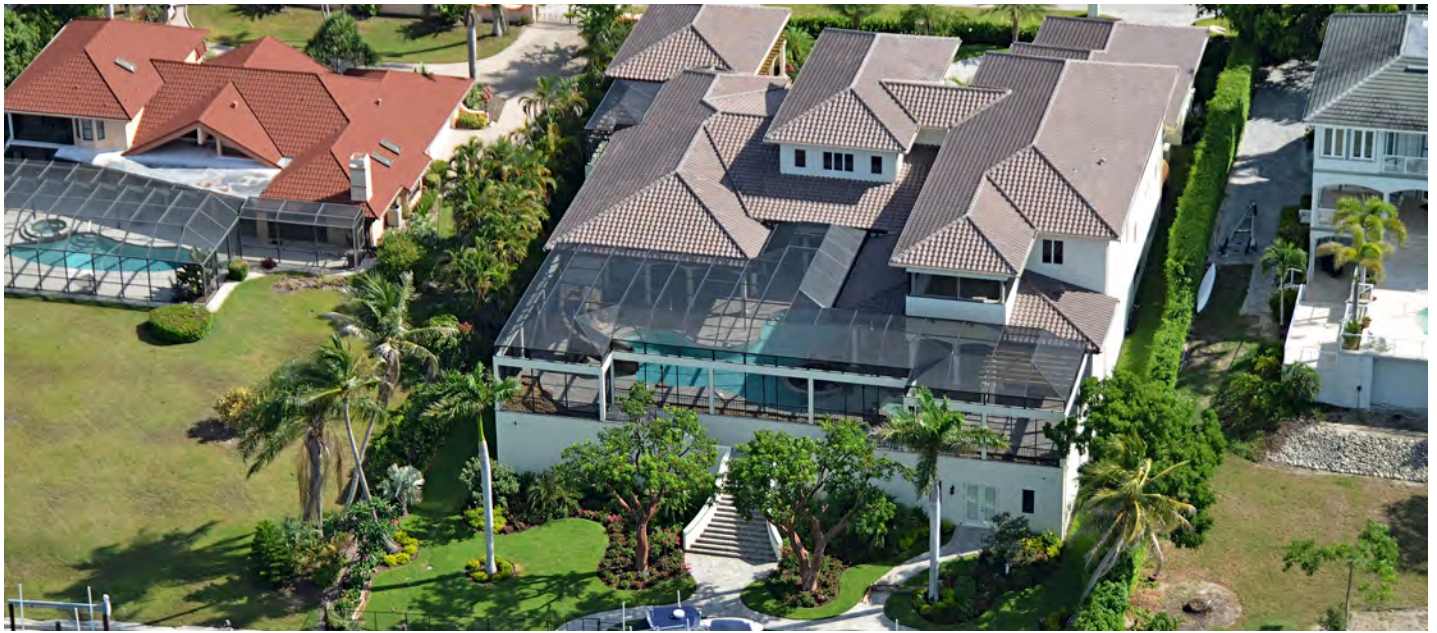


ENERGY EFFICIENCY & 'GREEN' BUILDING:

Vital in the design of your 41 West home

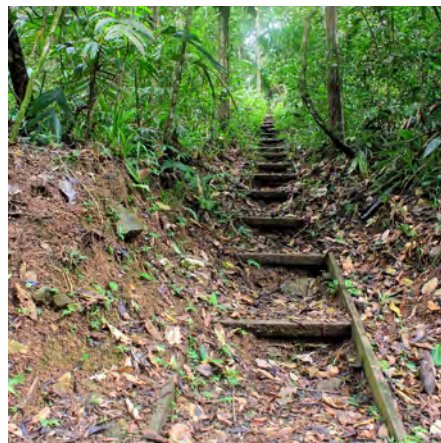




BUILDING THE FUTURE with intention



Energy efficiency in new home builds is widely recognized as important, and an increasing number of owners of newly built luxury homes have focused much of their design attention on optimizing the environmental friendliness



of their homes from start to finish.

Whether you are building new or remodeling an existing home, there are many eco-friendly products and materials available to choose from which can lower the home's energy consumption and costs and environmental impact, as well as increase its beauty, comfort, and the health and well-being of your family for years to come.



TOP 10 GREEN BUILDING GOALS for your next project

Any new home build or remodel which strives for a green approach tends to focus on at least one of the following 'green' goals.

Throughout the rest of this document, we will discuss how each of these goals provides benefits to the home owner and how we at 41 West work to achieve the goals.

**We are
committed to
taking the
necessary steps
to ensure a
healthier
eco-system for
all.**

1. **PROTECT** The Environment
2. **IMPROVE** Indoor Air Quality
3. **ENRICH** Occupant Health and Comfort
4. **REALIZE** Energy Efficiency
5. **ENHANCE** Materials Efficiency
6. **ACHIEVE** Water Efficiency
7. **CONSERVE** Water
8. **PROMOTE** Sustainability
9. **USE A MINIMUM** of Natural Resources
10. **OPTIMIZE** Operation while Minimizing Maintenance



**FACT:
80% of the
world's
terrestrial
biodiversity
lives in the
forests.**



WE GUIDE HOMEOWNERS

We guide homeowners to make the right decisions for their homes and their ultimate comfort

1. PROTECT THE ENVIRONMENT

One indirect benefit to green homes is often overlooked: reduced demand on electric, gas and water utilities means that these infrastructures can do more with less. And when you use fewer resources, you create a smaller strain on the environment, as well as on your own finances, as decreased demand for electricity, gas and water will decrease your monthly expenses.

2. IMPROVE INDOOR AIR QUALITY

Improved indoor air quality is a concern for most homeowners, and new and renovated homes can now be built with low Volatile Organic Compound (VOC) materials. These low VOCs emit lower levels of gases into the home from everyday materials such as paints, sealants, cabinets, and flooring products. Additionally, better air filtration systems can reduce pollutants and allergens in the home environment.



FACT:
15% of
greenhouse gas
emissions in the
U.S. are absorbed
by forests each
year.

3. ENRICH OCCUPANT HEALTH & COMFORT

Advanced allergen filters control dust particles and pollutants, while dehumidification devices stabilize the humidity level within the home, contributing to greater respiratory, and overall, health in the home.

Smart, green bathrooms can promote and

monitor the health of their inhabitants: built-in air purification systems constantly clean the air and smart toilets can be utilized which automatically measure glucose levels users' urine. Ergonomically designed fixtures ensure safe movement throughout the room.

4. REALIZE ENERGY EFFICIENCY

Features such as expandable spray foam insulation, variable speed high efficiency air handlers, on-demand water heaters, Energy Star-rated appliances, L.E.D. light fixtures which illuminate using lower wattage, and insulated, low-E tinted windows and doors can greatly reduce electricity usage and increase energy

efficiency for your home.

Naturally occurring vegetation and placed landscaping both contribute an aspect of energy efficiency: shading the home from the heat of the midday sun contributes to the optimal energy efficiency of your home, as well.



FACT:
50% of the
drinking water in
the U.S. comes
from forests.

5. ENHANCED MATERIAL EFFICIENCY

By embracing the industry's best products and materials, latest technologies, top-notch craftsmanship, and unique design elements, we continue to offer inspired designs and customized space-planning solutions that radiate the homeowner's personality

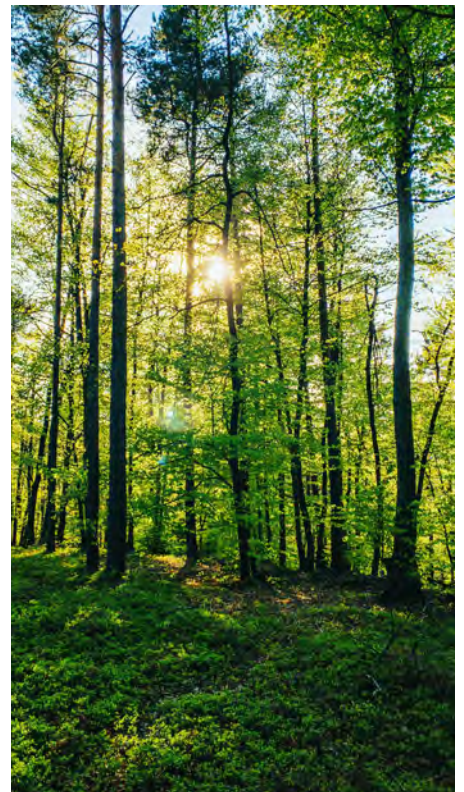
while satisfying their needs and reflecting their luxury lifestyle.

With such great quality material and craftsmanship, homeowners can have the assurance that they won't incur many repairs over the years. They can also have the confidence that the home can withstand the various elements that will impact the structural integrity of the home.

6. ACHIEVE WATER EFFICIENCY

Tankless water heaters, that only power up on demand paired with closed-loop plumbing systems with re-circulating pumps, provide a green, energy-saving alternative to traditional water

heaters that are working constantly to maintain a supply of hot water that may or may not be immediately needed.



7. CONSERVE WATER

More efficient plumbing, including low-flow or variable flow toilets, contribute to water conservation efforts. Also, sprinkler systems designed to minimize loss from evaporation, and with sensors that don't turn irrigate after a rain shower contribute to home water conservation efforts.

8. PROMOTE SUSTAINABILITY

Energy-efficient 'net-zero' and zero energy homes are imminently sustainable, as they feed electricity back into the utility grid and result in no energy costs at the end of a year, rather than creating a drain on the power grid.

9. USE A MINIMUM OF NATURAL RESOURCES

Photo-voltaic panels which convert sunlight into electricity, geothermal heat pumps that utilize naturally cooled ground water to air condition the home, and closed-loop plumbing systems with re-circulating pumps to create on-demand hot water all contribute to the environmental sustainability of your green home and minimize your use of natural resources.

10. OPTIMIZE OPERATION WHILE MINIMIZING MAINTENANCE

A 2018 study by the California Sustainable Building Task Force showed that an initial green design investment of just two percent could produce savings greater than 10 times the initial investment, based on a very conservative 20-year building lifespan.

For example, \$40,000 in green design in a \$2 million dollar project will be repaid in just two years. Over 20 years, the savings will amount to \$400,000.

This can result in lower municipal utility costs over the long run, as utilities don't need to expand and can avoid passing those expansion costs onto utility customers. Residential dwellings retain a high resale value if they include sustainable design components. The value to prospective buyers comes from knowing their utility and maintenance costs will be lower in green spaces that outperform non-green homes.

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WANT TO LEARN MORE?

Visit these reputable sites to continue learning about green building initiatives & efforts. It all adds up to better care for our planet and better living, increased savings & profit for you!

- ▶ [DWELL LEED CERTIFIED HOMES](#)
- ▶ [SUSTAINABILITY STUDY](#)
- ▶ [GREEN BUILDING HARVARD UNIVERSITY](#)

HOW WE DO IT & DO IT WELL... our credibility & certification

We at 41 West understand the impact we can make by improving home quality and reducing maintenance needs, while reducing the net operating cost of a home.

By addressing specific design considerations and materials early in the build process, we minimize the utility load on the home.

We achieve the successful reduction of energy, or even arrive at net-zero energy home, by understanding the client's interests and goals in the construction of their new home. Then we carefully consider the orientation of the home on the building site.

As Certified Green Professionals (CGP), our team believes in being environmentally sensitive and mindful of the impact of our material choices on the earth's limited natural resources.





WE ARE LEADING THE WAY in sustainable green building design

“Green building” describes our conscious effort to design eco-friendly improvements, implement protections of our environment, and consider the health of the occupants when constructing or improving a dwelling.

We are a market leader in providing our clients with energy efficient and environmentally-friendly building advice and materials options throughout the build of their new home or home improvement.

Whenever possible, we incorporate green building initiatives which address energy efficiency, improved indoor air quality, water conservation, reduced demand on natural resources, and protection of the environment.

Our designation as Certified Green Professional (CGP) from the National Association of Home Builders (NAHB), means that our team stays current with the latest eco-friendly products and installations in order to advise clients in choosing solutions for a healthier home environment.





WHAT NEXT?

If you are looking to build a new, or renovate an existing home, and want to prioritize the use of energy-efficient, sustainable, and "green" processes and materials, schedule an Idea Session with us today.

Together, we can turn your dreams of a dream, energy-efficient home into reality.

CONTACT US
(239) 307-2307
bjb@41west.com
41west.com

