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FIRST PROUD GREEN HOME BEING BUILT IN SERENBE COMMUNITY

Louisville, Ky. (Feb. 4, 2013) – ProudGreenHome.com provides the ultimate in green home building information, and it's only fitting that this popular website is producing the first Proud Green Home to enable the website's editors to report from the trenches on the latest in green building technologies and products.

This Proud Green Home is being built in the sustainable community of Serenbe, near Atlanta, and is scheduled for a May completion date.

"This home will provide an experience like no other. It is green, eco-friendly, energy and water efficient, durable, low-maintenance, healthy and comfortable. It functions as an integrated system with every component affecting the next, and everything flowing together to create the ultimate in sustainable living," said Bob Fincher, CEO and publisher of Sustainable Community Media, which operates ProudGreenHome.com, where the home's construction process is being featured in articles, videos and photo galleries.

Visitors to ProudGreenHome.com will be able to virtually tour the home with an exciting SmartBIM/VIMtrek 3-D online experience designed to effectively demonstrate the details of this remarkable home as viewers virtually fly through the home via a narrated video.

Every aspect of the home's energy use will be monitored and reported for one year after the homeowners move in, to show the effectiveness of the associated green building techniques. It will serve as a laboratory, educating consumers and professionals about what it takes to be a Proud Green Home.

"The home's orientation has been carefully selected to optimize the east-facing lot and allow for the best in home energy efficiency, and designed to be net zero, meaning that the home will produce as much energy as the home's residents will use," said Luis Imery, who is the home's builder. Imery, the winner of many green building awards for his sustainable homes, is based in Athens, Georgia.

Imery is a LEED Green Associate, a certified HERS rater, a BPI Building Analyst Professional, an Energy Star Partner, an EarthCraft House Technical Advisor, an EnergySmart Contractor from RESNET, a real estate broker and a civil engineer, and he has an MBA in real estate and entrepreneurship. Imery and his company, The Imery Group, won the EarthCraft House Platinum Project of the Year Award in 2010, and the following year won the coveted 2011 Green Project of the Year Award from the National Association of Home Builders. The Imery Group is currently involved with the green certification of more than 200 homes in the Southeastern United States.

Chris Laumer-Giddens of LG Squared Residential Design is the Atlanta-based architect who designed the home. Laumer-Giddens is an EarthCraft House Technical Advisor, HVAC designer, building science pro, LEED AP and HERS rater. He is an expert in creating a home that functions as an integrated system, with everything affecting everything else, blending what is already known with the newest in green building science, technologies and products.

Laumer-Giddens believes that a home performs best as a single integrated system. He said, "In the past, homes were broken into separate components. Now, the finishes, the window selection, the HVAC system, the way the home is positioned on the lot, the form, the function and the aesthetics all play a crucial and integrated role."

The Proud Green Home at Serenbe certifications will include EarthCraft House Platinum, Energy Star Version 3, EPA Indoor Air Plus and EPA Water Sense. The home will also be measured on the HERS index and is expected to generate a remarkably low index of less than 45 before solar is added. With solar, the home will move to net zero, indicating a truly energy efficient and unique home.

In addition, the community of Serenbe itself is an EarthCraft Community, one of just a few in the Southeastern United States. The home and its entire building process will be verified by an independent third-party before, during and after construction to assure the integrity of its highly efficient, green and sustainable performance.

Sponsors of The Proud Green Home at Serenbe include Ply Gem, KLEENDECK, Boral Bricks, Benjamin Obdyke, BASF, Kohler, Metal Sales, PPG, LG and Zehnder America. Along with the builder, architect, SmartBIM, and Serenbe, the Southface Institute is a strategic partner in the home. Southface is a nonprofit organization that for more than 30 years has promoted energy-, water- and resource-efficient workplaces, homes and communities throughout the Southeastern United States.