

The Green Home™ 4.0

Advantages of Participation in The ABC Green Home 4.0

- Showcase and promote your sustainable product suite nationally to your production builder, custom builder, remodeler, architect, engineer and speciality trade contractor channel audiences, plus the home buying public, within a popular high performance demonstration home brand.
- Have your products supported by two large utilities; SoCalGas and SoCal Edison, project energy partners.
- Participate in the project web series video production, featuring your product installation, and on camera interviews. Your video segment is yours to use.
- Cost effective national trade channel 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 video webisode series.
- Consumer marketing, online web video, web ads
- Partner with Peninsula Publishing, a 27-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.



A 1,775 sq ft Net-Zero, LEED, DOE builder challenge home.

PRESENTED BY **GreenHomeBuilder**



ABC Green Home 1.0



ABC Green Home 2.0



ABC Green Home 3.0

Nestled in the San Bernardino mountains in the picturesque town of Crestline, Calif., and sitting on a flat 8,500 square foot lot above lake Gregory is the site of the next Net-Zero home in the ABC Green Home Project.

Architect Chuck Goodman has created a beautiful single-family, craftsman-style, two-story home with meticulous attention to detail. To the unfamiliar eye, this home looks like a nice interpretation of the craftsman style on a mountain lot. Working with Robert Style at CORE Structure and Consultant Engineer Ray McDonald, the three have prepared the engineering design, which includes a conditioned attic and finished basement.

Beneath the surface there is a lot going on. For starters, the exterior walls are nine inches thick. Beneath the siding is an inch of rigid foam sandwiched beneath two layers of weatherization membrane by Typar.

Between the 24-inches-on-center, two-by-six studs sits the fiberglass insulation, generating an R-rating of 56. Outside, the cold mountain air does not pass through these walls. The heat doesn't leave the building. A sophisticated whole home ventilation system not only moves the air, but cleans and pressurizes it, too. Indoor air quality is integral in this attractive house.

Jillian Pritchard Cooke – Interior Designer, President of DES-SYN, and creator of the

Wellness Within Your Walls Indoor Air quality certification – is rigorous about air quality inside the home. No off-gassing of any nature is permitted.

There is a flow to the interior of the house. The tandem garage is separated at its rear by a door to a mud room and half bathroom. Stairs lead up to the first floor kitchen and living room and over to the cold storage cellar and air conditioned basement utility room. Inside the basement utility are the HVAC system, tankless water heater, hot water circulating pumps and the smart home technology hub which operates the house. The home's smart systems can all be operated remotely by a smart phone. Solar system, battery back up, thermostats, appliances, ceiling fans, security and entertainment systems, door locks, lighting, irrigation, window shades, are all operated by the smart home software and Wi-Fi connectivity. The home is a dual-fuel, Net-Zero design, SoCalGas and Southern California Edison are the utilities who serve the city of Crestline. Both gas and electric systems operate seamlessly inside the home. The kitchen is large and features an island and a pantry. The living room has a generous fireplace and a warm textured feel.

Above the living room on the bedroom floor are two bedrooms and a full bathroom, as well as the master bed and bath. There is a private porch deck off the bedroom, which overlooks the large deck in front of the house, the forest and the mountains. Above the bedrooms in the

conditioned attic is a built-in play room and a large, well-lit built in storage area.

This is a new, Net-Zero LEED home, designed for home owner comfort and convenience. The home's design and features are carefully considered for a modern family's requirements, while also ticking every box on the smart home and sustainability spectrum.

The ABC Green Home team shares the details of the designs of all of the systems in the home: civil, architectural, structural, MEP, and smart home technologies and interiors. The home is being built to a multitude of the highest standards: LEED, RESNET, the DOE's Zero Energy Ready Home program, Wellness Within Your Walls, Home Innovation NGBS Green Partner program, Water Sense, and ENERGY STAR®.

The ABC Green Home project began in 2011 with the first award-winning home built at the Great Park in Irvine, Calif. Over 30,000 people toured the home on-site and an additional 100,000 took the virtual tour.

there will also be a virtual tour of this home, featuring links to the manufacturer's and design team's web sites.

We build these homes exclusively with our advertising client's materials.

We would be pleased to include your products in the project. 🏡

-Nick Slevin

Publisher / ABC Green Home Project Developer

REGISTER
REAL ESTATE

The Holy Grail OF HOMEBUILDING

How an Orange County project will help the industry meet a 2020 mandate to build 'net zero' homes.

With the deadline from the American Green Building Council (AGBC) to build 100,000 net-zero homes by 2020, the industry is looking for solutions. One of the most promising is the ABC Green Home project in Crestline, California. The project is a two-story, single-family home with a net-zero energy rating. It features a solar panel array, a battery backup system, and a smart home system. The project is being built by ABC Green Home, a company that specializes in green building. The project is being built in Crestline, California, a town known for its scenic views and outdoor recreation. The project is being built on a flat 8,500 square foot lot above lake Gregory. The project is being built by ABC Green Home, a company that specializes in green building. The project is being built in Crestline, California, a town known for its scenic views and outdoor recreation.

THE KEY TO 2020

The ABC Green Home project is a net-zero energy home. It features a solar panel array, a battery backup system, and a smart home system. The project is being built by ABC Green Home, a company that specializes in green building. The project is being built in Crestline, California, a town known for its scenic views and outdoor recreation.

ABC GREEN HOME

ABC Green Home is a company that specializes in green building. The company is committed to building sustainable homes that are healthy for the planet and the people who live in them. The company is currently building the ABC Green Home project in Crestline, California. The project is a two-story, single-family home with a net-zero energy rating. It features a solar panel array, a battery backup system, and a smart home system. The project is being built by ABC Green Home, a company that specializes in green building. The project is being built in Crestline, California, a town known for its scenic views and outdoor recreation.



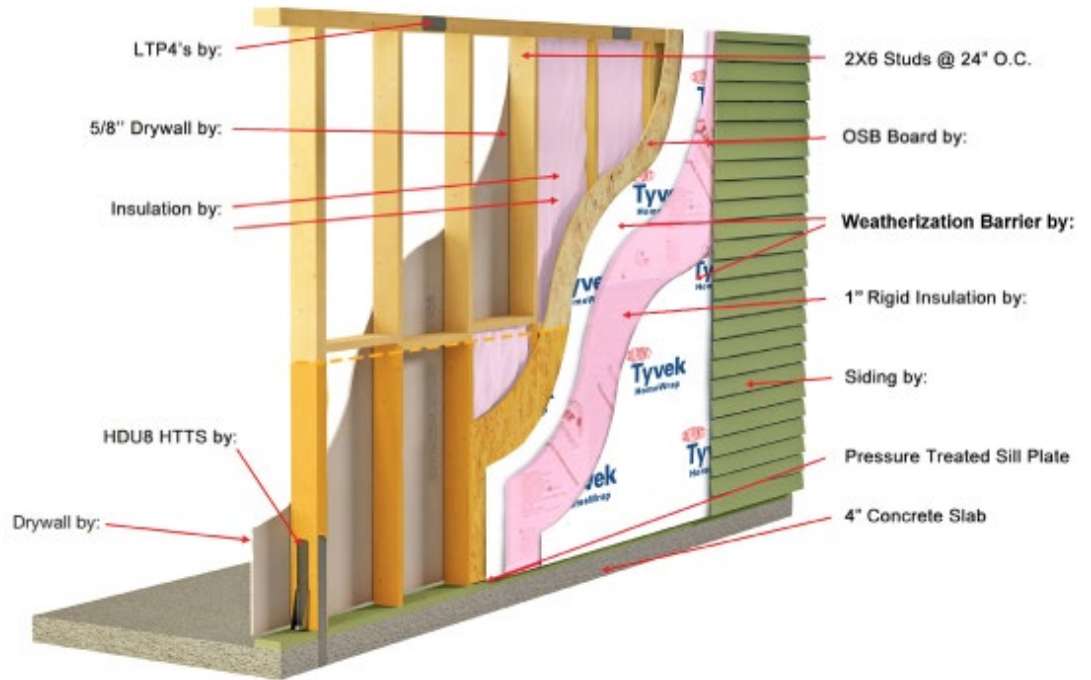
The project is certified
by the following
organizations:



Wellness Within Your Walls®



ABC HIGH PERFORMANCE ADVANCED FRAMING WALL SECTION

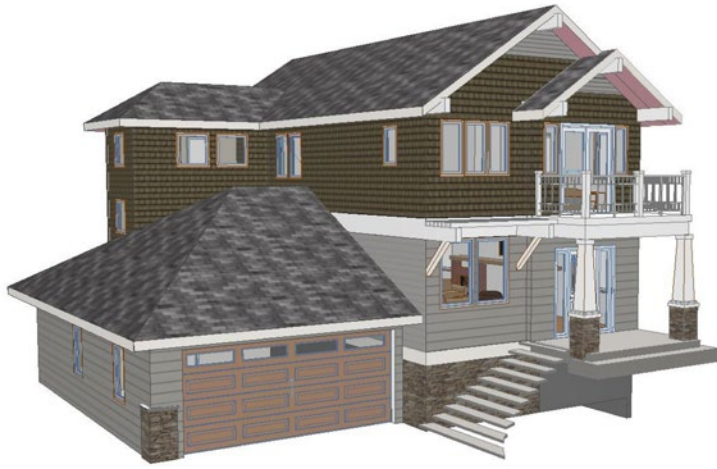


ABC WHOLE HOME INSULATION INCLUDING A CONDITIONED ATIC AND BASEMENT



The ABC Green Home 4.0 Project Renderings

Front - Northwest



Front - Southwest



GreenHomeBuilder PRINT & ONLINE
 America's Premier Green Homebuilding Resource® Volume 12, Nov/Dec 2016 www.greenhomebuildermag.com

Happy Holidays from
The ABC Green Home™
 and the Fullerton Police Department

Presented by **SoCalGas**

2016 Building Products Brand Survey WINNER

BRAND SURVEY WINNERS

BUILDER OF THE YEAR
 Thrive Home Builders

DEVELOPER OF THE YEAR
 Jamboree Housing Corp.

COMMUNITY OF THE YEAR
 De Young Properties

GreenHomeBuilder PRINT & ONLINE
 America's Premier Green Homebuilding Resource® Volume 11, Sept/Oct 2016 www.greenhomebuildermag.com

ABC Green Home, Net-Zero, LEED Home

ENERGY STAR Appliances

Energy-Efficient Infill
 Vic Remmers

Building Codes
 Dominic Sims

The GHB Interview
 Mahesh Ramanujam

You Are The Exclusive Product Category Partner.

The ABC Green Home 4.0

Home Operations Managed by Your Smart Phone or Tablet.

APPLIANCES

HOME SECURITY

IRRIGATION

HVAC/THERMOSTAT

HOME ACCESSORIES

HOME ENTERTAINMENT

ABC 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™ Interactive Website

24/7 Project Access Via www.ABCGreenHome.com



- **Live Web Cams** provided by ECAMSECURE allow you to monitor and share the project on your own website and social media page
- **Product Partner PR**
- **Skyscraper Ads**
- **Video & Press Links**
- **Comprehensive Features**

The ABC Green Home™ Product Partner Advertorials

Advertorial

Ad

The ABC Green Home™
Product Partner Profile



Owens Corning and ABC Green Home 3.0

Owens Corning has evolved from a building materials manufacturer known for product solutions into a collaborative partner and building science resource to production homebuilders. Across the country, Owens Corning is helping builders "Turn Building Science into Building Genius™" by enabling them to re-think conventional build practices. Builders can then apply building science to consistently and efficiently design, construct, and help sell high performance homes.

Green Home 3.0 meet the California Energy Commission (CEC) new residential requirements for the 2016 Residential Building Energy Efficiency Standards code and prepare for the energy-use reduction goals targeting Zero Net Energy (ZNE) use in all new homes by 2020.

The Owens Corning® ProPink® High Performance Conditioned Attic System is a below-roof deck engineered insulating system that was specified to add thermal, air, and moisture control at the roofline; this system works to optimize home comfort, energy efficiency, and durability. Additionally, the Owens Corning® ProPink Complete™ Blow-in Wall System brings thermal and moisture protection to homes for added comfort, performance, and energy savings.

As a result of the collaboration between Owens Corning and ABC Green Home 3.0, the U.S. military veteran homeowners who will ultimately reside in the homes will enjoy enhanced comfort with reduced heating and cooling costs, reduced environmental impact, and peace of mind.



□ The Owens Corning® ProPink® High Performance Conditioned Attic System adds thermal, air, and moisture control at the roofline.

◆ The Owens Corning® ProPink Complete™ Blow-in Wall System brings thermal and moisture protection to homes for added comfort, performance, and energy savings.

Recently, Owens Corning worked as an extension of the team assembled by Green Home Builder magazine to work with Habitat for Humanity for ABC Green Home 3.0. This project is using familiar insulation and fiberglass solutions that easily integrate into the design plans and deliver the highest standard of energy efficiency in production-built homes.

In addition to providing building science expertise and performance modeling, two proven Owens Corning building science-backed system solutions were specified for the attic and walls. The use of these product solutions will help ABC



For more information, visit www.owenscorning.com or call 1-800-GET-PINK

The smartest way to build a home.



Owens Corning Building Scientists continually research and develop smarter ways to build better homes, creating complete building and insulation solutions that lead the industry in performance, durability and safety. These forward-thinking designs are not only proven to perform, but they also deliver meaningful benefits your homebuyers will be willing to pay for. Let us show you how to Turn Building Science into Building Genius™.

Call us today at 1-844-OC-BUILT or learn more at www.owenscorning.com/BuildingGenius



Better homes through science.

Reader Service #28

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The ABC Green Home

AFFORDABLE • BUILDABLE • CERTIFIED

High Performance Housing

Indoor Air Quality

The ABC Green Home™ Web Series

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.



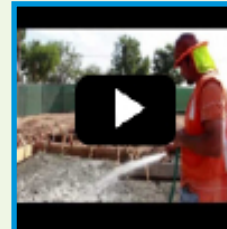
Active Links



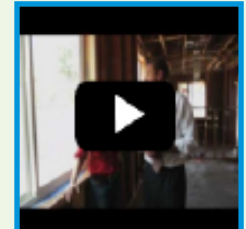
Zero Net Energy Design & Construc...



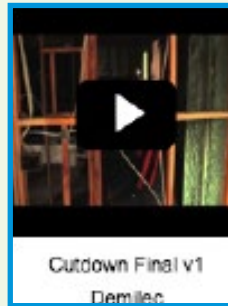
Countdown Final v1 Energy S



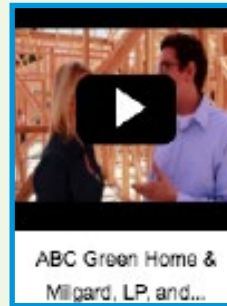
ABC GREENHOME Indoor Air Quality



Green Home Builder and Milgard



Countdown Final v1 Demilec



ABC Green Home & Milgard, LP, and...



Green Home Builder and LP



Water Zone

The ABC Green Home™ Press Coverage



THE ORANGE COUNTY REGISTER



See attached links for news coverage and web series samples:

https://www.youtube.com/watch?v=bVg_Z3VU3T4

www.ocregister.com/articles/home-369023-energy-water.html

video.pbssocal.org/video/2293591967

www.ocregister.com/lansner/home-447183-green-lansner.html

examiner.com/article/build-100-per-square-foot-net-zero-home

www.youtube.com/watch?v=_YwnOjMe9MA

www.youtube.com/watch?v=CuU0Q8k87z4

www.youtube.com/watch?v=NKoJJV80V3w

- **Consumer Marketing**
- **Web Video Series**
- **Web Coverage**
- **National PR Campaign**

Meet The Green Home™ 4.0 Design Team



Chuck Good-Man, AIA is the founder of integrated Process design associates, inc. (iPda). iPda is a professional service consulting firm implementing the most innovative work flow processes available to the design & construction industry. Chuck has been working in the Architectural & Construction industry for over thirty five

years. He has owned and been partners in several successful architectural forms. His designs range from custom homes, commercial buildings to very large industrial. The most notable industrial projects include 300,000 SF, 5 story clear-height, -10 degree freezers throughout the U.S. and a 1,700,000 SF IKEA distribution facility in Tejon, CA.

– **Chuck Goodman,**
Architect
iPda



Robert has over 18+ years of experience in the building industry working for a variety of firms including, structural & MEP, architectural, and building supplies. As a previous custom home builder, Robert has a working knowledge with architects, subcontractors, building officials, budgets

and timelines. Robert has firsthand knowledge of the needs of our clients, translating into enhanced customer service, negotiations and rapport. These years of building relationships in the industry has unlocked doors for project negotiations, collaborations, and professional networking.

– **Robert Style,**
Structural Engineering
Core Structure



Bruce Pentezam,
MEP Engineer
Green MEP



Jillian Pritchard Cooke,
Interior Designer
DRS-YN,
Wellness Within Your Walls

Ray McDonald,
Civil Engineer
RWM & Associates, LLC

Design company specializing in Land Surveying, Land Development, Civil Engineering, Residential Design And Commercial Design.

Adam Westfall,
Builder/Green Contractor
Leading Edge Construction

General contractor, home builder, and remodeler.

The ABC Green Home™ 4.0

PRESENTING SPONSOR

- The ABC Green Home, Exclusively Presented by YOU
- Title Sponsorship on all Marketing and Media Collateral, PR, Magazine Layouts, Project Website
- 18 Premium Full Page Ads. 12 in Builder & Developer, 6 in Green Home Builder magazines
- 12 month Skyscraper Ad Program on www.abcgreenhome.com, www.greenhomebuildermag.com, www.bdmag.com
- 4 Company Advertorial Layouts in Publications
- Title Sponsorship in Web Series Video, Featuring in each episode. Plus 5 Minutes of Exclusive Video on your business
- Inclusion in 3D virtual model of 3.0 home with link
- 12 month SkyScraper Ad program on ABCGreenHome.com and GreenHomeBuilderMag.com
- ABC Product Partner collateral for trade show booths
- Lifetime e-print of your ad page/advertorial page for your web site and for email marketing purposes
- Your own Web landing page on the Product Partner tab on the ABCGreenHome.com site
- ABC Product Partner logo for use on your ads and marketing collateral
- 6x Press releases in Green Home Builder issues
- 12x Press releases in Builder & Developer issues
- Ongoing inclusion in national PR campaign

Program Value \$195,000

Cost \$95,000

Previously Participating Partners:

PRESENTED BY



To participate, please contact Nick Slevin at nslevin@penpubinc.com or 949-631-0308.

The ABC Green Home™ 4.0

GOLD SPONSOR

- The ABC Green Home GOLD SPONSOR by YOU
- Gold Sponsorship on all Marketing and Media Collateral, PR, Magazine Layouts, Project Website
- 12 Premium Full Page Ads. 6 in Builder & Developer, 6 in Green Home Builder magazines
- 12 month Skyscraper Ad Program on www.abcgreenhome.com, www.greenhomebuildermag.com, www.bdmag.com
- 3 Company Advertorial Layouts in Publications
- Title GOLD Sponsorship in Web Series Video, Featuring in each episode. Plus 2 Minutes of Exclusive Video on your business
- Exclusive product category sponsor
- Inclusion in 3D virtual model of 3.0 home with link
- 12 month SkyScraper Ad program on ABCGreenHome.com and GreenHomeBuilderMag.com
- ABC Product Partner collateral for trade show booths
- Lifetime e-print of your ad page/advertorial page for your web site for email marketing purposes
- Your own Web landing page on the Product Partner tab on the ABCGreenHome.com site
- ABC Product Partner logo for use on your ads and marketing collateral
- 6x Press releases in Green Home Builder issues
- Ongoing inclusion in national PR campaign

Program Value \$130,000

Cost \$60,000

Previously Participating Partners

PRESENTED BY



To participate, please contact Nick Slevin at nslevin@penpubinc.com or 949-631-0308.

The ABC Green Home™ 4.0 Product Partner Programs

OPTION A, With Video

- **FIVE** full page ads and **TWO** full page advertorials in Green Home Builder issues
- **TWO** emails of your story with the ABC Green Home to Peninsula Publishing's Subscriber database
- Inclusion in one episode of the ABC Green Home Web series, including 120 seconds of exclusive time within the episode to discuss product, company, showcase product installation and marketing message point. The segment is also provided to you to use for your own marketing.
- Exclusive product category sponsor
- Inclusion in 3D virtual model of 3.0 home with link
- 12 month SkyScraper Ad program on ABCGreenHome.com and GreenHomeBuilderMag.com
- ABC Product Partner collateral for trade show booths
- Lifetime e-print of your ad page/advertorial page for your web site for email marketing purposes
- Your own Web landing page on the Product Partner tab on the ABCGreenHome.com site
- ABC Product Partner logo for use on your ads and marketing collateral
- 6x Press releases in Green Home Builder issues
- Ongoing inclusion in national PR campaign

Program Value: \$90,000

Price: \$29,500

OPTION B

- **THREE** full page ads and **ONE** full page advertorial in Green Home Builder issues
- **One** email of your Advertorial to Peninsula Publishing's Subscriber database
- Exclusive product category sponsor
- 12 month SkyScraper Ad program on ABCGreenHome.com and GreenHomeBuilderMag.com
- ABC Product Partner collateral for trade show booths
- Lifetime e-print of your ad page/advertorial page for your web site for email marketing purposes
- Your own Web landing page on the Product Partner tab on the ABCGreenHome.com site
- ABC Product Partner logo for use on your ads and marketing collateral
- 6x Press releases in Green Home Builder issues
- Ongoing inclusion in national PR campaign

Program Value: \$60,000

Price: \$19,500

Previously Participating Partners

PRESENTED BY



To participate, please contact Nick Slevin at nslevin@penpubinc.com or 949-378-9997.