



*Del Webb*

# Betting on Green

Pulte Homes – Las Vegas Division

SWEEP Workshops  
Presentation on High Performance Homes  
June 10, 2008



*Del Webb*

## Agenda

- Who We Are
- History
- What we do
- Results
- Programs
- Partners
- Challenges / Questions



## Who We Are

Del Webb

- Largest Homes Builder in Southern Nevada last 3 yrs (Pulte / Del Webb combined)
- ~ 12% of the market (Single Family Detached, townhomes, and traditional condos)
- Vertically integrated (Pulte Building Systems)
- Brand Positioning – Provide the Highest Level of Quality Construction for Entry Level, 1<sup>st</sup> Move-up and Executive Home Buyers

3



## History

Del Webb

- Pulte has been the leader in Southern NV in terms of Energy Efficiency in Residential Construction for 8+ years
- Over 20,000 homes built under the Environments for Living Program
- Energy Efficiency has become a part of our corporate identity - 1<sup>st</sup> Builder to have 15 SEER AC units standard in all communities
- Built 1<sup>st</sup> LEED Certified Homes in Nevada
- Built 1<sup>st</sup> Homes Certified under the Southern NV Home Builders Green Build Program

4



## What We Do

Del Webb

- Sealed Ducts / Tight Building Envelope
- 15 SEER AC / 92% Efficient Furnaces
- Cathedral Attic / Blown-in Cellulose Insulation
- Advance Lighting – Cold Cathode Compact Florescent
- Tank-less Water Heaters / Energy Efficient Appliance
- Low Flow Fixtures and Toilets
- Smart Irrigation Controls
- Low E Windows
- 3<sup>rd</sup> Party Testing / Computer Modeling

5



## Results

Del Webb

- Homes use ~35-40% more energy efficient than standard construction
- Homes require ~20-25% less water than standard homes
- Energy Guarantee / Better Comfort
- Less Warranty Issues / Fewer Call Backs

6



## Programs

*Del Webb*

- Environments For Living – Diamond / Green
- Energy Star
- City of Las Vegas Green Build Program
- SNHBA Green Build Program
- LEED for Home – USGBC
- SNWA – Water Smart Homes Program

7



## Partners

*Del Webb*

- Masco
- Subcontractor and Designers
- E3 Energy
- Nevada Power
- Southern Nevada Water Authority
- UNLV
- Department of Energy
- Suppliers (GE, Kohler, etc)

8



*Del Webb*

## Challenges / Questions

- Where does Green fit into my business strategy?
- Is there a mass-market for Green homes?
- Who will buy Green homes?
- What do consumers want?
- How much of a premium will they pay?
- Can Green alone sell a home?
- What are obstacles to building / buying Green?