



Call for Entries - 5th Annual Green Home Tour - May 15, 16, 22, and 23, 2010

Early Bird entry deadline and fee – December 18, 2009 -- \$800

Regular entry deadline and fee – January 8, 2010 - \$850

Final entry deadline and fee – January 22, 2010 -- \$900

Now entering its fifth year, the Green Home Tour is a successful public event that:

- ❖ Provides an opportunity for green builders to market their homes and/or their abilities to potential buyers;
- ❖ Enables members of the general public to see a variety of green features and talk directly to green builders;
- ❖ Builds awareness about the availability of certified green homes in all price ranges and styles;
- ❖ Allows GHBT vendor members to raise awareness of their products through tour events and materials.

“The 2009 Tour was a very successful event for us. A couple who visited our entry during the tour later signed a contract with us to build an extremely interesting, highly sustainable home in Raleigh. It’s the biggest contract we have ever had.”

- Randy Lanou, BuildSense

Public Tour Hours:

Saturday, May 15, 2010 – noon to 6 pm

Sunday, May 16, 2010 – noon to 6 pm

Saturday, May 22, 2010 – noon to 6 pm

Sunday, May 23, 2010 – noon to 6 pm

Want to know more? Attend one of the builder orientation breakfasts:

Wednesday, November 18 – 9 to 10:30 am – HBA of Raleigh-Wake County

Thursday, December 10 – 9 to 10:30 am – HBA of Durham, Orange & Chatham Counties

RSVP to Leigh – 919-493-8899; leigh@hbadoc.com

Qualifications to enter: Homes entered in the Green Home Tour must be built by members of GHBT, and the homes must be enrolled in the GHBT or NAHBGreen certification program (or must have already completed the certification process in one of these programs). The entries do not need to be completely finished in order to be included in the tour; in fact, an unfinished entry would enable the builder to show the green features that would be covered up in a finished home. As a general guideline, all entries should be at least to framing stage by the time the tour is held.

Homes on the tour may be either occupied or unoccupied. If the home is occupied, the owner will be required to waive all claims against the HBA and the builder for any loss or damage during the tour. In the case of an owner-occupied home, the owners and builder of that entry may elect to have it open for only one weekend if they wish.

Tour book input: Entrants will be responsible for providing input for the Green Home Tour book, including floorplans, directions, and a list of green features (transmitted electronically). Entrants must also provide either a high-resolution photo of the home (preferred) that’s suitable for print or a professionally-drawn rendering if the exterior of the home is still too rough for a good photo by the print deadline. If a rendering must be used rather than a photo, the builder is responsible for making arrangements with the artist and covering the cost.

Staffing of the entry during the tour: The tour entry must be staffed by a knowledgeable person who can explain the green features of the house. The tour committee will attempt to recruit GHBT members to serve as volunteers at entries, but builders should plan to recruit their own assistants as needed. In previous events, some of the builders have found that vendors who supplied materials to the entry are a good source of help during the tour.

Builder orientation breakfasts: Builders who are interested in entering the tour are encouraged to attend one of the two orientation breakfasts that will be held before the tour entry deadlines. Builders who attend one of these breakfasts will be eligible to receive a \$50 refund on their entry fee if they submit ALL required materials by the submission deadlines stated on the tour entry form.

Multi-entry discount: A multi-entry discount of \$50 will be available for all entries after the first house a builder enters in the 2010 event. Accordingly, the first entry for the 2010 Tour will be at the normal cost. The fees for the second and third entries (and so on) will each be reduced by \$50. Please note that you can obtain either this discount or the discount for attending the builder orientation breakfast. Therefore, the maximum discount per entry is \$50.

Promotion of the event: The event will be promoted through yard signs, print advertising, web site, press releases, radio and TV ads, and other marketing methods.

Requirement to enter: Return the completed entry form, certification application, calculator, and entry fee by the final entry date of January 29, 2010. Please contact Leigh Scott (leigh@hbadoc.com; 493-8899) at the HBA office more information.

Concurrent event: Green Home Tour for NAHB's National Green Building Conference – Sunday, May 16, 2010

A small number of projects will be selected for a separate home tour that will be held in conjunction with NAHB's National Green Building Conference. While the tours will be happening at the same time, they are two distinct events. There may be some overlap in the sense that some homes may be in both tours; however, entry in GHBT's Green Home Tour is not necessary for a project to be considered for the conference tour. Please note that all local marketing efforts will be directed toward entries on GHBT's Green Home Tour; homes on the conference tour will be publicized primarily to conference attendees, and public marketing benefits from the conference tour are not likely.

The National Green Building Conference will be held at the Raleigh Convention Center on May 16, 17 and 18, 2010, and the conference tour will be a one-day event for conference attendees on Sunday, May 16. While the concept is similar to our Green Home Tour, there are several differences, as follows: 1) Attendees of the convention tour will be builders, remodelers, and other industry professionals who will be interested in the technical details and building science, as well as the marketing aspects of the entries; 2) Attendees of the convention tour will be paying for the tour; and 3) NAHB staff members will be handling the logistical details of the conference tour, although GHBT members will be assisting as local hosts.

If you wish to have your project considered for the conference tour, you will need to be prepared with sufficient staffing to host a busload of attendees at your home. You will be encouraged to invite GHBT volunteers to assist as hosts and tour guides in your home while the conference tour attendees are present. Several busloads may visit your home during the tour hours (from about 8 am to 2 pm), although there should only be one bus present at a time. At the request of the conference organizers, homes on the conference tour (if also on GHBT's Green Home Tour) will not be open to the public while the conference tour is being conducted, so you will not need to accommodate both audiences simultaneously.

In order to be considered for the conference tour, projects must be scored according to the ANSI National Green Building Standard and must be enrolled for GHBT or NAHBGreen certification (or previously certified). Homes to be included in the conference tour will be selected by a panel consisting of GHBT members and the tour sponsor. The panel will aim for diversification of entries and will select entries that are within a reasonable distance of the convention center and the other homes on the tour. Homes can be under construction or finished and occupied. Selection criteria will include (but will not be limited to) the following: unique green features in the home; certification level achieved; interesting architecture or design features of the home; location of the home relative to the convention center and other selected homes; bus accessibility, and degree of completion of the project. Conference tour attendees will be particularly interested in viewing unique green features and technologies.

The Green Home Tour entry form will contain a box that you can check if you are interested in having your project considered for the conference tour. There will not be a separate entry form or fee, though entrants will need to provide the additional information requested by the selection panel. Please note that this is not a competition, and the greenest home doesn't necessary get a spot on the conference tour. The panel will choose an exceptional and diverse group of homes that will help draw people to the conference and will educate all those who participate in this tour.

If your project is selected for the conference tour, you will be interviewed about your home by the editor for the convention tour book, and you will need to provide high-resolution photos that are suitable for print. You will also be required to release your project scoresheet, which may subsequently be printed in tour materials or posted on a website.