Selling High Performance

Rob Jordan

AHFC Research and Rural Development

I love sandwiches, how about you?


REBEL
WITHOUT A

Develop a Cohesive Brand

Start with a concept and develop the brand around that

Alaska Housing
FINANCE CORPORATION

HOME

WHAT WE DO

WHO WE ARE

PRESS

CONTACT

KYLA ZANARDI
CREATIVE

A WHIZ WITH A CAMERA WHO WILL EAT ANYTHING. MAKES THINGS COOL... DESIRED SUPER POWER: PHOTOGRAPHIC MEMORY

MATT BASILE
PRESIDENTE

30 (FOR THE REST OF HIS LIFE). MASTER JEDI TRAINING UNDER DARTH VADER. ONE DAY HE SAID SCREW IT. I LOVE SANDWICHES... AND HERE WE ARE. DESIRED SUPER POWER: THICK LUSTROUS HAIR

DOM FINELLI
CFO

DITCHED THE SUIT AND TIE FOR THE CANADIAN TUXEDO. STREET FOOD TO PET FOOD. SERIAL ENTREPRENEUR WITH A DECENT SQUAT. DESIRED SUPERHERO POWER: ALL THINGS IRON MAN

KIN MAH
EXECUTIVE CHEF

LOVES DISNEY CONSPIRACIES AND CHOPPING REALLY FAST. DESIRED SUPER POWER: ANIMATE MYSELF

GEORGE LAGOS
BAR MANAGER

FUN, CHARISMATIC AND WELL BEARDED. LOVES SPORTS AND CRAFT BEER. DESIRED SUPER POWER: LEAP TALL BUILDINGS... AND THEN DUNK

CAROLYN SANDLER
CATERING & EVENTS MANAGER

WORLD TRAVELING, TEA AND SWEET DEVOURER, FULL TIME CRAZY CATS LADY. DESIRED SUPERPOWER: ABILITY TO MELT CHEESE WITH MY EYES

ANDREW OLIVIERA
FOOD TRUCK MANAGER

BORN AND RAISED IN TORONTO, LOVER OF EDUCATION AND DARK HAIRED WOMEN. CAN BACK UP A FOOD TRUCK LIKE A BOSS. DESIRED SUPER POWER: ETERNAL GOOD LOOKS

FOOD TRUCK MENU

GORGEOUS JORGE PEANUT BUTTER PULLED PORK WITH BACON JAM
SGT SLATHER BBQ PULLED PORK, GUACAMOLE & TORTILLA CHIPS
CAPTAIN BELLY PORK BELLY AND SLAWSA
HAVANA CLUB CUBAN PULLED PORK, HAM, PICKLES & CHILI AIOLI

DIABLO'S RIGHT WING SPICY PULLED CHICKEN, CARROT SLAW AND BLUE CHEESE AIOLI
POLLO GRANDE DIJON PULLED TURKEY, BACON JAM & SLAW
WHA-DOBO ADOBO PULLED CHICKEN, SWEET COCONUT RICE, VINEGAR CHILIS & GREEN ONIONS

SLOPPY JOSE BBQ BRISKET & SLOW COOKED BAKED BEANS
EL PAISANO MEATBALLS W/ TOMATO SAUCE AND SPAGHETTI PATTY
RUBANO CORN BEEF W/ PICKLES, CRISPY ONIONS & MUSTARD
KINGZILLA ROOT BEER BRAISED SHORT RIB TOPPED W/ KIMCHI

FAT BOY SHRIMP PANKO FRIED COCONUT SHRIMP, BAHN MI SLAW & PINEAPPLE KETCHUP
LONDON HOG TEMPURA TALAPIA, CREAMY COLESLAW TOPPED W/ BACON CRUMBLE

CUBAN MAC CHEESE CREAMY FOUR CHEESE MAC & CHEESE
BEETS BY DRE PICKLED HEIRLOOM BEETS, CREAMY PURPLE SLAW & JALAPENO AIOLI

SIDES: PAD THAI FRIES, WASABI FRIES, CREAMY COLESLAW, BAHN MI SLAW, MIXED GREEN SALAD, BEAN SALAD.


GORGEOUS JORGE PEANUT BUTTER PULLED PORK WITH BACON JAM
SGT SLATHER BBQ PULLED PORK, GUACAMOLE & TORTILLA CHIPS
CAPTAIN BELLY PORK BELLY AND SLAWSA
HAVANA CLUB CUBAN PULLED PORK, HAM, PICKLES & CHILI AIOLI
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BLUE CHEESE AIOLI
POLLO GRANDE DIJON PULLED TURKEY, BACON JAM &
WHA-DOBO ADOBO PULLED CHICKEN, SWEET COCONUT
VINEGAR CHILIS & GREEN ONIONS


SLOPPY JOSE BBQ BRISKET & SLOW COOKED BAKED BEANS
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TWEETS 30K | FOLLOWING 7,321 | FOLLOWERS 11.6K | LIKES 11.3K | LISTS 1

fidel gastro
@fidelgastros

Foodtruck #Priscilla restaurant #LisaMarie 647.748.6822 & host of #Rebelwithoutakitchen @cookingchannel author of #StreetFoodDiaries @penguinCanada & Periscoper

Toronto
fidelgastros.com
Joined September 2011

Tweet to fidel gastro

1,340 Photos and videos

Tweets | Tweets & replies | Photos & videos

fidel gastro @fidelgastros · 1h
Psssst .... New menu.... #LisaMarie

2

fidel gastro Retweeted

Kyla Zanardi @KylaZanardi · 2h
Yayyyyyyy @fidelgastros !!! Voted number 1 food truck in the city @enzodimatteo !!! instagram.com/p/9t4YlanNxi/

2 3

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Priscilla - Food Truck

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FG Market at Lisa Marie

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Brunch at Lisa Marie

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FG Famiglia and Friends

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Food Creations

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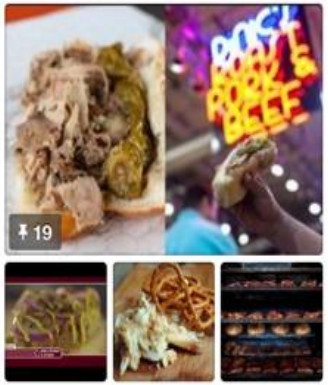
FG on the Road!



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REBEL WITHOUT A KITCHEN explores the rising street food scene in North America. Join host Matt "Fidel Gastro" Basile—a Toronto chef and restaurant owner—as he travels from Portland to Montreal, New York to Miami, in search of the most incredible food trucks and street-food inspired restaurants. Leaning on locals to help guide his journey, Matt plugs into the street-food movement, one bite at a time.
T+E
TRAVEL + ESCAPE
TUESDAY
10:30PM ET
ALSO AVAILABLE ON...
afc
asian food channel

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How does this relate to the building Professional?

Building a robust brand and marketing strategies benefit every business.

Market Research

Google and National Association of Realtors collaborated to uncover trends and insights around digital media usage among home shoppers, whether they were looking for an existing home or new construction.

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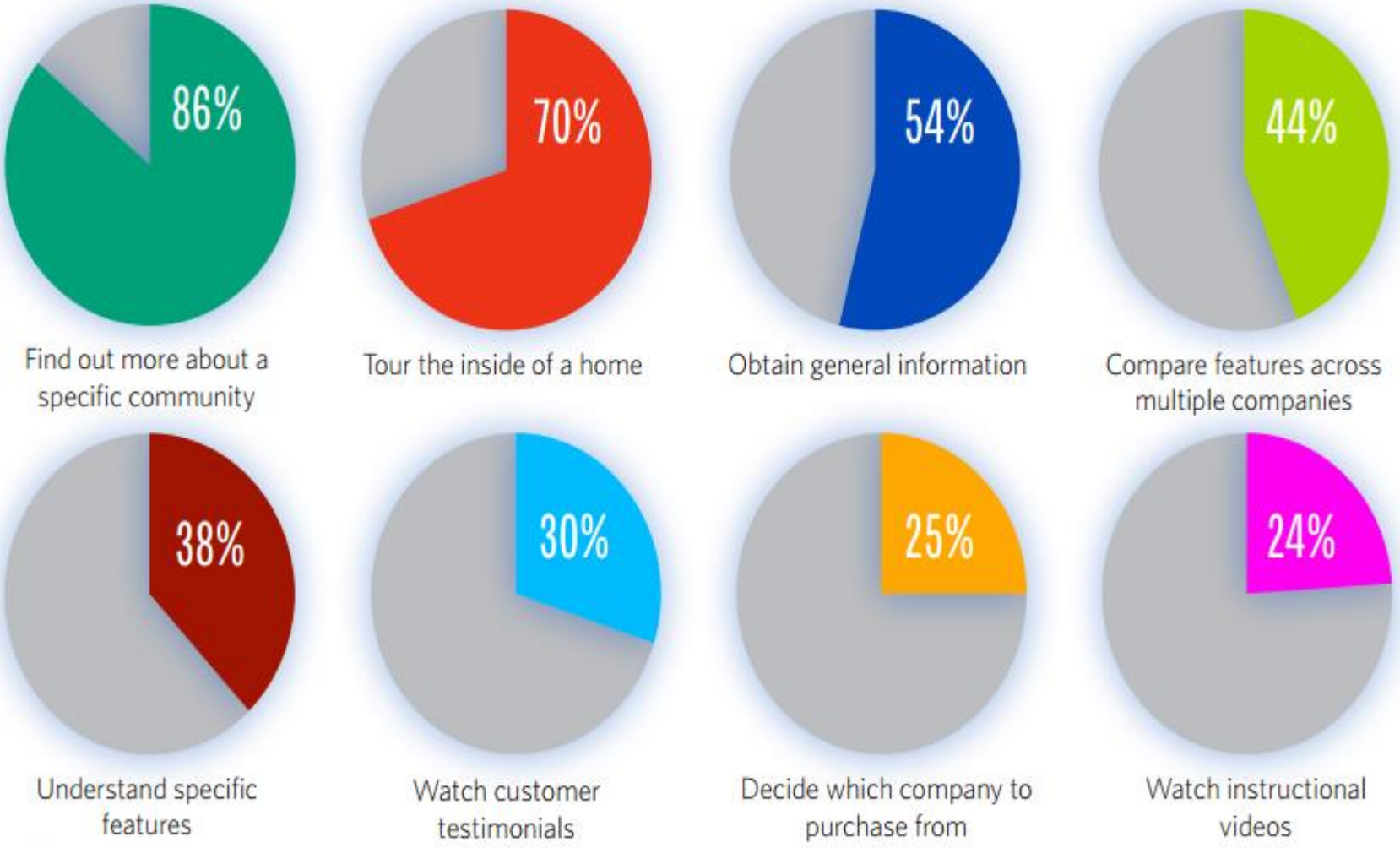
Buyers Use Technology to Find Homes!!!!

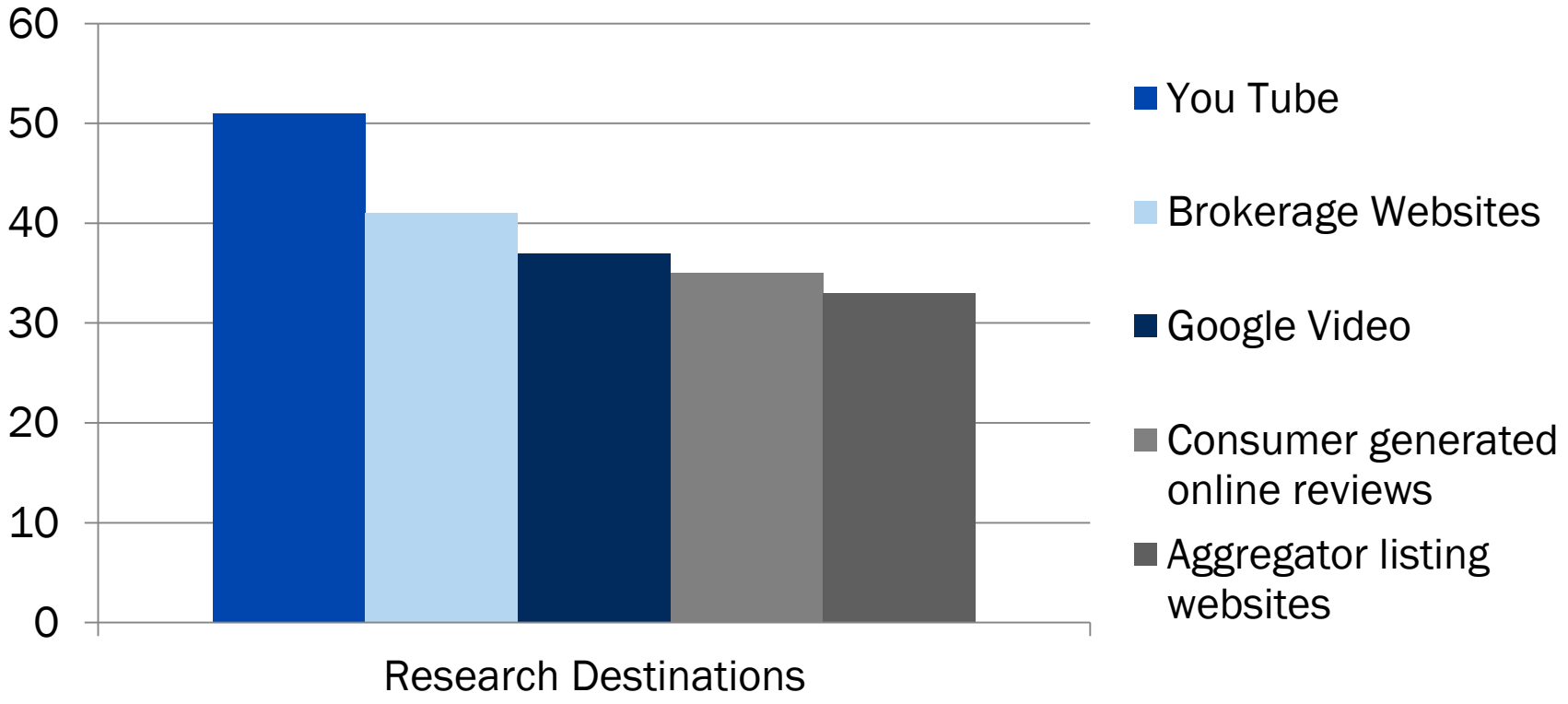
- 90 percent of home buyers searched online during their home buying process
- Real estate related searches have grown 253% in the last 4 years
- 86% of new home buyers in 2011 used video to research a home.

Video Usage Purpose for Home Shoppers



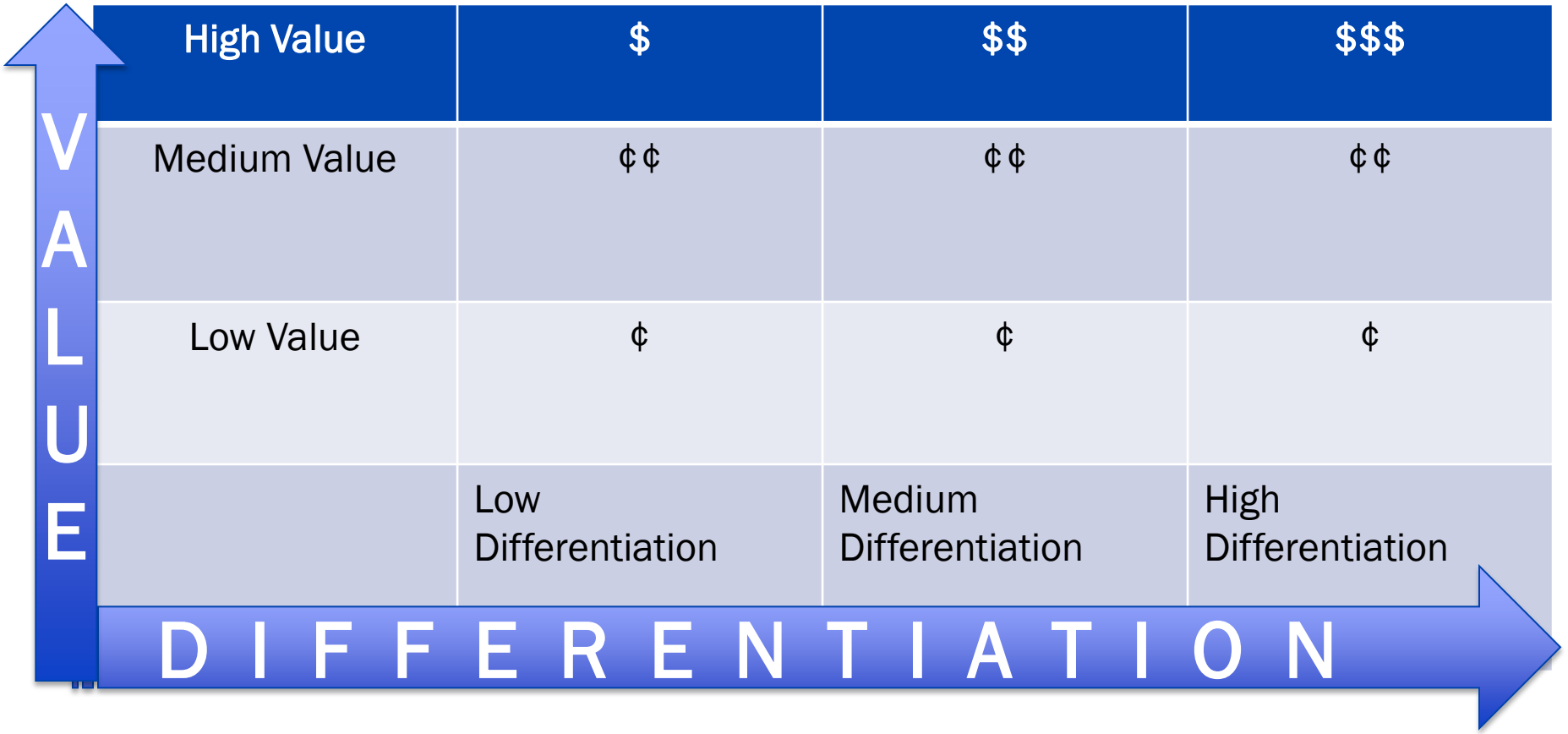
Source: *Google & Compete Home Shopper Survey, 2011*

You Tube is the top Research Destination for Home Shoppers



Source: Google & Complete Home Shopper, 2011.

Market positioning is key



High Value	$	$$	$$$
Medium Value	¢¢	¢¢	¢¢
Low Value	¢	¢	¢
	Low Differentiation	Medium Differentiation	High Differentiation

Market positioning is key

VALUE				
High Value	$	$$	$$$	
Medium Value	¢¢	¢¢	¢¢	
Low Value	¢	¢	¢	
	Low Differentiation	Medium Differentiation	High Differentiation	DIFFERENTIATION

The key to becoming irresistible is to get N.U.D.E.!

N.U.D.E is an acronym that spells out a four part recipe.

1. Novelty
2. Utility
3. Dependability
4. Economic Benefit

Dawn Sadler

Dawn Sadler is the Founder of Builder Target. She is also the President and CEO of Idea One Media, a digital marketing agency that specializes in the homebuilding industry. Dawn is a featured speaker at the 2015 International Builders Show as well as Keynote Speaker at the CRBRA Best in Building Awards. Her work has been featured in Builder Online, Custom Builder Online,

- CEO of Idea One Magic
  - A digital marketing firm that specializes in the homebuilding industry.
- Featured Speaker at International Builder Show 2015
- Featured Speaker at CRBRA Best in Building Awards

Small Builder Marketing Equation

Understanding + Technology * Agility =

Competitive Advantage

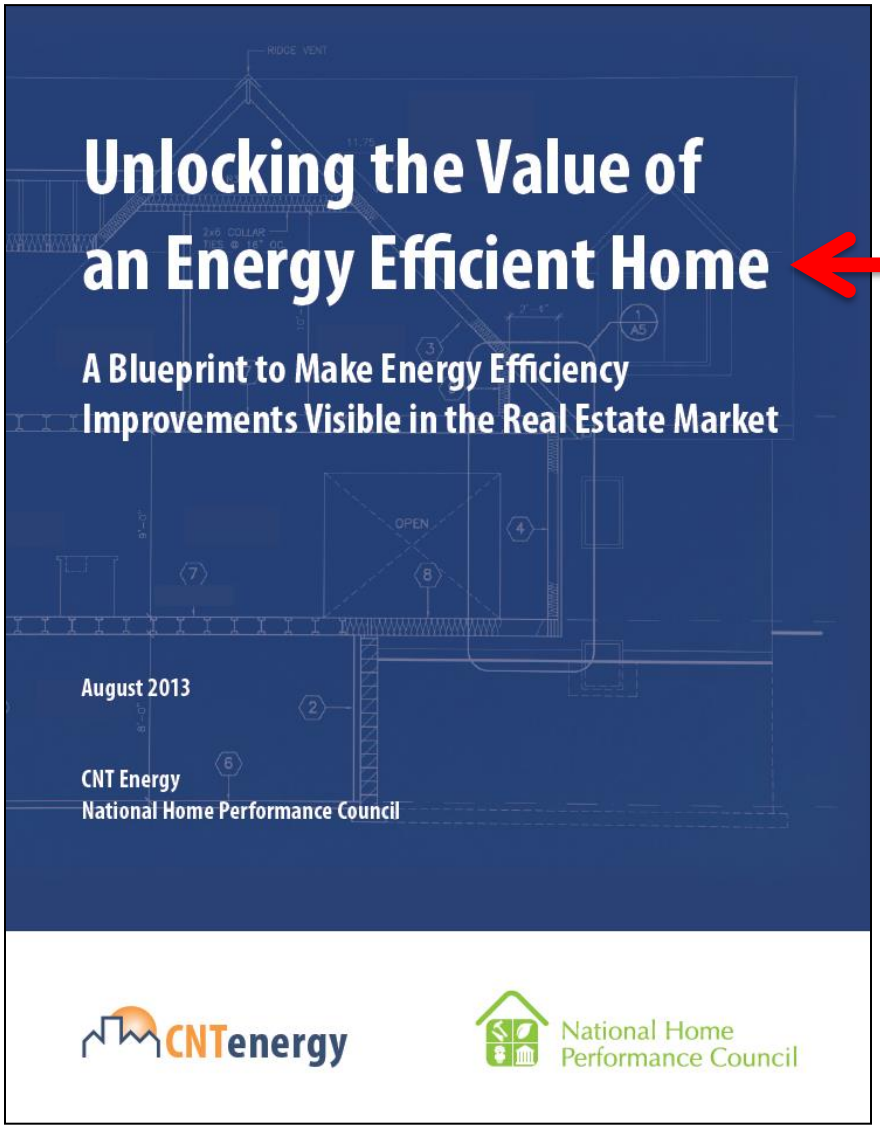
5 Tools for small builder marketing

1. Word Press Website
2. Homebuilder blog with SEO
3. Email
4. Customer Relationship Management Tools
5. Google Analytics

How can selling high performance homes contribute to my brand?

Building Technology is Evolving

Photo Credit: CCHRC



In 7 Easy Steps

High Performance Homes are a perfect vehicle for branding that has…

- Understanding
- Technology
- Agility
- Novelty
- Utility
- Dependability
- Economic Value

AHFC's tools for marketing success

- AHFC's Home Energy Rating System
- Statewide Housing Assessment
- Cash Flow Calculator

HERS

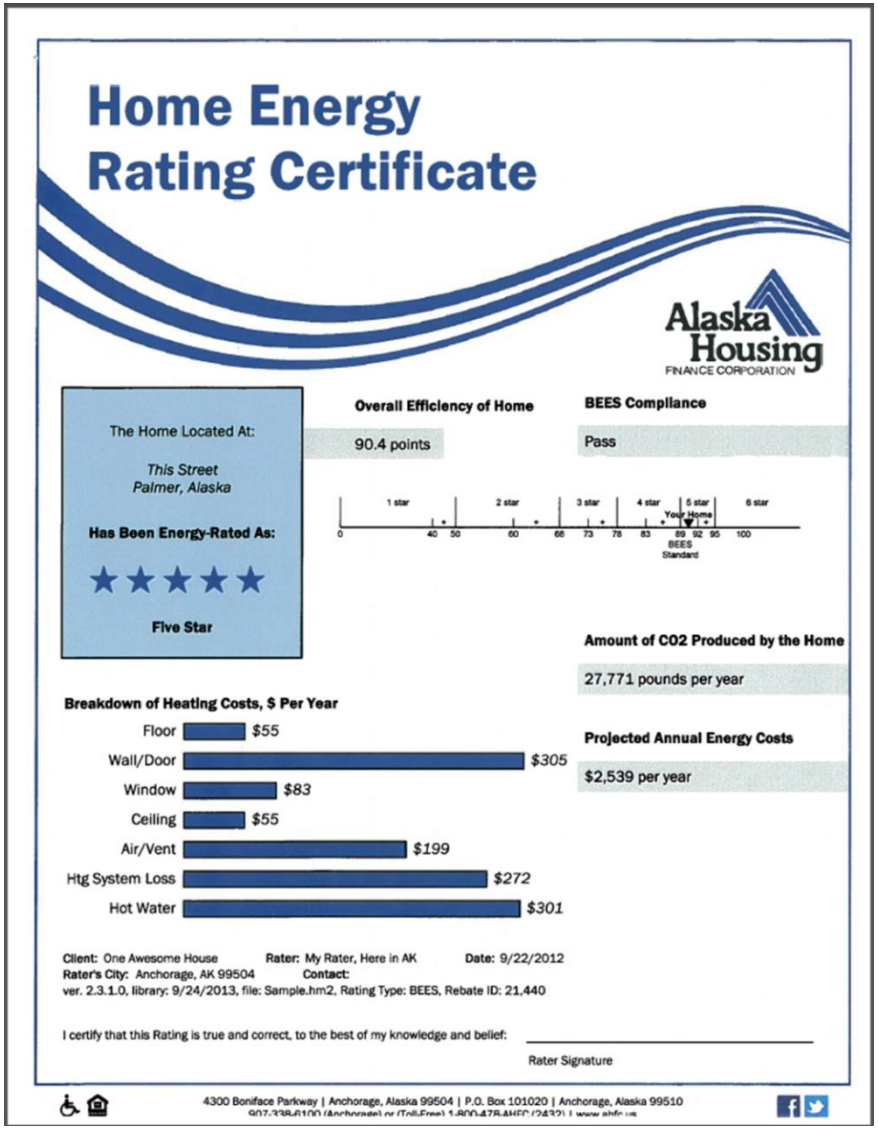
Document energy efficient features using a consistent method

HERS

Home Energy Rating System

AkWarm

Energy Modeling Software



Home Energy Rating Certificate

Alaska Housing FINANCE CORPORATION

The Home Located At:

This Street
Palmer, Alaska

Has Been Energy-Rated As:

★★★★★

Five Star

Overall Efficiency of Home

90.4 points

BEES Compliance

Pass

1 star | 2 star | 3 star | 4 star | 5 star | 6 star
0 | 40 | 50 | 60 | 68 | 73 | 78 | 83 | 89 | 92 | 95 | 100
Your Home
BEES Standard

Amount of CO2 Produced by the Home

27,771 pounds per year

Breakdown of Heating Costs, $ Per Year

Floor	$55
Wall/Door	$305
Window	$83
Ceiling	$55
Air/Vent	$199
Htg System Loss	$272
Hot Water	$301

Projected Annual Energy Costs

$2,539 per year

Client: One Awesome House **Rater:** My Rater, Here in AK **Date:** 9/22/2012
Rater's City: Anchorage, AK 99504 **Contact:**
ver. 2.3.1.0, library: 9/24/2013, file: Sample.hm2, Rating Type: BEES, Rebate ID: 21,440

I certify that this Rating is true and correct, to the best of my knowledge and belief: _____
Rater Signature

4300 Boniface Parkway | Anchorage, Alaska 99504 | P.O. Box 101020 | Anchorage, Alaska 99510

Benefits of Star System

Variable	Description	Expected Relationship
Age	Age of home	–
Total SF	Total finished square footage	+
Finished Basement	Whether home has finished basement	+
Bedrooms	Number of bedrooms	+
Bathrooms	Number of bathrooms	+
Quality	Superior Quality of Construction	+
Energy Star	Home is 5-star, 5-star + or 6-star	+

Bloom, Nobe, & Nobe (2011)

Benefits of Star System

Variable	Coefficient	P-Value
Age	-3.981	<.001
Total SF	-0.038	<.001
Finished Basement	0.395	.912
Bedrooms	-0.065	.969
Bathrooms	4.765	.057
Quality	5.830	.013
Energy Star	8.664	.005

Bloom, Nobe, & Nobe (2011)

What does it mean?

- We may need to question the orthodoxy of square footage
- Location is still strongly correlated with higher prices
- Energy Efficiency is very strongly correlated with higher prices

Which would you rather have?

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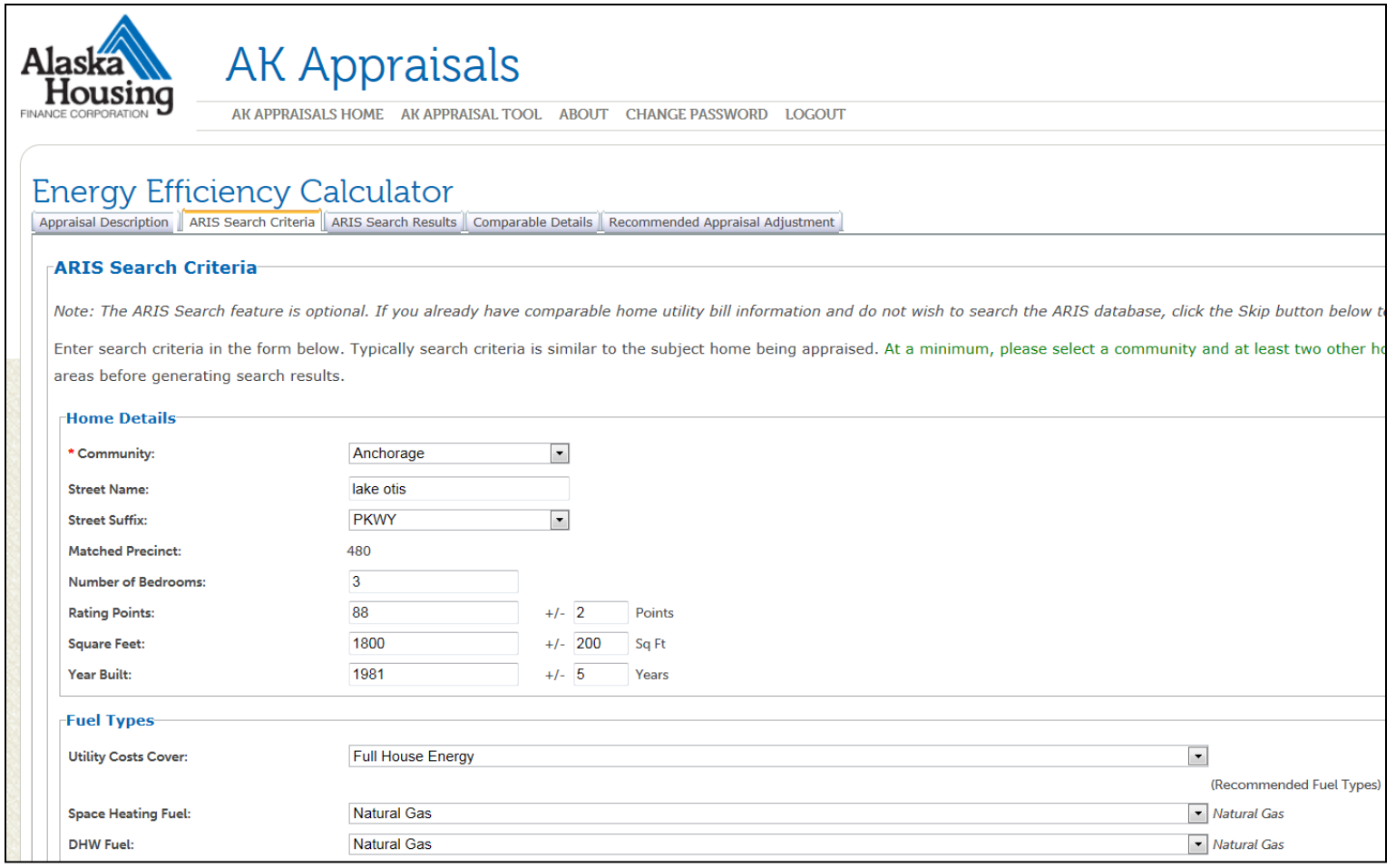
Or…

Energy Efficiency Home Calculator

Outreach is underway to the industry including; Appraisers, Lenders, Realtors, Contractors, etc.

Energy Efficiency Home Calculator



Which would you like?

Source: energystar.gov

Annu. Rev. Energy Environ. 2000. 25:537–66

HEALTH AND PRODUCTIVITY GAINS FROM BETTER INDOOR ENVIRONMENTS AND THEIR RELATIONSHIP WITH BUILDING ENERGY EFFICIENCY[1]

William J. Fisk
Indoor Environment Department, Environmental Energy Technologies Division, Lawrence Berkeley National Laboratory, Berkeley, California 94720; e-mail: WJFisk@LBL.GOV

Key Words economics, health, productivity

■ **Abstract** Theoretical considerations and empirical data suggest that existing technologies and procedures can improve indoor environments in a manner that significantly increases productivity and health. The existing literature contains moderate to strong evidence that characteristics of buildings and indoor environments significantly influence rates of communicable respiratory illness, allergy and asthma symptoms, sick building symptoms, and worker performance. Whereas there is considerable uncertainty in the estimates of the magnitudes of productivity gains that may be obtained by providing better indoor environments, the projected gains are very large. For the United States, the estimated potential annual savings and productivity gains are $6 to $14 billion from reduced respiratory disease, $1 to $4 billion from reduced allergies and asthma, $10 to $30 billion from reduced sick building syndrome symptoms, and $20 to $160 billion from direct improvements in worker performance that are unrelated to health. Productivity gains that are quantified and demonstrated could serve as a strong stimulus for energy efficiency measures that simultaneously improve the indoor environment.

CONTENTS

ELSEVIER

Energy and Buildings 34 (2002) 549–561

ENERGY and BUILDINGS

www.elsevier.com/locate/enbuild

Thermal comfort in naturally ventilated buildings: revisions to ASHRAE Standard 55

Richard J. de Dear[a,*], Gail S. Brager[b]

[a]*Division of Environmental and Life Sciences, Macquarie University, Sydney, NSW 2109, Australia*
[b]*Center for Environmental Design Research, University of California, Berkeley, CA 94720-1839, USA*

Abstract

Recently accepted revisions to ASHRAE Standard 55—thermal environmental conditions for human occupancy, include a new adaptive comfort standard (ACS) that allows warmer indoor temperatures for naturally ventilated buildings during summer and in warmer climate zones. The ACS is based on the analysis of 21,000 sets of raw data compiled from field studies in 160 buildings located on four continents in varied climatic zones. This paper summarizes this earlier adaptive comfort research, presents some of its findings for naturally ventilated buildings, and discusses the process of getting the ACS incorporated into Standard 55. We suggest ways the ACS could be used for the design, operation, or evaluation of buildings, and for research applications. We also use GIS mapping techniques to examine the energy-savings potential of the ACS on a regional scale across the US. Finally, we discuss related new directions for researchers and practitioners involved in the design of buildings and their environmental control systems. © 2002 Published by Elsevier Science B.V.

Keywords: Thermal comfort; Adaptive model; Field studies; Natural ventilation; Energy conservation; Standard

1. Introduction

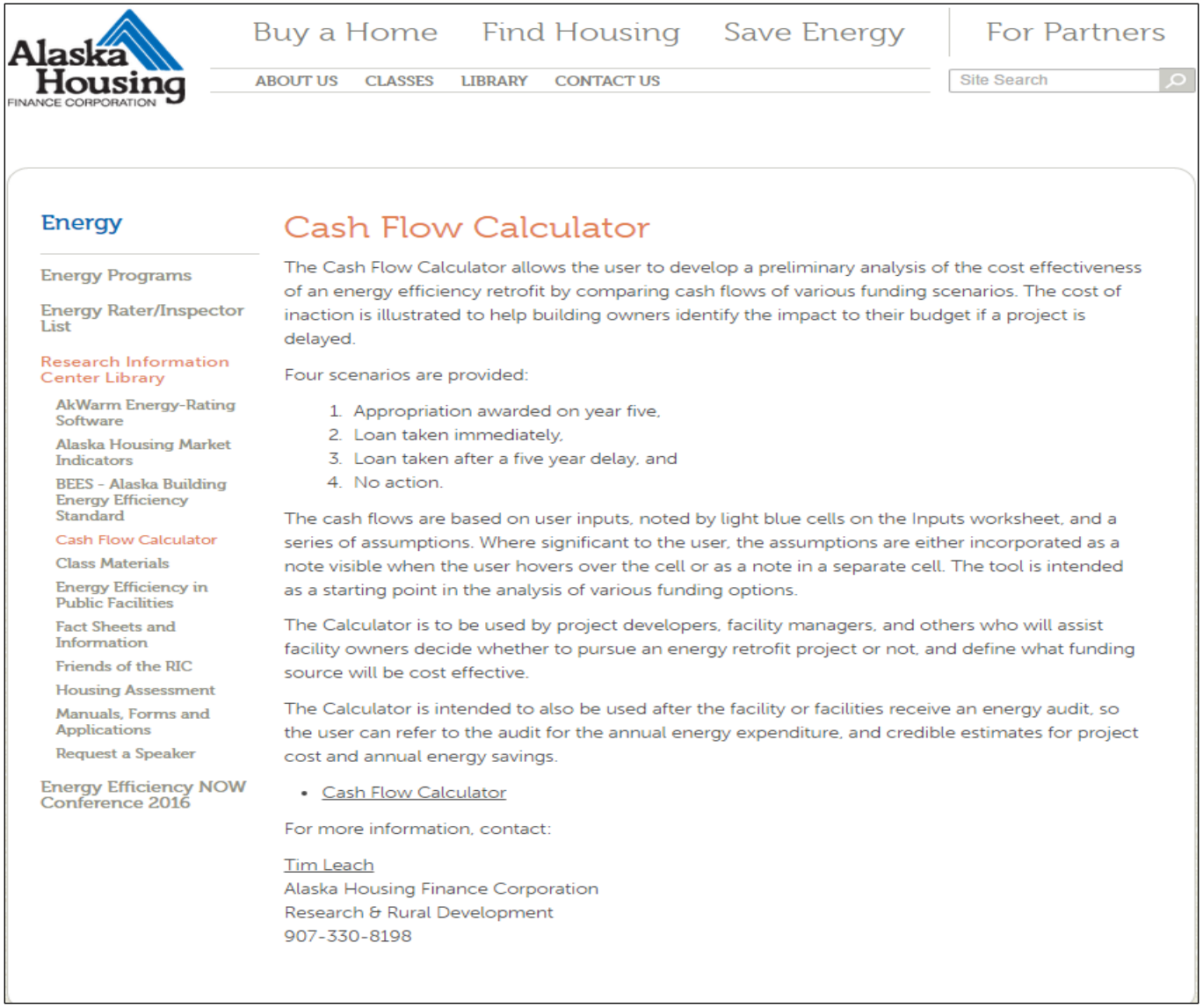
The purpose of ASHRAE Standard 55—thermal environmental conditions for human occupancy, is "to specify the combinations of indoor space environment and personal factors that will produce thermal environmental conditions acceptable to 80% or more of the occupants within a space" [1]. While "acceptability" is never precisely defined by the standard, it is commonly agreed within the thermal comfort research community that "acceptable" is synonymous with "satisfaction", and that "satisfaction" is associated with thermal sensations of "slightly warm", "neutral", and "slightly cool". "Thermal sensation" is the question most commonly asked in both laboratory and field studies of thermal comfort.

What, then, influences peoples' thermal sensations? ASHRAE Standard 55 is currently based on the heat balance model of the human body, which assumes that thermal important role in building occupants' expectations and thermal preferences. Thermal sensations, satisfaction, and acceptability are all influenced by the match between one's expectations about the indoor climate in a particular context, and what actually exists [2]. While the heat balance model is able to account for some degrees of behavioral adaptation such as changing one's clothing or adjusting local air velocity, it ignores the psychological dimension of adaptation, which may be particularly important in contexts where people's interactions with the environment (i.e. personal thermal control), or diverse thermal experiences, may alter their expectations, and thus, their thermal sensation and satisfaction. One context where these factors play a particularly important role is naturally ventilated buildings—the focus of this paper.

Happily, we are seeing an increasing number of architects and engineers paying attention to the plea from occupants for operable windows in non-residential buildings. Unfortu-

Cash flow Calculator

Provide instant feedback on the impact to the bottom line of efficiency



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Cash Flow Calculator

The Cash Flow Calculator allows the user to develop a preliminary analysis of the cost effectiveness of an energy efficiency retrofit by comparing cash flows of various funding scenarios. The cost of inaction is illustrated to help building owners identify the impact to their budget if a project is delayed.

Four scenarios are provided:

1. Appropriation awarded on year five,
2. Loan taken immediately,
3. Loan taken after a five year delay, and
4. No action.

The cash flows are based on user inputs, noted by light blue cells on the Inputs worksheet, and a series of assumptions. Where significant to the user, the assumptions are either incorporated as a note visible when the user hovers over the cell or as a note in a separate cell. The tool is intended as a starting point in the analysis of various funding options.

The Calculator is to be used by project developers, facility managers, and others who will assist facility owners decide whether to pursue an energy retrofit project or not, and define what funding source will be cost effective.

The Calculator is intended to also be used after the facility or facilities receive an energy audit, so the user can refer to the audit for the annual energy expenditure, and credible estimates for project cost and annual energy savings.

- Cash Flow Calculator

For more information, contact:

Tim Leach
Alaska Housing Finance Corporation
Research & Rural Development
907-330-8198

https://www.ahfc.us/efficiency/research-information-center/cash-flow-calculator/

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Cash Flow Calculator

Energy Project - Cost Comparison

This Cash Flow Calculator is for Demonstration Purposes ONLY. No guarantees to the accuracy of this analysis are made or implied. All Facility Owners and Borrowers should complete their own financial analysis before committing to a project.

INPUTS & OUTPUTS

Pre-Retrofit Annual Energy Expenditure	$4,250	Cost for Improvements	$ 6,000	Loan Term (yrs.)	7
Post-Retrofit Annual Energy Expenditure	$1,975	Design/Eningeering	$ -	Interest Rate	3.625%
Post Retrofit Annual Energy Cost Savings	$2,275	Project Management	$ -	Number of Payments per year	12
Post Retrofit Annual Energy Savings %	54%	Contingency	$ -	Down Payment	$ -
Energy Cost Annual Escalation Rate	0.0%	Project Costs - Down Payment	$ 6,000	Discount Rate	6.0%
Assumed Project Life	10				

KEY

Value Description
Inputs Required in light blue cells
Outputs from calculations

ECONOMIC SUMMARY (Assuming Loan)

Cumulative Project Savings

$13,079

Assumed Project Life: 10 years

Gross Project Cost	Avg. Ann. Savings	Simple Payback	Savings to Inv. Ratio
$ 6,000	$ 2,275	2.64	2.79

Avg. Ann. Cashflow	IRR	Adj. Rate of Return*	NPV
$ 1,630	36%	17%	$10,744

Discount Rate: 0.06 | Term: 7 years | Utility Esc. Rate: 0.0% | Annual Payment: $1,382

Where AIRR = {[1+Discount Rate]((SIR)^(1/Life))}- 1

AIRR assumes interim proceeds can be invested at the discount rate.

Remember

- Who your customers are
- What features they seek
- Why they are hiring your services
- How they shop for housing
- How you can differentiate your product in a crowded market

Finally

We have tools that can help you to sell high performance homes at a faster rate!

Thank You

AHFC Stock Photo