



THERE'S GREEN AND THEN THERE'S LEED®

QUESTIONS/TALKING POINTS

I see these homes are “LEED.” What is LEED anyway?

Think of it like this: there's green and then there's LEED. Our homes are LEED.

Okay, can you tell me more?

LEED is a rating system that measures how green a building is. All around the world, LEED is the standard for green buildings: offices, hospitals, schools, stores – and homes.

So why should I care? How does LEED make this a better home?

Four critical ways:

- Savings: This home will save you energy, water, and therefore money.
- Health: This home has been built to provide a healthier environment for you and your family.
- Value: While there are no guarantees, LEED buildings often sell for more, and in less time, than non-green buildings.
- Track Record: The U.S. Green Building Council administers the LEED green building certification program. It makes sure your home is inspected and tested by a third party so you can be confident that it will perform as you expect it to.

Seems like I would have heard of LEED. I wonder why I haven't?

LEED for Homes is only a few years old, but you've probably seen or been in LEED buildings.

There are more than 10,000 LEED-certified office buildings, hospitals, schools, stores – even baseball fields, and more than 40,000 commercial buildings worldwide going through the LEED process.

LEED buildings in the U.S. include the Willis (formerly Sears) Tower in Chicago, Dell Children's Hospital in Austin, the California Academy of Sciences in San Francisco, the Empire State Building – even your local Starbucks.

In short, LEED is everywhere. Because saving energy, water, resources and money are good for the environment and the pocketbook!

I hear a lot about other green building programs. What makes LEED special?

LEED's national reach means it has a lot of traction in the market. It's the most difficult to achieve, too. Its rigor, and the fact that it requires third-party validation means you can count on LEED to deliver.

What do the levels (Certified, Silver, Gold, Platinum) mean?

LEED homes must meet 18 mandatory measures, then earn enough optional points to reach certification.

Higher-scoring homes within the LEED rating system can earn higher certification levels (Silver, Gold, Platinum).

But every LEED home sets an example of the best in sustainable living.

Can you give me a bit more information on how LEED approaches each of those 'green' categories you mentioned?

- Energy: LEED requires that a home's energy performance exceed any local code requirements by at least 15%. This includes testing of the home's overall envelope and its ductwork, as well as multiple inspections during construction. Quality insulation is key.
- Water: LEED requires that the home incorporate a minimum number of water efficiency measures Low-flow toilets and faucets make a dramatic impact in water use with no inconvenience.
- Indoor Air Quality: LEED ensures that the home ventilates properly, requires high-efficiency air filters and reduces moisture, helping eliminate mold and mildew.
- Materials: LEED ensures that construction waste is minimized and that environmentally preferable products are used where possible.