

Selling Green

January 27th, 2009



VERIDIAN
HOMES

What is Green? What does it mean to you?



**planet
green**







Clean Water

Green Trees



Sales

I.T.

Finance

Admin



Green Bird

Being Prepared - Seriously

- The above is an example of how Green can be somewhat of an “illusion”, and frankly confusing.
- Don't Green Wash! Your customers will see right thru it.



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Why “get involved” in green?

- Everyone else is doing it
- It may help me sell more homes
- It makes me feel good
- It's the right thing to do
- I am getting pressure from –
 - The City
 - My Customers
 - My Children
 - K.C.H.B.A. –



What Does “Being Green” mean?

- We are doing the right thing
- Its harder
- Its smarter
- It cost more!
- It cost less?
- Its being responsible
- Green is good
- **It saves.....?**



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M O N E Y



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TIME



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The Environment

The Earth

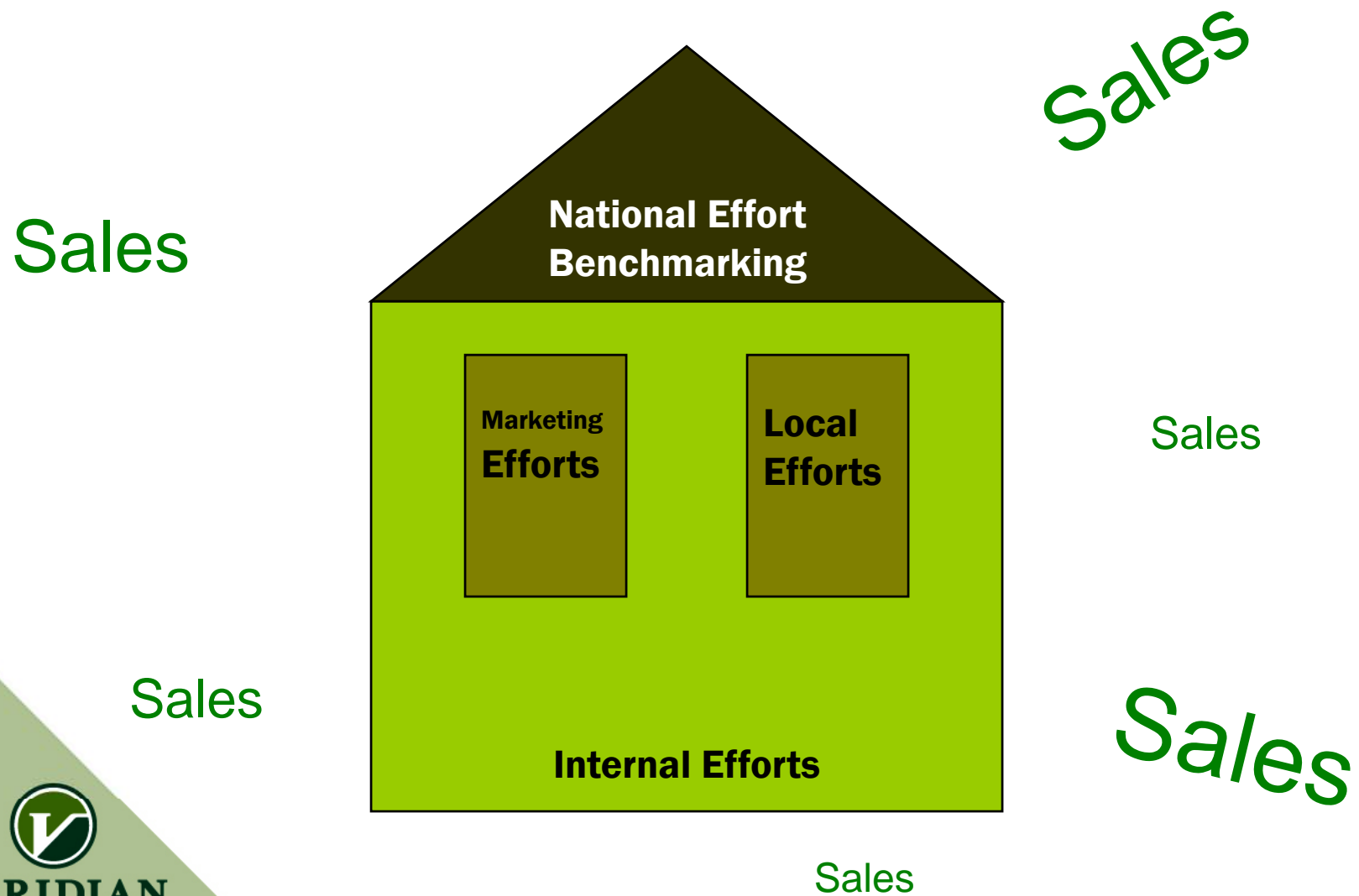


OUR MISSION

**WE BUILD GREAT HOMES BY NEVER
LOSING SIGHT OF WHAT IS IMPORTANT:**

**OUR CUSTOMERS,
OUR EMPLOYEES,
OUR COMMUNITIES
AND THE ENVIRONMENT
IN WHICH WE LIVE**

Veridian Approach



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Different Things to Different People:

- B.O.L.T
 - Bulls, Owls, Lambs and Tigers (Charles Clark)
- Train to understand what is important to the customer – First.
- Show them! Don't Tell them.



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Need To Change?

Everybody Lies — All the Time

- We speak in code
- We learned it was not good questions
- We learned to never
- We never learned to



When they cant see it, hear it, smell it, touch it, taste it, they can speak it, can you hear them?

Customer(s): _____

	D r e a m .	B u i l d .	L i v e .
Greeting <input type="checkbox"/> Accomplish <input type="checkbox"/> Happy to Help <input type="checkbox"/> Situation <input type="checkbox"/> Feel <input type="checkbox"/> Empathize			
Builder Story <input type="checkbox"/> Important about builder <input type="checkbox"/> Most important <input type="checkbox"/> Mean <input type="checkbox"/> Why			
Location/Value <input type="checkbox"/> Important about area <input type="checkbox"/> Most important <input type="checkbox"/> Why <input type="checkbox"/> Feel			
Real Situation <input type="checkbox"/> How Long <input type="checkbox"/> Recently occurred/Motivated <input type="checkbox"/> Mean <input type="checkbox"/> Feel <input type="checkbox"/> Optimal solution			
Lifestyle <input type="checkbox"/> Amenities <input type="checkbox"/> Spare time <input type="checkbox"/> Most important <input type="checkbox"/> Mean <input type="checkbox"/> Why			
Home Features <input type="checkbox"/> Home interested in <input type="checkbox"/> Features important <input type="checkbox"/> Mean <input type="checkbox"/> Why			
Summary <input type="checkbox"/> Gain agreement <input type="checkbox"/> Summarize hot buttons			

Personalized Presentation and Tie Down • Personalized Presentation and Tie Down



Tangible Benefits for the Buyer

- ENERGY EFFICIENCY
 - Tight Construction
 - Improved Thermal Systems
 - Right-Sized HVAC
 - Framing and Sheathing
 - Lighting Efficiency
 - Energy Star Appliances
- WATER EFFICIENCY
 - Low Flow Toilets
 - High-Performance Alliances
 - Engineered Plumbing Systems



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Tangible Benefits for the Buyer

- **INDOOR ENVIRONMENTAL QUALITY**

- Duct Tightness
- Combustion Safety
- Fresh Air and Spot Ventilation
- Air Pressure Balancing
- Moisture Management
- Low – VOC Paint and Carpets

- **DURABILITY**

- Optional Framing
- Air Barrier
- Thermal Barrier
- Internal Moisture Management



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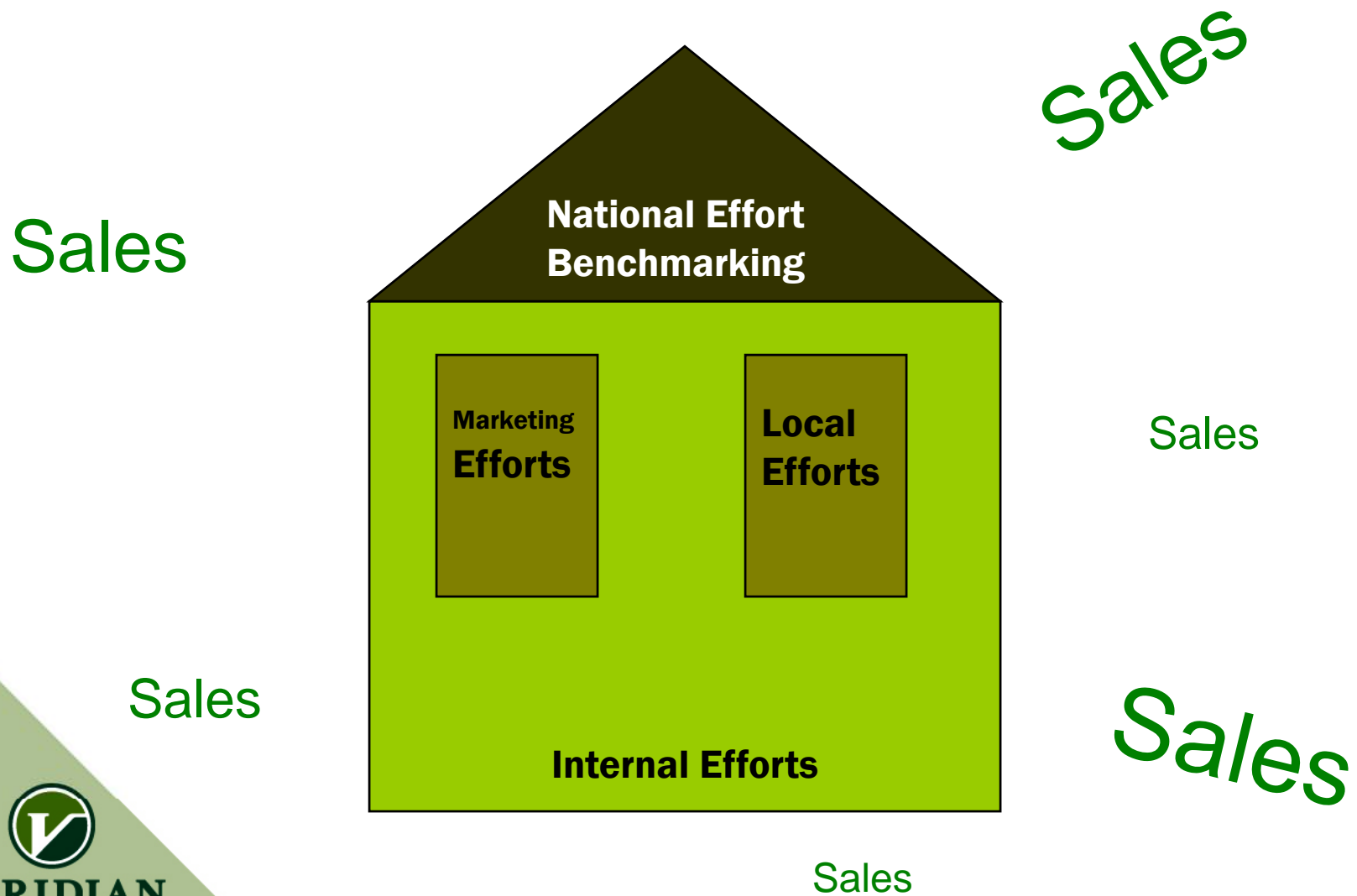
**New Home Specialist tour with
Construction on GREEN**

Building Green allows us to enjoy the outdoors!



© Ron Niebrugge / WildNatureImages.com

Veridian Approach



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D.N.R.

State Governors Office



City Of Madison

Curbside Appeal (non Veridian)



City Of Madison



Beautiful Yard
(non Veridian)



**Cardboard and Waste Containers
(Veridian homesite)**

VINYL SIDING RECYCLING PROJECT



RENEW. Transform waste into resource. This is what we believe. And with our new recycling program, Veridian recycles more material than any other home builder in Wisconsin. We believe in building with the environment, not against it.



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City Of Madison

Filling and Installing the Erosion Soxx



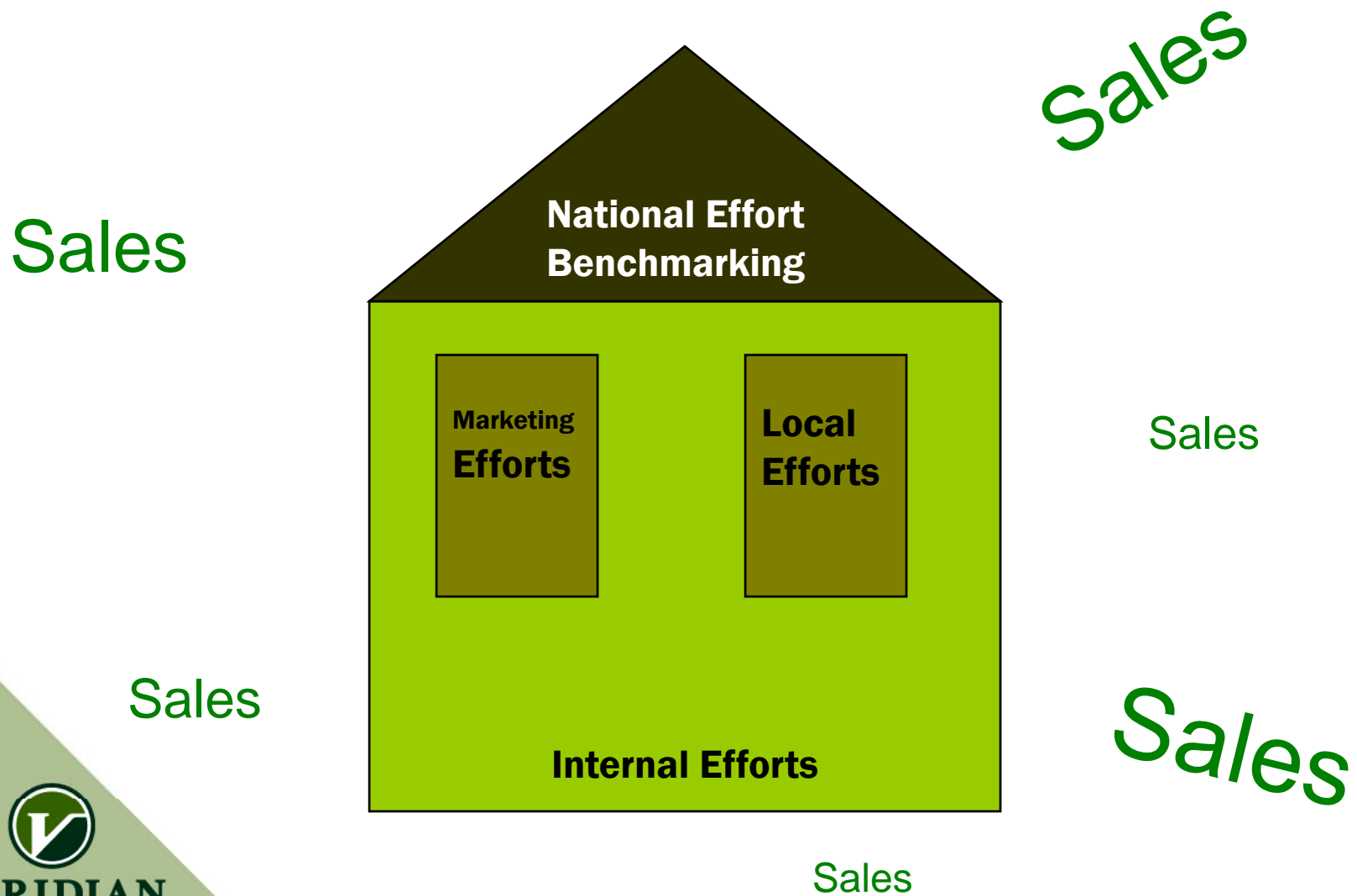




100 yd x 50 yd x 8.4 yd = 42,000 cubic yd



Veridian Approach



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Three Green Buyers

Our Monthly Energy Savings allowed us to buy our new hiking equipment.

1 - Wants to Save Money

A vibrant landscape photograph showing a field of yellow wildflowers in the foreground, a line of green trees in the middle ground, and a bright blue sky with scattered white clouds. The text "I'm saving the environment" is overlaid in the upper half of the image.

I'm saving the environment

2 - Wants to Save the Environment

For my health and family.

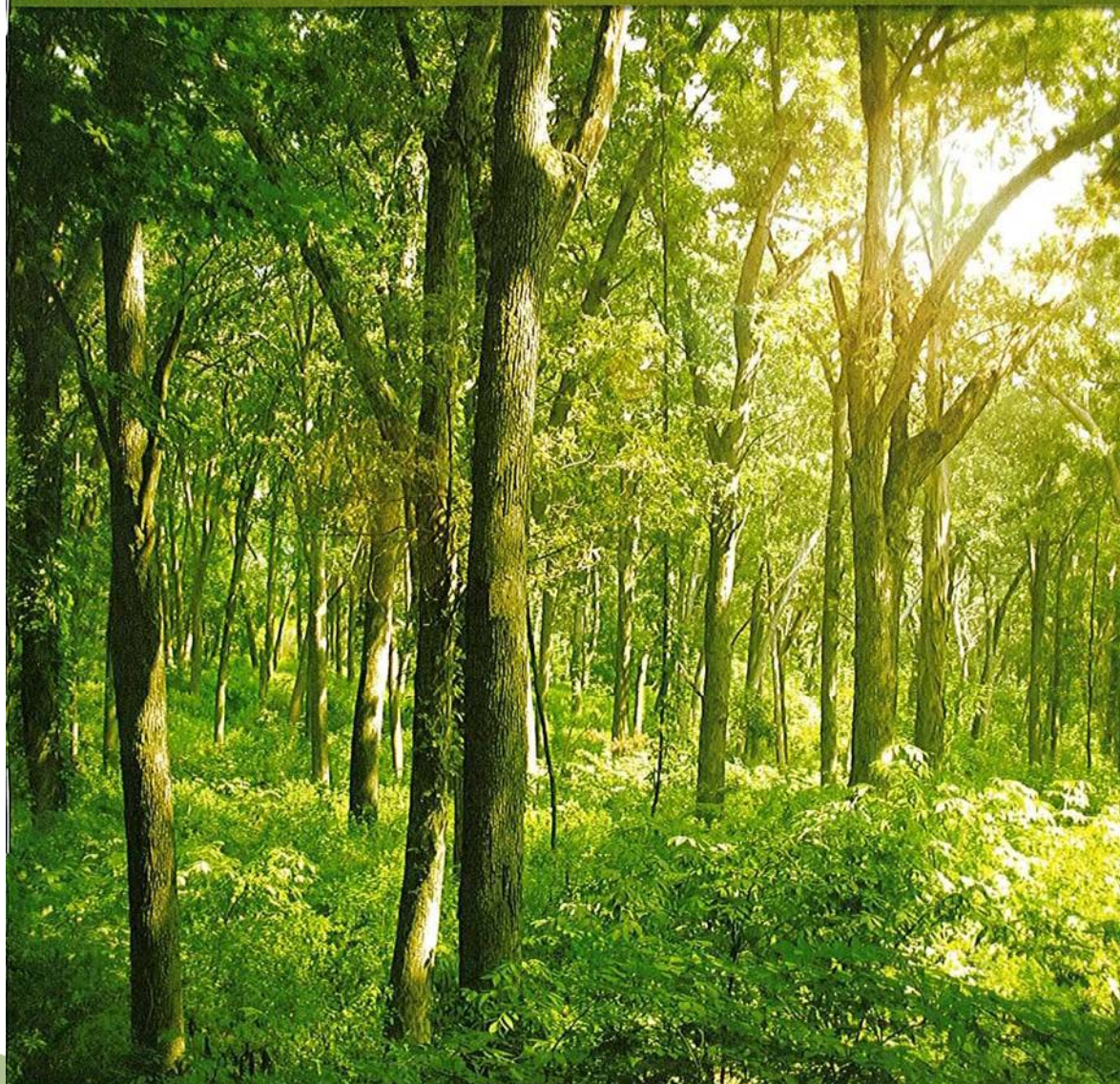


**3 - Wants a Home that is Better for their Health
and Family**

Marketing Efforts

VERIDIAN HOMES GREEN INITIATIVES

Rethink. Reuse. Renew.



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I SAVED 13 TREES

— Russ Werth, Veridian Homeowner

Veridian recycles over 10,000 cubic yards of wood and cardboard annually, which translates to nearly 8,500 trees a year.



RETHINK. Dedication to the environment first means changing how we think. It means starting over and looking at every aspect of the building process – from the materials we select to the vendors that we use. All with the singular goal of building a home that's environmentally responsible. We know innovation builds better homes. Plain and simple. And it is this spirit of constant improvement that inspires us. By creating concept homes, such as our ground-breaking Welcome Home, we've pushed the boundaries of energy efficiency, durability and comfort. From advanced framing techniques to Low E windows, we've found improvements that are being incorporated into every home we build.

High-Performance Homes

At Veridian Homes, we've adopted some of the highest energy-efficient and environmentally-friendly standards in the nation. The products and processes we use in every home are specifically selected for their ability to provide energy efficiency, comfort and durability in Wisconsin's climatic changes.



Every Veridian home is Wisconsin ENERGY STAR® and Green Built Home™ certified. Which means energy-efficient homes that are healthier, safer and more durable than a comparable home built to standard code. In addition, they have a reduced impact on their surroundings and a higher resale value.

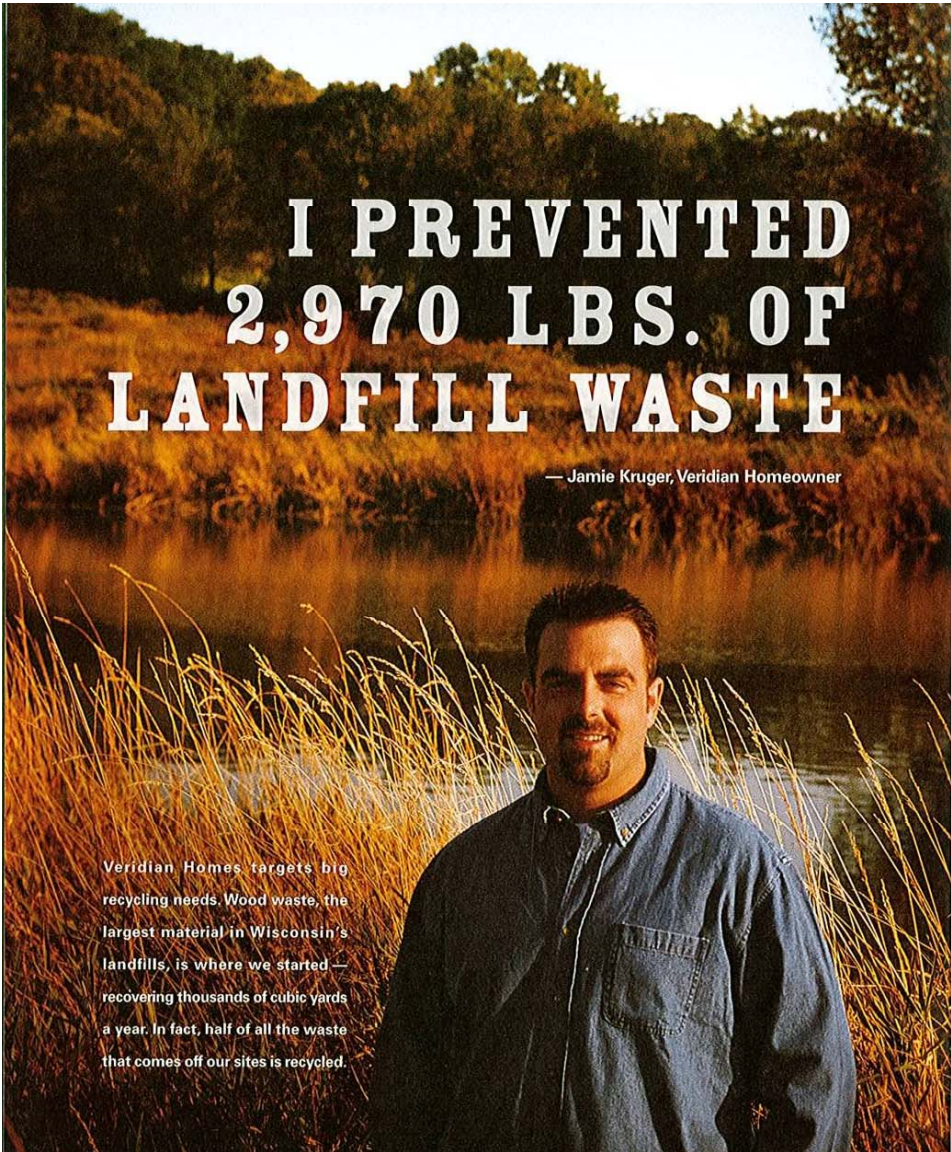
Proper ventilation, low VOC paint and a whole house air filter ensure a better indoor air quality and a more comfortable home.

Properly installed insulation and draft-free construction reduces monthly energy bills. Which means your new home is good for the environment and your pocketbook.

Our blower door test ensures that every Veridian home is built airtight to avoid high heating and cooling costs, poor air quality and excess moisture.

**I POWERED A HOME
FOR 2 MONTHS**





I PREVENTED 2,970 LBS. OF LANDFILL WASTE

— Jamie Kruger, Veridian Homeowner

Veridian Homes targets big recycling needs. Wood waste, the largest material in Wisconsin's landfills, is where we started — recovering thousands of cubic yards a year. In fact, half of all the waste that comes off our sites is recycled.



RENEW. Transform waste into resource. This is what we believe.

And with our new recycling program, Veridian recycles more material than any other homebuilder in Wisconsin. But our commitment to replenishing the environment goes far beyond the homes we build. We devote time and resources to land planning, habitat restoration and water conservation in order to restore harmony between communities and their environments. From native prairie restoration in Ice Age Falls to oak tree preservation in Smith's Crossing, we believe in building with the environment, not against it.

Environmentally-Friendly Homes

Each year, 700 million pounds of polyurethane foam trim (from things like sofas, mattresses, automotive interiors, etc.) are recycled into bonded carpet cushion. It's one of the largest uses of recycled material in the world and Veridian is proud to contribute to this initiative by using bonded carpet cushion in all of our homes.

Our custom cabinetmaker, Marshall Towne Millwork, uses recycled content materials to create products like our wheatboard shelving.

Processing our building byproducts, such as wood, allows us to save up to 848 tons of waste annually. And by turning that wood into useful materials, like mulch and compost for our silt sock initiative, we also help keep construction runoff where it belongs, on the construction site.

Less transportation means less pollution. And so, whenever possible, Veridian works with local vendors, creating a sustainable community of partners that help make a smaller impact on the environment.

Interest Rates are Low.

Now is the time to buy a new Veridian Home.

GREAT RATE

4.375%
APR

30-YEAR FIXED

Looking to buy a new Veridian home but worried about selling your old home first? Ready to enter the world of homeownership but stuck in a lease? Well, we have good news. Veridian offers many options and financing programs to help you out. To find out more information, visit veridianhomes.com today.

*Rate effective 1/25/22. Rate subject to change. Other financing programs available. Some restrictions may apply.



Green is Keen.

Every Veridian home is Wisconsin ENERGY STAR® and Green Built Home™ certified, which can save \$686 annually on your utility bills.* Ask a New Home Specialist about our high performing homes today.

*Estimated savings based on a comparison between a Veridian home built to standard specifications and a similar home meeting building code requirements. Utility rates are based off of current MG&E rates.

Plus, we'll pay all of your closing costs.

No appraisal fees, title fees, or lender fees! That's right, absolutely no closing costs when you finance your Veridian home through InterLink Funding. To find out more about this exceptional offer from Veridian Homes, contact us today: 608-226-3000

*Offer valid for new closing fees, excludes HOA and prepaids. Must be a customer of Veridian Homes and InterLink Funding.

OPEN TODAY 1/25 NOON - 4PM

MIDDLETON

HIDDEN OAKS

From \$240s, Workforce Housing from \$220s - From Hwy. 12/18, go west on Airport Rd., turn left on Pleasant View Rd., right on Evergreen Rd., and left on White Coral Path.

WEST MADISON

CARDINAL GLENN

From \$220s, Condos from \$170s - Take Mineral Point Rd. west, turn left on South Point Rd., and left on Briar Haven Dr.

HEATHER GLEN

From \$220s - From County Hwy. M, go east on Cross Country Rd., and left on Stonebridge Dr.

LINDEN PARK

From \$230s - Take Mineral Point Rd. west, turn south on County Hwy. M, right on Valley View Rd., and left on Lone Oak Lane.

EAST MADISON

GRANDVIEW COMMONS

From \$210s, Condos from \$170s - From Highway 51, take Cottage Grove Rd. east 2 miles, turn left on McLean Dr., and left on Sharpsburg Dr.

SUN PRAIRIE

SMITH'S CROSSING

From \$210s - From Hwy. 151, take exit #100, turn south on Rainier Rd., and left on O'Keefe Ave.

ALREADY OWN LAND?

BUILD ON YOUR LOT

Contact us for information about building a Veridian home outside of our neighborhoods.

OPEN DAILY

VISIT OUR DESIGN STUDIO

Be sure to visit our Design Studio at 6801 South Towne Drive to see kitchen and bath vignettes.



VERIDIAN HOMES

6801 South Towne Drive, Madison
608.226.3000 • veridianhomes.com

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Green is Keen.

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Save the DATE

HOME BUYER'S SEMINAR

Attend this fast-paced home buyer's seminar and learn all of the in's and out's of the home building and buying process. From selecting a floor plan to choosing the fixtures and finishings for your new home, every detail will be covered.

- Find out how simple programs like Lease Liberation and Guaranteed Sale can help get you in your new dream home.
- Learn about how the tax benefits of homeownership can add up to large savings. Plus, find out how you can save \$686* annually on your utility bills.
- See how easy it is to build and personalize your dream home from start to finish. It's easier than you may think!

For more information on Veridian Homes, contact a New Home Specialist at (608) 226-3000 or visit veridianhomes.com.

FREE GIFT WITH PURCHASE

When you attend this fast-paced seminar, you'll receive \$500 in free upgrades towards your dream home. So go ahead, take a few extra minutes to peruse the Design Studio for ideas on how you can accessorize your home even more! To qualify, meet with your New Home Specialist and sign a contract by February 28, 2009.



WIN A \$50 POTTERY BARN* GIFT CARD

One lucky attendee will be selected to win a \$50 gift card to Pottery Barn at the end of the seminar!

DESIGN STUDIO 6801 SOUTH TOWNE DRIVE
WEB VERIDIANHOMES.COM INFO 608.226.3000



JANUARY 22

REFRESHMENTS & HORS D'OEUVRES

6:00 to 6:30 PM

PANEL PRESENTATION

6:30 to 7:30 PM

RSVP TO RESERVE YOUR SEAT

Email seminar@veridianhomes.com or call 608.226.3000. Seating is limited, so sign up today!

For more information, please visit www.veridianhomes.com.

DIRECTIONS

Located across from the new Wal-Mart Supercenter. From South Towne Dr., turn west on Royal Ave. The Design Studio entrance faces the Beltline.



NEW HOME BUYER'S SEMINAR AGENDA

VERIDIAN HOMES • JANUARY 22, 2009

CREATE THE PERFECT HOME

I. WELCOME TO VERIDIAN HOMES

John Maasch, Vice President of Sales and Marketing, Veridian Homes

II. PROGRAMS & COMMUNITY UPDATES

Jeff Greenlee & Todd Pierce, New Home Specialists, Veridian Homes

III. TAX BENEFITS OF HOME OWNERSHIP

Brian Walsh, Certified Public Accountant, Virchow Krause and Co.

IV. FINDING THE BEST LOAN FOR YOUR HOME

Bryan Bazan, Senior Loan Officer, InterLink Funding

V. MAKING YOUR HOUSE YOUR HOME

Laura King, Design Studio Consultant, Veridian Homes

VI. BUILDING HIGH PERFORMANCE HOMES

Cory Roberts, Personal Builder, Veridian Homes

VII. WISCONSIN ENERGY STAR® AND GREEN CERTIFIED HOMES

Dave Alberts, Senior Personal Builder, Veridian Homes

VIII. CREATING A GREEN LAWN

Everett Harder, Account Production Manager, The Bruce Company

IX. Q & A

If you have any additional questions regarding the topics presented, we will be happy to answer them. Just send us an email at seminar@veridianhomes.com and put "seminar questions" in the subject line.



MORE INFORMATION

Don't forget to peruse the contents of this folder for information on:

- Facts on the Dane County housing market
- The benefits of a new home versus a used home
- Decorating resources





EVERETT HARDER

Creating a Green Lawn
The Bruce Company





High Performance Homes

Green Built Homes certification ensures that the home is:

Efficiently using resources

Indoor air quality/ventilation

Combustion Safety

Recycling



High Performance Homes

**ENERGY STAR® Homes certification ensures
that the home is:**

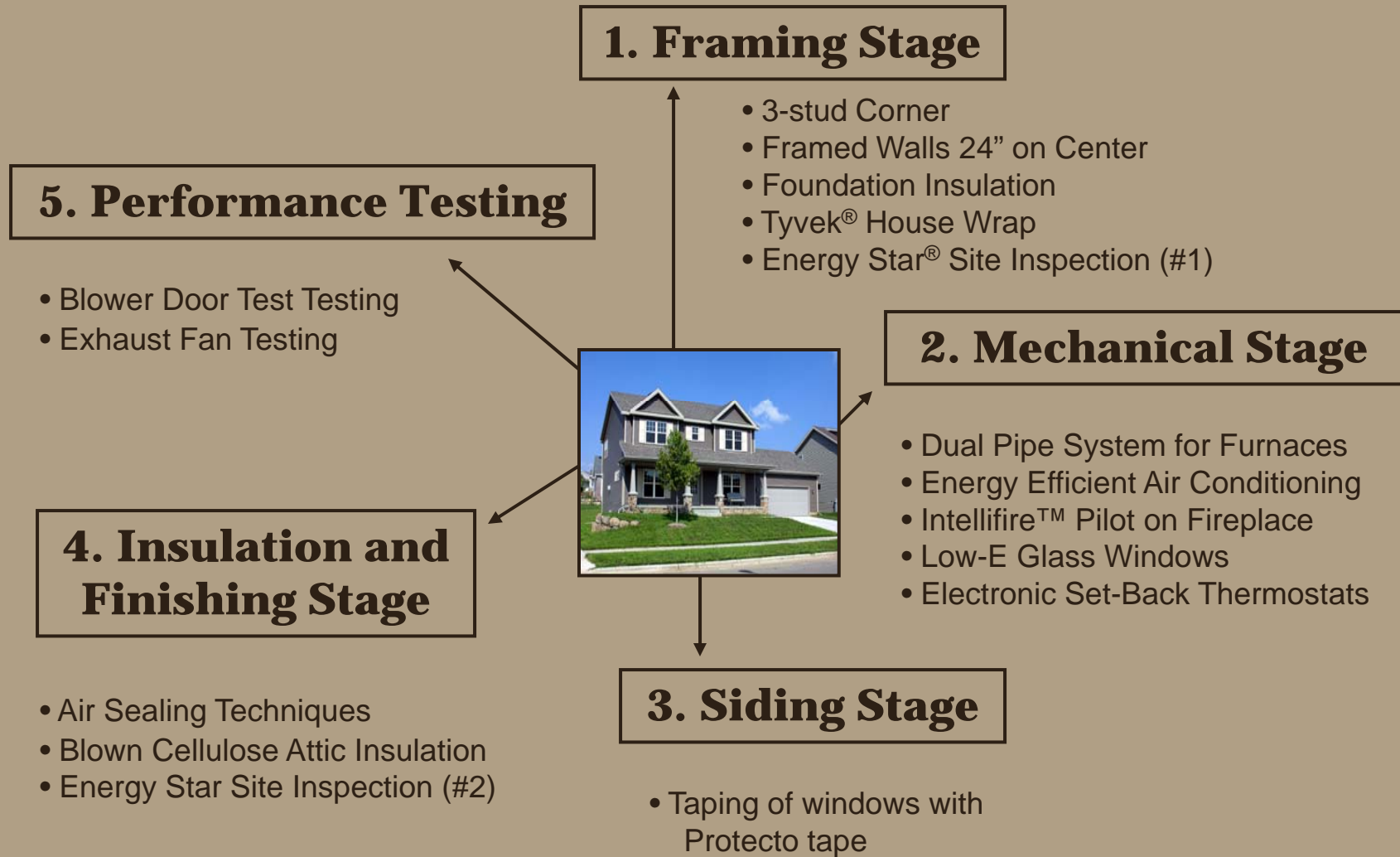
Energy efficient

Comfortable

More durable

Safe

Veridian ENERGY STAR® Certified Home



ENERGY STAR® HOMES

Independently inspected by a 3rd party:

30% more efficient than homes built in 1993

Up to 25% more efficient than state energy codes

Ensures your home has:

Building envelope upgrades

High performance windows

**Upgraded heating and cooling
systems**

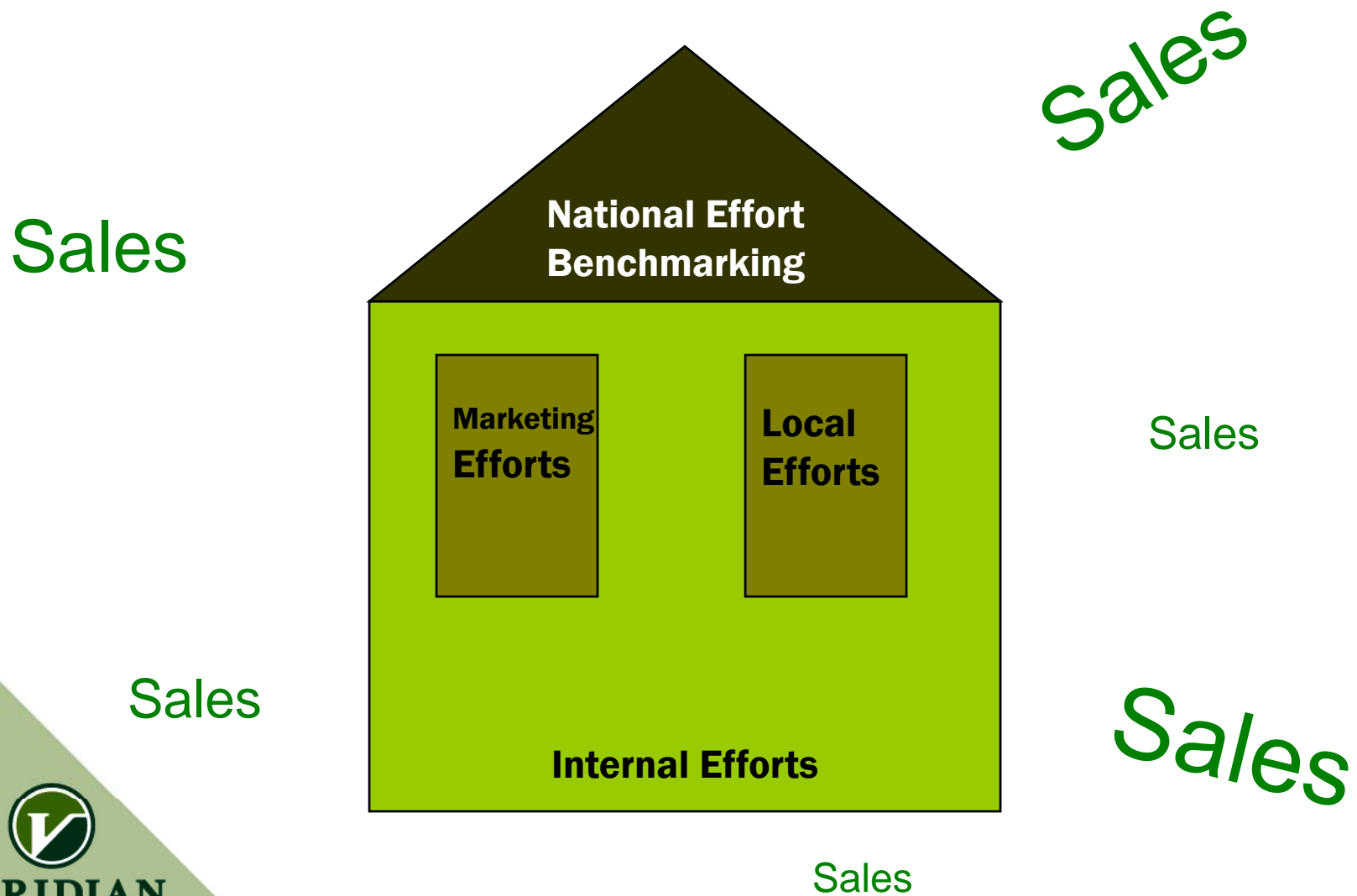
Tight duct systems

Upgraded water heater equipment

Healthier home/cleaner air



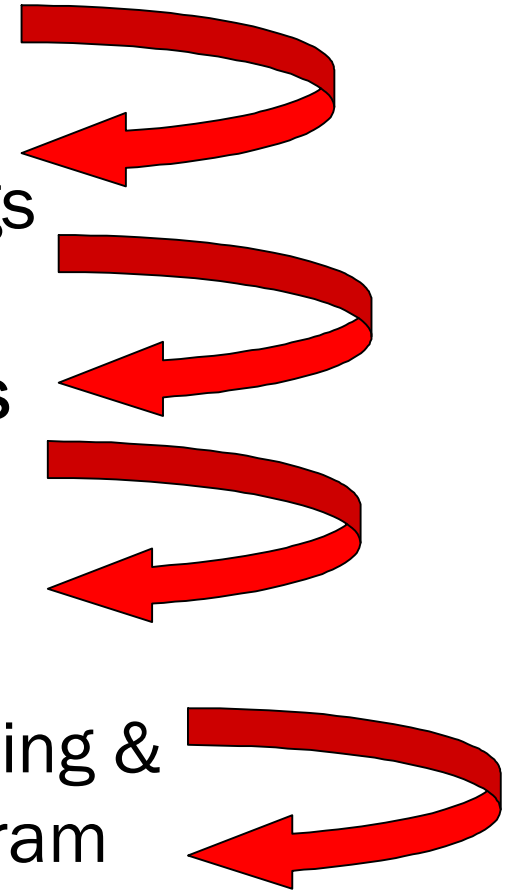
Veridian Approach



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Internal Plans Linked at Many Levels

- Quarterly Management Meetings
- Monthly/Weekly Department Meetings
- Bi-weekly Team Meetings
- Weekly One on Ones
- Performance Planning & Development Program
- Gain\$hare



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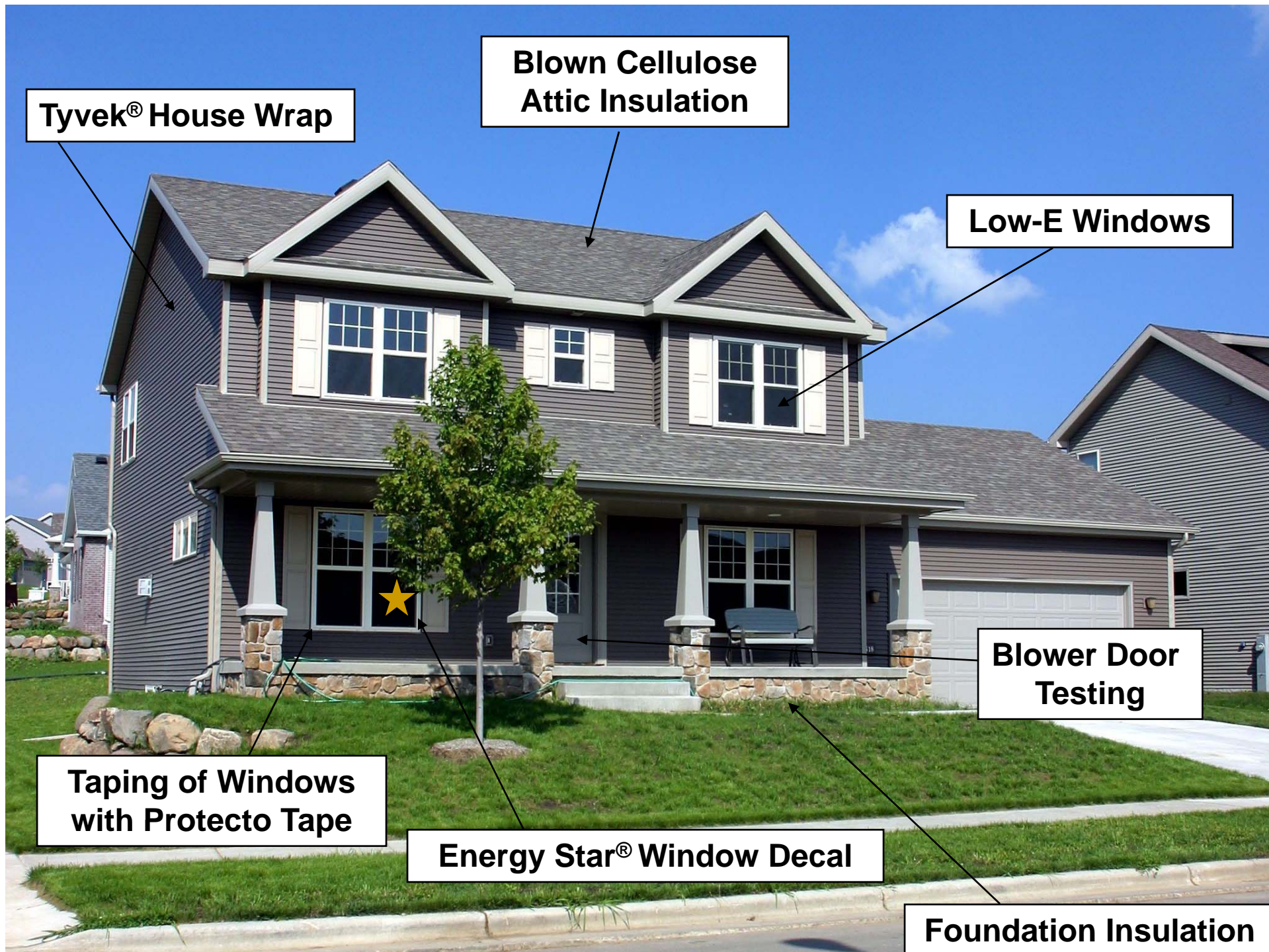
Internal Efforts

Team Meetings



2006 Energy Star Sales Training Tool

Veridian Homes, LLC



Tyvek® House Wrap

**Blown Cellulose
Attic Insulation**

Low-E Windows

**Blower Door
Testing**

**Taping of Windows
with Protecto Tape**

Energy Star® Window Decal

Foundation Insulation

Energy Star® Window Decals



2006 Energy Star Sales Training Tool



Veridian Homes, LLC

Energy Star® Features At Framing Stage

Tyvek® House Wrap

- When you go out in bad weather, you wear a jacket to protect yourself from the rain and wind. A home should be protected in the same fashion by using a house wrap.



2006 Energy Star Sales Training Tool

VERMILION HOMES, LLC

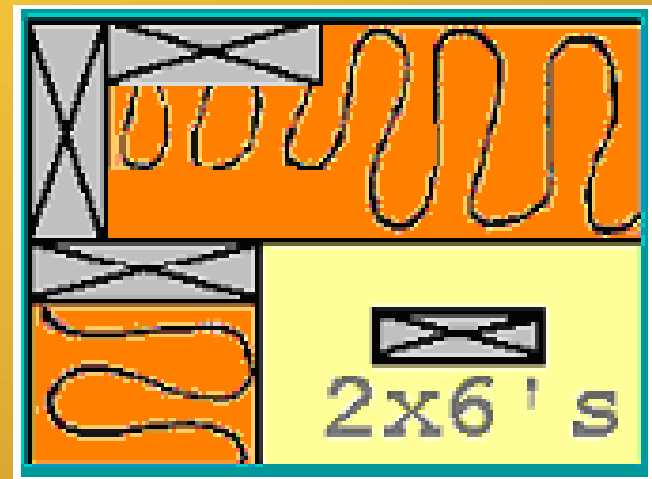
QUIZ!

- Which of these 3-Stud Corners will save more energy in a Veridian home?

A.



B.



2006 Energy Star Sales Training Tool

Veridian Homes, LLC

QUIZ!

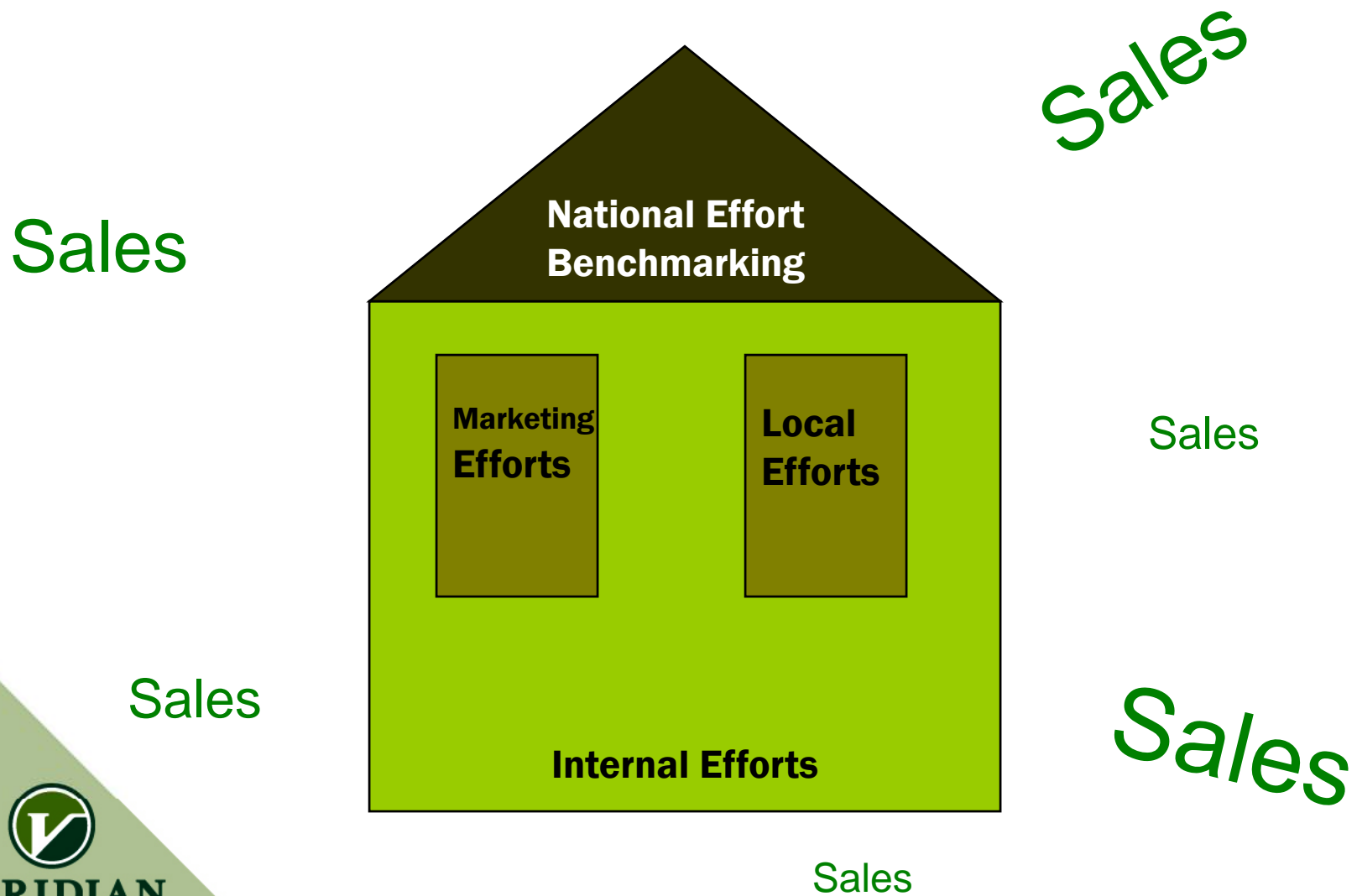
- What is the purpose of the LOW-E coating on our windows?



ANSWER: To reduce the amount of solar heat that passes through!



Veridian Approach



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Building on Quality

- 2004 & 2005 Energy Star Partner of the Year
- 2004 Certified Quality Builder QEHS
- 2005 National Housing Quality Silver Award
- 2005 National Design Studio Award
- 2006 National Housing Quality Gold Award
- 2006 Green Tier & Clear Lakes Charter
- 2006 WasteCap Partner of the Year
- 2006 Governor's Environmental Award
- 2006 Waste Recycling Partnership Award
- 2006 & 2007 Energy Star Sustaining Partner Award
- 2007 Innovative Housing Technology Award
- 2007 CIO Awards
- 2007 Builder of the Year, Energy Value Housing Award
- 2008 Builder of the Year, Professional Builder
- 2008 Gold Award, Energy Value Housing Award
- 2008 SAFE Award, Professional Builder



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Involvement in Energy Programs

- Energy Star Homes 2280
- Green Built Homes 2180
- LEEDS pilot 6
- Build America/CARB/Zero 2
- Waste Recycling Programs 1600



VERIDIAN
HOMES

Innovative Environments

- TND Dedicated to Smart Growth
- 100% of All Veridian Homes Earn Wisconsin Energy Star and Green Built Home Certification
- For Every 10 Homes Built by Veridian, It Will Save Enough Energy to Power One Additional Home for a Year
- In 2004-06, Veridian Homes Prevented Over 1.3 Million Pounds of Carbon Dioxide and Over 1100 Pounds of Nitrous Oxide From Being Released Into the Atmosphere



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Strategic

NHQA



Tactical

**Builder & Trade
Certification**



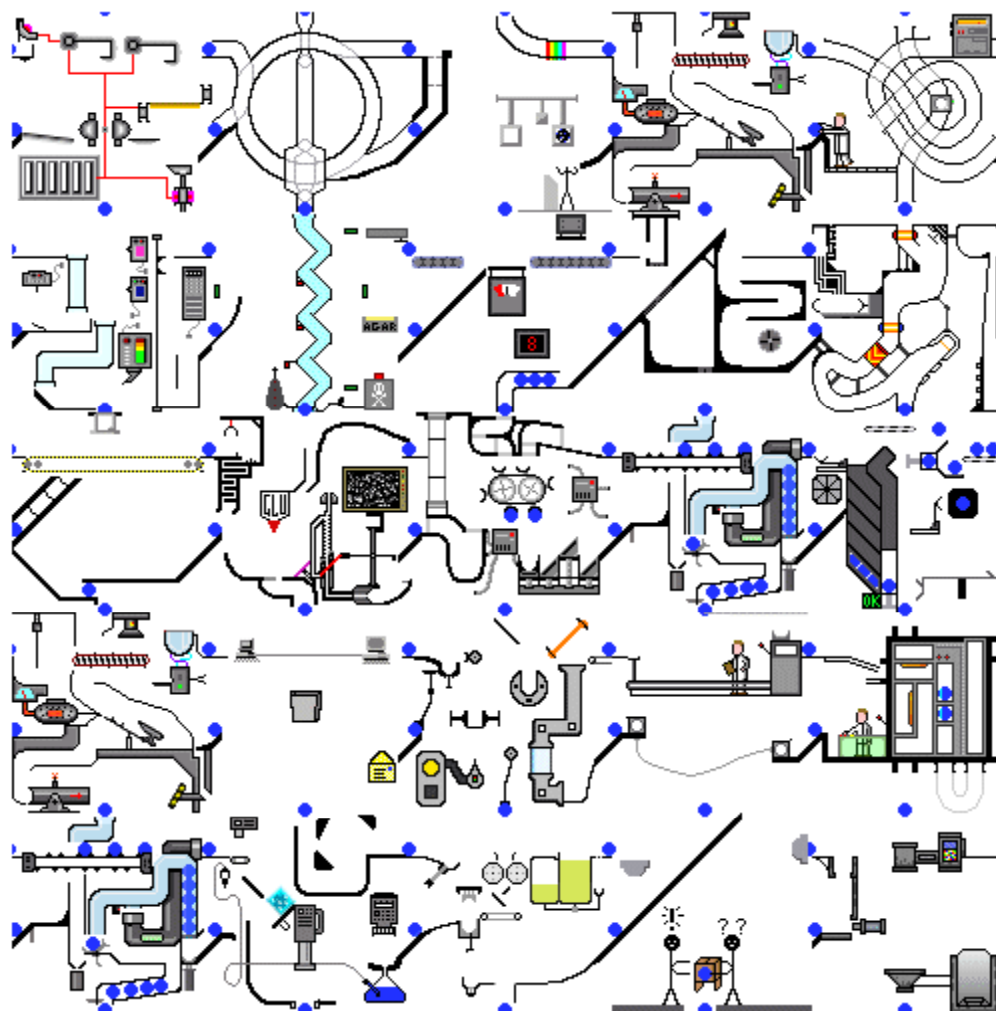
Operational

The Quality Improvement Toolbox

- DMAIC
- Flowcharting
- OFIs
- Action Plans



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Going Green – A Summary

- Approach requires “Efforts” from:
 - Sales
 - Internal
 - Marketing
 - Local
 - National
- Don’t “greenwash” your buyers
- Know your facts, make green fun



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Going Green – A Summary

- Create bragging rights for buyers
- Peace of mind for buyers – 3rd party certification
- Happy homeowners: 74% of homeowners say that being green was important when selecting Veridian as their builder



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Thank you!



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