

The Green Home™ 3.0

AFFORDABLE • BUILDABLE • CERTIFIED

PRESENTED BY



DESIGNED BY



BUILT BY



Advantages of Participation in ABC 3.0

- Showcase and promote your sustainable product suite to your home builder, architect, engineer and speciality trade contractor channel audiences, plus the home buying public, within a popular high performance demonstration home brand, designed by award-winning Danielian Associates architects and planners.
- Support Habitat for Humanity and Veteran Housing.
- Cost effective marketing at an attractive price point featuring national print advertising, PR, digital and web advertising, a linked virtual tour, e-marketing, on site networking and webisode series.
- Partner with Peninsula Publishing, a 25-year-old building industry media company with deep roots in the U.S. home building business. Includes 10 websites, 6 magazines, 2 tri-weekly e-newsletters and the ABC Green Home brand.

ABC Green Home 3.0



ABC Green Home 3.0 Cluster



The ABC Green Home™ 3.0

AFFORDABLE • BUILDABLE • CERTIFIED

Promote your materials to the U.S. home building industry by showcasing your sustainable product suite in the next Southern California-based ZNE, LEED multi-gen model home build with Habitat for Humanity.

High performance American housing continues as The ABC Green Home brand expands with the third project in the series, ABC 3.0. An attractive cluster of three quality homes, designed by notable architectural firm Danielian Associates, will break ground on an infill lot generously provided by the city of Fullerton. The trio of two-story homes will be constructed as ZNE, and LEED certified units. Featuring Universal Design throughout, the homes are also being independently certified per Cal Green, Build it Green, NAHB, Energy Star, EPA's Water Sense Program and California Advanced Homes Program. This will be provided by The ABC Green Home's presenting sponsor, The Southern California Gas Company and Development Partner Southern California Edison Company. These big California utilities are joining our other partners using the ABC Green Home projects to educate the home building industry on available sustainable construction, design and building materials.

As project developer, our role is to assemble the design team and product partners, whose materials will be showcased within the homes, while working with the builder, coordinating the permitting, construction, video production, editorial, publicity, TV, marketing and networking events on site and during the post construction marketing phase.



Our home builder partner is Habitat For Humanity Orange County, California. Upon completion the project remains open to the building industry and the home buying public to demonstrate best practices in modern American sustainable homebuilding design and construction. The homes are then provided to combat disabled U.S. Veteran families by Habitat, as their unique family homes. Networking events will be hosted at the ABC 3.0 main home, a 2,500 square foot multi-gen home. BIA, AIA, SoCalGas, SoCal Edison, along with our design team and product partners will be using the 3.0 home as a classroom while also participating in on site networking events. There are areas set aside for manufacturer's literature and marketing collateral.

Peninsula Publishing is a 25 year media veteran of the U.S. home building business. With quality print / digital industry periodicals including Green Home Builder and Builder and Developer magazines, plus a popular home building specific e-newsletter. www.builderbytes.com.

- **The ABC Green Home 3.0** by *Green Home Builder Magazine*.

- Designed to showcase modern American home building technology alongside sustainable design and construction.

The ABC Green Home brings your home builder specific products and services closer to the home building industry and the home buying public.

- Exclusive Partnering with **The ABC Green Home** provides your team with a high performance demonstration home project and model home build, reinforced by a positive group of 70 plus manufacturers and design team partners, who are all invested in the same sustainable principals and common goals.

The Green Home™ Project Members

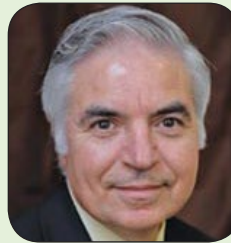


PetersenDean supports our builders in the sustainable home building business, as do the team at The ABC Green Home.

We are pleased to support these worthy projects and to provide roofing, solar and EV Charging installation on the ABC Green Home Projects.

These energy efficient homes show America's home builders what they can build today.

– **Jim Petersen, PetersenDean**



Our involvement with the first ABC Green Home allowed us to work with many professionals who were willing to step outside the box and explore new ideas, methods and construction materials in building a Zero Net Energy efficient home, which is the future of America.

With the upcoming code changes approaching, we are excited to once again be a part of the ABC Green Home Team and one ready to explore additional MFCP options and new innovative ideas with our design team partners!

– **Saeed Bekam, Gouvis Engineering**



Southern California Edison was honored to participate in the ABC Green Home 1.0. From our perspective it was a great success in educating the building industry. The Zero Net Energy concepts proved in this home and the thousands of people that have viewed the home makes us happy to be a partner in the ABC Green Home 2.0, and 3.0 projects.

– **John Morton, Southern California Edison and California Advanced Homes**



“When designing a sustainable home, or any structure, nature provides architects with an abundance of elements that can improve the home's livability, such as enhancing interior air quality while at the same time reducing energy use.”

– **John Danielian, AIA, LEED AP, Principal of Danielian Associates**



ABC Green Home Wins the 2013 Gold Nugget Grand Award for “Best Zero Net Energy Home Design”



John Morton of Southern California Edison; Ben Andersen of BCA Development; Stuart Cochrane, Peninsula Publishing Managing Partner; and Nick Slevin, Publisher of Green Home Builder magazine and Project Developer, win the Gold Nugget award for Zero Net Energy Design Excellence.



The **ABC** Green Home™ 3.0

AFFORDABLE • BUILDABLE • CERTIFIED



“A cluster of 3 high performance, LEED two-story single family ZNE residences in Fullerton, CA developed by Green Home Builder Magazine, designed by Danielian Associates, built by Habitat for Humanity for disabled U.S. Veteran Families. These unique homes showcase modern American design & construction.”

– Nick Slevin,
PenPub Publisher, ABC Green Home Developer

The Web Series



The **ABC Green Home** projects feature a web series in several episodes, filmed during construction. Product Partners' materials are filmed during installation and interviews with brand representatives are recorded for broadcast. This segment is also provided to you for your own marketing purposes.



**See attached links for news coverage and web series samples:
Copy and Paste these links into your browser to view.**

<http://abclocal.go.com/kabc/video?id=8843053&pid=null>

<http://www.ocregister.com/articles/home-369023-energy-water.html>

<http://video.pbssocal.org/video/2293591967>

<http://www.ocregister.com/lansner/home-447183-green-lansner.html>

<http://www.examiner.com/article/build-100-per-square-foot-net-zero-home>

https://www.youtube.com/watch?v=_YwnOjMe9MA

<https://www.youtube.com/watch?v=CuU0Q8k87z4>

<https://www.youtube.com/watch?v=NKoJJV80V3w>