roughly 30 percent of the content in U.S. landfills.

*1 demolished home = about 35,000 pounds of debris*

# THERE HAS TO BE A BETTER WAY

These houses don't have to be tear downs.

They offer an opportunity to address other issues currently facing our nation, including a broken affordable housing system and construction-related landfill debris.



# REHABILITATION IS 2X AS EFFICIENT AS TRADITIONAL CONSTRUCTION

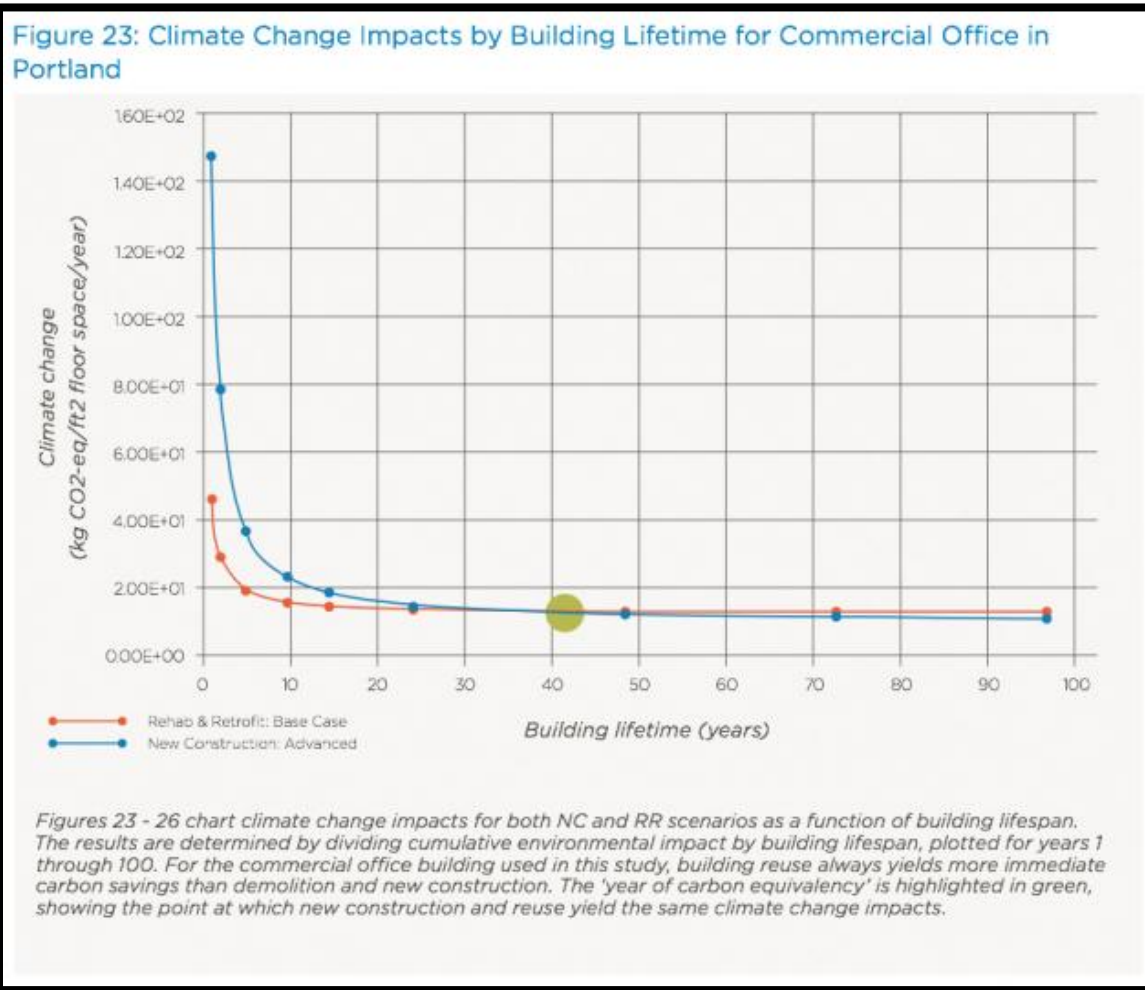


Traditional construction methods create a carbon dioxide equivalent (CDE) of 44.9 tons. The Extreme Green Rehab process creates a CDE of only 25.6 tons.

The main difference in environmental impact was from salvaging materials and transporting salvaged structures to new building sites.

# CLIMATE CHANGE IMPACT

## New Construction Vs. Rehab/Retrofit







## **WHAT WE DO**

**Extreme Green Rehabilitation  
of Existing Inventory**

**Upcycle of Existing Inventory**

## WHAT IS EXTREME GREEN?



To Builders of Hope, green is making old new again, and making the new better.

The resources already exist to build housing that is sustainable, affordable and healthy.

# AFTER



# ONWARD AND UPWARD



# EXTREME GREEN IN PRACTICE



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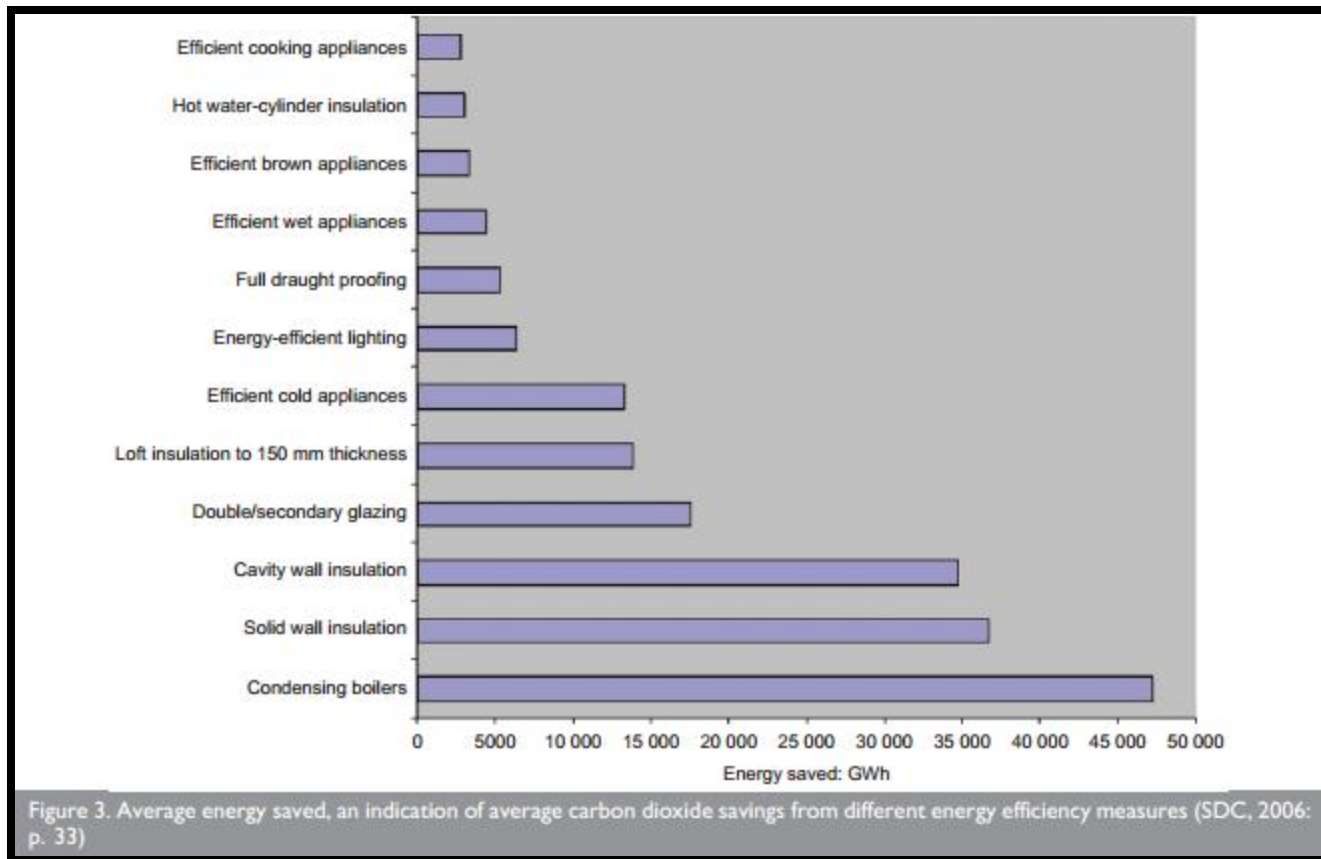


# EXTREME GREEN IN PRACTICE





# HOW MUCH CAN RENOVATION HELP?



# WHAT IS UPCYCLE?



## The Upcycle Objective

Accelerate the rental absorption process in a way that supports home prices and simultaneously promotes economic recovery

# ADVANTAGES OF UPCYCLE?



## *For Occupants*

Opportunity for Americans to rent long-term so that they can:

- Restore their credit ratings
- Become comfortable with the idea of owning a home again
- Possibly purchase the home when market conditions stabilize
- Avoid further disruption in their lives

## ADVANTAGES OF UPCYCLE?

### *For Communities:*

- Allows Americans to re-populate neighborhoods and create a sense of community
- Increase neighborhood safety
- Stop further decline and improve aesthetics
- Re-employ thousands of construction professionals
- Attract additional investors to neighborhoods
- Stabilize home prices



# ADVANTAGES OF UPCYCLE?

## *For The Environment:*

One time opportunity to affect the renovation quality of thousands of aging homes by prioritizing:

### Safety & Air Quality

- *Paint encapsulation*
- *Low VOC carpet & paint*
- *New HVAC*
- *Clean ducts*

### Energy Efficiency

- *More efficient HVAC*
- *Insulation*
- *Window replacement/ storm windows*

# THE END RESULT



**Happier, healthier families.**

# BEFORE



# AFTER





# BEFORE



# AFTER



# BEFORE



# AFTER

