










Appendix 4.A: Insight Homes: Marketability Supporting Materials

These icons highlight how each Insight feature benefits you...		 Insight Homes City Green	Other Builder	Other Builder
			Additional cost if offered	Additional cost if offered
 These features save you money – on your power bill, in maintenance, or on replacement costs.				
 These features save you time with routine maintenance of your Insight Home, or improve longevity.				
 These features are either eco-friendly, or are considered a green building practice by the US Green Building Council, or the National Association of Home Builders Green Council.				
 These features significantly improve the indoor air quality, or the comfort of your Insight Home – many based on the guidelines of the American Lung Association Health House Program.				
You Can Breathe Easier	Built To Meet Or Exceed The Specifications Of The American Lung Association Health House Program® 	✓	\$	\$
	All Metal Duct Work 	✓	\$	\$
	Whole House Dehumidifier  	✓	\$	\$
	Conditioned Crawl Space  	✓	\$	\$
	Fresh Air Make Up System 	✓	\$	\$
	Merv 10 Filters 	✓	\$	\$
	HVAC Filters That Are Easily Accessible In The Walls 	✓	\$	\$
	Central Vacuum With Attachments - Vented To The Outside 	✓	\$	\$
	"GREEN" Fiber Carpeting  	✓	\$	\$
	Low VOC Paints  	✓	\$	\$
Beauty and Convenience	9' and/or 11' Ceilings*	✓	\$	\$
	Vaulted Ceilings*	✓	\$	\$
	Wide Baseboard Molding	✓	\$	\$
	Wide Door Trim	✓	\$	\$
	Wainscoting With Picture Frame Molding In Formal Dining Room*	✓	\$	\$
	Solid Hardwood Flooring In Foyer And Formal Dining Rooms*	✓	\$	\$
	Progress® Designer Lighting Package	✓	\$	\$
	Cherry, Maple, Or Oak Cabinetry	✓	\$	\$
	36" or 42" Upper Kitchen Cabinets *	✓	\$	\$
	Kitchen Cabinets Topped With Crown Molding With High Hatting	✓	\$	\$
	Corian® Countertops In Kitchens	✓	\$	\$
	Price Pfister® Plumbing Fixtures With Lifetime Ceramic Valves  	✓	\$	\$
	Double Bowl Vanities In Owners Bathroom* 	✓	\$	\$
	Separate Soaking Tub And Shower In Owners Bath* 	✓	\$	\$
	Automatic Garage Door Opener with Two Remotes 	✓	\$	\$
	Additional Garage Attachment For Central Vacuum System 	✓	\$	\$

*per plan **based on homes built as of 2009

“Home”work



Thank you for considering **Insight Homes** as a builder for your new home. Finding the right builder can be a difficult process. There are many questions that will need to be answered. Who will give me the best value? Who can I trust? Who offers the best standard features? How energy efficient are the homes they build and what kind of warranties do they offer? In order to answer all these questions and many more, you will need to do some research, more so, “Home” work.

Insight Homes wants to help make your research process as easy as possible. Attached is a worksheet that will help you compare **Insight Homes** with other homebuilders.

We encourage you to use the following and the worksheet during your new home buying research process.

Step 1: Review the attached worksheet.

Wondering what ‘Merv 10 Filters,’ are? **Insight Homes** has dedicated a section of their website that explains what each standard feature is and how it applies to a new home.

Visit www.itsjustabetterhouse.com to find out more about the included features listed on the attached worksheet. You can learn a little, or a lot.

Step 2: Compare builders.




Now that you have learned more details about **Insight Homes’** standard features, you can begin to compare the features of other homebuilders. Do you have to pay more for energy-efficient appliances or a central vacuum cleaner? Is a whole house dehumidifier included? Fill out the worksheet to determine which builder offers the best value.


Step 3: Make an appointment to meet with Insight Homes. When you visit us, we will go over the worksheet with you. We will answer any questions you may have about our standard features and how they compare to other builders.



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These icons highlight how each Insight feature benefits you...			 Standard Features \$30,000 value	Other Builder	Other Builder
				Additional cost if offered	Additional cost if offered
Structurally Superior	Advanced Framing Package	\$ 🕒 🌱	✓	\$	\$
	Poured Concrete Foundation Walls	🕒	✓	\$	\$
	Fiberglass Exterior Doors	\$ 🕒	✓	\$	\$
	Air and Moisture Sealing Based On EEBA Guidelines	\$ 🌱 🧑‍🔧	✓	\$	\$
	French Drains Based On EEBA Guidelines	\$ 🕒 🧑‍🔧	✓	\$	\$
	Low Maintenance PVC Wrapped Posts And Rails	\$ 🕒	✓	\$	\$
	Engineered Flooring System	\$ 🕒 🧑‍🔧	✓	\$	\$
Beyond Energy Efficient	Roof Trusses With Energy Heels Built In	\$ 🌱 🧑‍🔧	✓	\$	\$
	Highly Energy Efficient Windows With A U-Value Below .3 & Solar Heat Gain Co-Efficient Below .27	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	15 SEER Air Conditioner	\$ 🌱 🧑‍🔧	✓	\$	\$
	2 Stage 97% Efficient Gas Furnaces	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	Variable Speed Blowers	\$ 🕒 🧑‍🔧	✓	\$	\$
	Air Infiltration Below .35 Air Changes Per Hour	\$ 🌱 🧑‍🔧	✓	\$	\$
	HVAC Duct Leakage Guaranteed Below 3%	\$ 🌱 🧑‍🔧	✓	\$	\$
	R23 Dense Pack Blown Insulation in Exterior Walls	\$ 🌱 🧑‍🔧	✓	\$	\$
	R38 Blown Insulation In The Ceilings	\$ 🌱 🧑‍🔧	✓	\$	\$
	Tankless Hot Water Heater	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	Ceiling Fans In Great Room And All Bedrooms	\$ 🌱 🧑‍🔧	✓	\$	\$
	Compact Fluorescent Lighting Package	\$ 🕒 🌱	✓	\$	\$
	 Appliance Package	\$ 🌱	✓	\$	\$
Front Load Washer And Dryer	\$ 🌱	✓	\$	\$	
Verifiably Better	HERS Score Of At Least 56 Or Better - Third Party Verified	\$ 🌱 🧑‍🔧	✓	\$	\$
	 Certified - Third Party Verified	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	NAHB Green Certified - Gold level - Third Party Verified	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	HVAC Air Flow Compared To Design - Third Party Verified	🧑‍🔧	✓	\$	\$
Best Warranty in the Industry	6 Month And 12 Month HVAC And Plumbing Check & Filter Change	\$ 🕒 🧑‍🔧	✓	\$	\$
	10 Year Parts & Labor Warranty for HVAC and Plumbing	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$
	12 Year Parts & Labor Warranty for Hot Water Heater	\$ 🕒 🌱 🧑‍🔧	✓	\$	\$




What does it mean to be a "Green Builder"?

If it means saving you some **green...**

-  Lower initial start up costs and purchase price for our homes.
-  Significantly lower utility cost saving you money month after month, and year after year.
-  Including products that are not your typical "builder grade". These products will last longer, without the need of servicing or replacing.


...Then, **YES**, we are a **Green** Builder.


**Come visit one of our models
and see firsthand how comfortable
energy efficiency can be!**



Taking advantage of our
Renewable Resources

Protecting Our Environment





Creating a Healthier,
More Comfortable Home

302-349-9480 • www.insightde.com



**The Future of
Home Building is
INSIGHT
"go green"**

Mission Statement
Promoting better building practices, focusing on energy efficiency and comfort, to raise the knowledge and expectations of customers; encouraging forward thinking in our industry.



**Taking advantage of our
Renewable Resources**


**Creating a Healthier,
More Comfortable Home**



Protecting Our Environment




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What is a "Green Builder"?


We would like to introduce you to Insight Homes. We are a builder whose mission is to build a better home, build a **green** home, and to save you **green** in the process. When we started our company, our belief was that the industry did not need another "average" builder. We wanted to be different, and we believe that a better built, energy efficient home should be affordable for you, and should continue to save you money long after your initial home purchase. Since the term **"Green Builder"** can have a lot of definitions, we thought we would explain what being a **"Green Builder"** means to us.



Taking advantage of our
Renewable Resources


Protecting Our Environment










Creating a Healthier,
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What does it mean to be a "Green Builder"?

If it means using environmentally friendly products like...

-  Green fiber carpeting, cutting down on the volatile organic compounds (VOC's), and emissions.
-  Low VOC paints that do not emit significant pollutants and are virtually odor free.
-  410a Freon that doesn't harm the ozone layer.
-  Purchasing from manufacturers that contribute by using recycled content in their building materials.
-  Utilizing our renewable resources, such as the power of the sun.


...Then, **YES**, we are a **Green** Builder.


We work closely with , and through this partnership, we can offer you solar panels for your new home.



Taking advantage of our Renewable Resources


Protecting Our Environment





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What does it mean to be a "Green Builder"?

If it means reducing consumption by...

- Using advanced framing techniques to reduce lumber.
- Incorporating upgraded lighting and plumbing fixtures that exceed "builder grade"; because they are better quality, they reduce the chance of being "swapped out" in a couple of years.
- Using hot water heaters that last up to 20 plus years* and save money every day.
- Using better quality heating and air equipment that has a 10 year parts and labor warranty.**
- Using a plumbing system that reduces wasted hot water consumption.


...Then, **YES**, we are a **Green** Builder.


*Typical hot water heaters have a life of 8 - 10 years.
** According to the National Association of Home Builders (NAHB), the single biggest surprise expense in the first 10 years of a new home purchase, is failed heating and air equipment.



Taking advantage of our Renewable Resources


Protecting Our Environment









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What does it mean to be a "Green Builder"?


If it means conserving energy...

-  50% on heating and cooling*
-  60% on hot water heating*
-  70% on lighting*
-  And including ENERGY STAR® appliances standard, including a washer and dryer.

...Then, **YES**, we are a **Green** Builder.


Every Insight Home is built to exceed the requirements of the Department of Energy's building America Program®,  the American Lung Association's Health House Program®,  and the Environmental Protection Agency's Energy Star® program. 


*Based on an average home.



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