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*Collinsville Herald
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Monroe County Clarion
St. Clair County Journal
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*St. Louis Post-Dispatch New Home Folio
St. Charles Journal
Wentzville Journal
February 14, 2010*

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BUILDING YOUR NEXT HOME

GREEN BUILD UP

*Cost Effective Green
is a Trend to Watch*



**THE KEY TO THE
MAINSTREAMING OF GREEN**
is to make sure that consumers understand the value of green upgrades – and exactly how cost-effective that sustainable construction can be in the long run, according to four green home building professionals who spoke at a press conference at the National Association of Home Builders' International Builders' Show in January.

SEAN FLOWER
President, Home Builders Association of St. Louis & Eastern Missouri

Builders, remodelers and product manufacturers are beginning to green their processes and incorporate more energy, water and resource efficient features. They are learning how to reduce waste on the job site to save enough money to pay for these upgrades – and help ensure that the builder makes a profit, according to consultant Steve Bertasso, who helps builders achieve these measures.

Green building has truly reached the tipping point because it's moving out of the custom home market into the realm of high-production homes, he added. "This year is going to be a big change in the production [building] environment," Bertasso predicted. "Consumers are asking questions they didn't ask two and a half years ago and contractors are making better decisions."

Builders will be educating consumers on air sealing, the importance of right-sized heating systems and good insulation, and the advantages of rooms that can serve more than one purpose so the home can be smaller and less expensive.

The HBA bases its Green Building Initiative – Home Verification Program on the National Association of Home Builders' Model Green Home Building Guidelines. For more information about the HBA's Green Building Initiative – Home Verification Program, go to www.stlgreenbuilding.com and visit www.stlhba.com to search for new homes built by HBA members!