



EarthCraft House

Strong Growth in 2007

EarthCraft House has experienced another year of growth and success in 2007, even during one of the biggest housing slumps in decades. More than 900 single-family homes were certified in Atlanta in 2007, up from 849 in 2006, and EarthCraft House adopted the ENERGY STAR program as the baseline for energy efficiency, which ensures that all EarthCraft homes will be at least 15 percent more efficient than code.

The EarthCraft House worksheet was expanded to allow new opportunities for additional points, as well as added category minimums. The new worksheet is broken into three tiers, allowing builders to go beyond the minimum requirements and be recognized for achieving different levels. The basic level is EarthCraft House, demonstrating 15 percent improvement over code. Above that is EarthCraft House Select for 30 percent improvement and EarthCraft House Premium for 40 percent improvement. This new format for the worksheet has allowed builders to differentiate themselves in an ever-increasing, high-performance homebuilding market and really showcase the value of the work they are doing to home buyers.

The EarthCraft program has grown in all areas of construction in 2007. EarthCraft Renovation has seen a major increase, certifying 12 projects in 2007. That brings the total number of completed projects to 33 since the program's inception in 2001. The EarthCraft Multifamily program has continued to see increasing participation over the last year, having certified more than 70 units. EarthCraft Communities completed the Coastal Communities guidelines for regions along the Southeastern seaboard. This allowed for two new EarthCraft Communities to begin along the coast. Also started are three pilot projects for our newest program, EarthCraft for Light Commercial. This is designed to meet the needs of commercial projects totaling 10,000 square feet or smaller.

Also updated in 2007 was the EarthCraft House Web site, www.earthcrafthouse.com. The improved site includes additional information for potential home buyers and home owners and provides information on our numerous other programs, including EarthCraft Renovation, EarthCraft Communities, EarthCraft Multifamily and EarthCraft Affordable Housing. A new feature called Builder's Corner details the process for becoming EarthCraft House-trained and explains how to certify a home. This section is updated frequently with program news, building science articles and general information on green building.

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