

**GREEN** is the new buzz word.  
Now is the time to begin marketing **YOUR COMPANY**.  
Take one small **STEP**.

## Jayne Tips™ for Builders

### Lot Design, Preparation, and Development

- Pay attention to your site
- Minimize the disturbance

### Resource Efficiency

- Use recycled-content, salvaged, or reusable materials; prefinished materials
- Watch your waste
- Engineered products, pre-cut and pre-built components
- Source separate construction waste



### Energy Efficiency

- Documentation is required
- Hire energy consultant for professional advice

### Water Efficiency

- Conserve water
- Energy Star appliances
- Dual flush toilets or low flow toilets
- Native landscaping using soaker hose irrigation or no irrigation



### Indoor Air Quality

- Use low or no VOC paint and adhesives
- No carpet or reduced carpet
- Mold prevention and mold remediation

### Operations, Maintenance, and Homeowner Education

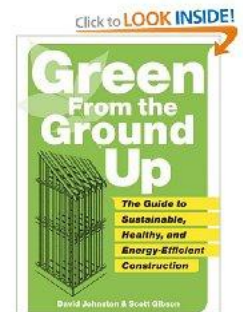
- Create a standard homeowner binder
- Go over binder in depth with client
- Provide detailed information on the “green” products and features of the home

### If You Only Remember a Couple of Websites

- Northwest Energy Star  
<http://www.northwestenergystar.com>
- Built Green  
<http://www.builtgreen.net>
- American Lung Association  
<http://www.alaw.org>

### A Few Good Books

- *Green from the Ground Up* by David Johnston
- *Natural Remodeling for the Not-So-Green House* by Carol Venolia and Kelly Lerner



### Contact Information

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A Construction Resource Website:

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<http://secondnatureconsulting.com>

*pictures provided by ecohaus*