

# Green Building & Remodeling: From Market Transformation to Cultural Transformation

**Presidents Council  
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**Michael Strong, GMB, CAPS, CGP, CGB  
GreenHaus Builders, Inc.**



# A Lifetime in Green Building: 2005-2010

1. Me. Michael Strong
2. Us. Our Companies & Our Clients
3. You.



# Me. 2005

- Remodeler who has worn the nail bag
- Radio show host
- Rice University guest instructor
- Regional speaker & instructor
- Not a CGP



# Me. 2010

- Builder
- Radio show host-all green all the time w/great ratings!
- Rice University co-instructor of “Green Houses”
- National green speaker & instructor
- Green blogger & Green TV Spokesperson
- 1 of 4700 GGP’s



Us. 2005

Brothers Strong  
GreenHaus Builders  
Our Clients



# Us. 2005

## Brothers Strong

Design-Build remodeler struggling to differentiate  
ourselves in the market

Environmentally conscientious but no band wagon  
we can jump on

Just another lone wolf



# Us. 2010

## Brothers Strong

We are now the green mkt leaders in Houston

3 ANSI projects under construction

Merged with Heritage Construction

Survived '09 & kept all 3 Super's on staff

Energy Audits standard on our design agreements

Will be completely transformed within 18 mo's



Us. 2005

GreenHaus Builders

Didn't Even Exist



# Us. 2010

## GreenHaus Builders

Since 2007: All custom, no spec

Designed & built 2

Start another within 60 days

Lost 1 to Ike, 1 to the economy

Will now be both ANSI & LEED certified

Still generate 2-3 inquires WEEKLY on the web



# Us.

## Our Clients/Our Prospects

Two income professionals

Kids are gone. Can afford a lot more

Want to do more with less

Understand it's about more than insulation

Know the difference b/twn ICF & SIPS, radiant  
barriers

Love playing the points game-Bogler "L" Word



# You. 2005

Too busy. Way too busy to service the small custom remodeler or builder

Very little green on the shelves & no interest in stocking it

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# You. 2010

## Conclusions

We are/have completely reinvented a nationally recognized award winning remodeling company!

We are/have gone the opposite direction of the market and started a homebuilding company!

What have you done in the last five years?



# You. 2010

## Conclusions

- The question is longer: “to be or not to be (green)?”
- It’s now “What shade of green am I going to be?”
- ANSI & LEED already exceed Energy Star requirements
- The “greening” of the building code is well underway



# You. 2010

## What We Need From You

- Dedicated sales rep specialists to the custom market-both remodeling & custom building
- Sales reps that understand the ANSI & LEED checklists
- Experts at point analysis
- Remain generous of partnering on Legit green homes



# Contact Me

[Michael@GreenHausBuilders.com](mailto:Michael@GreenHausBuilders.com)

281.970.6789

