



BUILDING  
HIGH PERFORMANCE  
HOMES.  
IT'S JUST GOOD  
BUSINESS.

BUILDER BROCHURE

ENVIRONMENTS FOR *Living*<sup>®</sup>



## LEADING BUILDERS PARTICIPATE IN THE *ENVIRONMENTS FOR LIVING*® PROGRAM BECAUSE:

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Homebuyers care about operating costs and resale value

Local communities are concerned about environmental impact

Successful builders care about quality construction, customer satisfaction, and reduced risk

Top builders across the country know that this is one of the programs of choice

Everyone likes a “win-win” situation; the program offers a comprehensive range of energy-efficient services and tools, measurable results, and tangible benefits – including benefits that builders can pass along to homebuyers

**BUILD TRUST.  
BUILD HIGH PERFORMANCE HOMES.  
BUILD BUSINESS.**

## VALUES THAT BUILD VALUE.

**Building green, energy-efficient homes can help you compete in today's market. While many buyers care about saving the planet, virtually all of them care about operating costs. *Environments For Living*® helps you demonstrate a commitment to prospective buyers by offering them real value.**

Based on the principles of building science, the *Environments For Living* program provides builders like you with clearly defined requirements, along with the tools and assistance you need. For complete program details, please visit [environmentsforliving.com](http://environmentsforliving.com).

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# BUILT *on* A SOLID FOUNDATION

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The *Environments For Living*® program provides builders with building science educational support, field training and consultation, marketing materials, and a comprehensive Homeowner's Package. For complete details on how the program supports builders of all sizes and regional differences, please visit [environmentsforliving.com](http://environmentsforliving.com).



## BENEFITS FOR YOU AND YOUR CUSTOMERS.

- *Differentiation.* Stand out from the pack by constructing homes that go beyond conventional building codes.
- *Customer Satisfaction.* Building science can help reduce claims and callbacks, and increase customer satisfaction.
- *Comprehensive Solutions.* There are many energy-efficient and green-building programs builders can choose from today, but the *Environments For Living*® program offers a complete set of solutions.
- *Flexibility.* The program is performance-based and product neutral – you're free to use any manufacturer whose products meet the program requirements. You also have local flexibility to suit your market, your climate, and your business needs. We're even compatible with other programs and certifications.
- *Turn-key.* Our program supports builders of all sizes with services that deliver efficiency and economies of scale, backed by a professional organization. Turn-key services include training, a national plan review center, and an extensive network for field certification and testing. We can even help you identify companies able to install products that meet the program requirements.
- *Guaranteed.* Our program provides your homeowners with a limited guarantee\* – a Limited Comfort Guarantee and a Limited Heating and Cooling Energy-Use Guarantee.
- *Choice.* The *Environments For Living* program has several energy levels to choose from and a flagship level – the *Environments For Living Certified Green*® program. See the charts on the next pages to select the program and energy level that best fits your needs.

\* For complete guarantee details and limitations, please visit [environmentsforliving.com](http://environmentsforliving.com).

# BUILDING BETTER WITH BUILDING SCIENCE.

THE FEATURES AND BENEFITS ARE  
BUILT IN.

**Today's homebuyers want energy-efficient homes with all the attendant benefits of advanced building techniques. And that's exactly what Masco Home Services can help you deliver, using the *Environments For Living*® and *Environments For Living Certified Green*® programs.**

Our turn-key program is most comprehensive, giving you an edge in selling your homes, and offering tangible benefits that can be passed directly on to your buyers.

The differences between the *Environments For Living* program and the *Environments For Living Certified Green* program are indicated on the following pages.

## Energy Efficiency

**Tight Construction** – Special framing techniques such as a continuous air barrier and sealing of penetrations help reduce internal leaks and drafts.



**Improved Thermal Systems** – Enhanced insulation techniques help to minimize voids and gaps, and higher thermal properties (R-value) add to energy efficiency.



**Right-Sized HVAC** – “Right-sized” heating and cooling systems and sealed air ducts help equipment work efficiently. (“Right-sized” refers to the process of determining which HVAC system should be used in any particular structure.)



**Guaranteed Performance** – Written guarantees\* are issued to homeowners on the amount of energy used for heating and cooling, and comfort.



**Low-E Windows** – Low “emissivity” windows have protective coatings to help keep heat in during winter and out during summer.



**Energy-Efficient Lighting** – At least 60% of all hard-wired lights must be compact fluorescent or LED, reducing overall home energy consumption.



**Energy-Efficient Appliances** – ENERGY STAR® qualified appliances such as refrigerators and clothes dryers, dishwashers and efficient water heaters help conserve energy.



\* For complete guarantee details and limitations, please visit [environmentsforliving.com](http://environmentsforliving.com).



## Durability

**Internal Moisture Management** – Vents, pressure balancing, fresh air ventilation and “right-sized” HVAC equipment work to reduce moisture in multiple ways.

**Tight Construction** – Air barrier continuity and air tightness reduce the potential for moisture to enter the building envelope.

**Improved Thermal Systems** – Program requirements such as Low-E windows and insulation installed in contact with the air barrier reduce the potential for moisture build-up.

**Optimum Value Engineering** – Special framing techniques reduce lumber requirements and material use, while maintaining structural integrity.

**Paint Durability** – Interior paints that meet a minimum 400 scrubs (ASTM D4060-07) add to product longevity and can reduce future material needs.







## Indoor Environmental Quality

**Fresh Air Ventilation** – Fresh air ventilation systems deliver filtered fresh air to help reduce dust, odors and indoor contaminants for improved indoor air quality.



**Internal Moisture Management** – Vents, pressure balancing, fresh air ventilation and “right-sized” HVAC equipment work to reduce moisture in multiple ways.



**Air Pressure Balancing** – Balanced air pressure throughout the home results in more even temperatures and reduces the potential for condensation build-up.



**Combustion Safety** – Combustion appliances in conditioned spaces are sealed or power-vented to help avoid build-up of carbon monoxide, vent-free fireplaces are not allowed and pressure balancing is required. CO detectors are required in all homes.



**Enhanced Filtration Systems** – Air filters with a MERV (Minimum Efficiency Reporting Value) of 8 or greater, or an approved electronic air cleaner, provide extra protection from contaminants.



**Paint** – Using paints with low levels of VOCs (Volatile Organic Compounds) reduce indoor pollutants.



**Carpet** – Carpets carrying the Carpet Rug and Institute (CRI) Green Label® for low VOC emissions strictly limit substances that can off-gas.



**Cabinetry** – Cabinets constructed from composite panels that meet the standards of the Kitchen Cabinet Manufacturers Association Environmental Stewardship Program ([www.kcma.org](http://www.kcma.org)), and the Composite Panel Association Environmentally Preferable Product Specification (CPA 03-08) ([www.pbmdf.com](http://www.pbmdf.com)).



## Water Efficiency

**Low-Flow Faucets** – Kitchen sink and lavatory faucets that conserve water help reduce overall internal household water consumption.



**Low-Flow Showerheads** – Showerheads using the latest technologies can help save water without compromising performance.



**High-Efficiency Dishwashers** – ENERGY STAR® rated dishwashers use less water and add to overall household water savings.



**High-Efficiency Toilets** – Water efficient toilets that meet specific performance criteria help reduce water use in the home.



**High-Performance Clothes Washers** – ENERGY STAR® qualified clothes washers that meet specific water efficiency metrics help to save on household water use.



For complete program details, to find out more about available resources and seminars, or to request more information about the *Environments For Living* program, please visit our website: [environmentsforliving.com](http://environmentsforliving.com).

## SPONSORS

The *Environments For Living*® program is proud to list the following organizations among its sponsors:

ecomagination™  
a GE commitment



**LENNOX**  
*Innovation never felt so good.™*



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## PARTICIPANTS

The following Masco companies and brands are participants in the *Environments For Living* program:

**BEHR** 

**BLOW-IN-BLANKET®**  
*premium insulation system*

 **DELTA**

**KraftMaid**  
Cabinetry

**BRIZO**

**hansgrohe**

  
**Merillat.**



  
**Milgard**  
WINDOWS & DOORS

**QualityCabinets.**  
Common name. Uncommon values.



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The *Environments For Living*® program was launched in 2001, in response to a growing need for professional services to support regional and national home builders in applying building science and energy-efficient construction practices in the field.

..... [environmentsforliving.com](http://environmentsforliving.com) .....

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