

## FOR IMMEDIATE RELEASE

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A gallery of photos is available for you to download and use by visiting <http://www.greenmakeoverhome.com/media.html>

### **DURHAM'S GREEN MAKEOVER HOME WINS NATIONAL NAHB GREEN HOME AWARD**

The National Association of Home Builders has picked Durham-based Red-B Construction as a Green Home of the Year Award winner; citing the company for creating “a great illustration of sustainable, environmentally responsible construction,” according to Eric Borsting, chair of the NAHB’s Green Building Subcommittee.

The single-family remodeling category award was presented to Bill Beasley, President of Red-B Construction, at the organization’s 11<sup>th</sup> Annual National Green Building Conference in Dallas, TX.

“Due to current conditions in the real estate market,” Beasley observes, “more and more homeowners are ‘stretching the lives of their properties’ by remodeling. There is a great deal of potential remodeling work to be done. With nearly 130 million existing homes in the United States alone, the opportunity for builders to improve the performance of these existing homes is huge. We undertook this project as an example for others, and we are proud to demonstrate how efficient an older home can become.

“We are honored that our ‘Green Makeover Home,’ a custom remodeling project in Durham’s prestigious Hope Valley neighborhood, has won this important national award,” adds Beasley. “State-of-the-art green technology makes sense in residential remodeling as well as

(more...)

new construction, and we feel that NAHB has recognized the trend in green residential remodeling by honoring our accomplishments.”

Red-B's prize-winning project is located at 3411 Dover Road in Durham. The house has been dubbed the “Green Makeover Home” and a website ([www.greenmakeoverhome.com](http://www.greenmakeoverhome.com)) is dedicated to documenting the transformation of this unique home.

Beasley indicates that the Green Makeover Home has also received Gold certification, the highest level possible, from the Green Home Builders of the Triangle. Moreover, the structure has earned a score of “50” on the EPA's Energy Star's HERS index, indicating that the house will consume 50% less energy than a comparable new home built to today's standard building code. “Since this house was originally constructed to the 1984 building code,” Beasley points out, “the savings are even more substantial.”

The 4,340 square foot home, with 5 bedrooms and 3½ baths, incorporates many revolutionary technologies including solar hot water, highly efficient spray foam insulation, a 1,700 gallon rain water cistern, and low VOC / no formaldehyde finishes for improved air quality. In addition, it utilizes an efficient residential gray water recovery system, representing one of the first applications of such a system in a local residential project.

“We really benefitted from many of our suppliers,” adds Beasley, “who unleashed their technology teams to help us uncover new, exciting ways we could put their products to work. We have all learned a great deal from this cooperative effort. Our web site documents the many achievements we have made.”

During the recent Green Home Tour sponsored by the Home Builders Associations in the Triangle area, Red-B's Green Makeover Home welcomed over 450 visitors, including many of the Hope Valley neighbors who have watched the project evolve. “The kindest words we heard came from our neighbors,” observes Beasley. “They were especially thankful to see that green buildings can enjoy environmental advantages while still maintaining the charm of the surrounding community. I am pleased that, along the way, we have preserved – perhaps even enhanced – the value of the neighborhood that surrounds us.”

“Red-B Construction shows how far residential green building has come,” remarked NAHB’s Green Chairman Borsting. “This project is a good example for our members as NAHB continues to lead green building into the mainstream.”

Additional information about the Green Makeover Home can be found at home’s dedicated web site: [www.greenmakeoverhome.com](http://www.greenmakeoverhome.com).

Red-B Construction is a Durham-based construction company that focuses on building premium custom green homes for discriminating homeowners. Beasley, a Duke graduate with a mechanical engineering degree, has developed a reputation for meticulous attention to the details that brand his distinctive homes. The company’s web site is found at [www.red-b.com](http://www.red-b.com).

The National Association of Home Builders is a Washington, D.C.-based trade association representing more than 200,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. Known as "the voice of the housing industry," NAHB is affiliated with more than 800 state and local home builders associations around the country. NAHB's builder members will construct about 80 percent of the new housing units for 2009.

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