



# Natale Builders Focus on Green and Energy Neutral Homes: Rivera Greens + Avalon Meadows Coming Soon Creekwood Meadows

## The First in Western New York



Geothermal was an option Here  
33 of 35 took the option



## What is a “Green Certified Development”?

Is there a large cross over  
between Green and Net Zero?

Does anyone care?



Geothermal was made a standard feature here- 44 Patio homes with the fastest sell thru rate in our company history



Education of Alternative  
Energy took 2 hours with  
Each client

**Rivera Sold Through 35 lots in 3 years**

**People liked being Green but loved  
saving money**

**Emphasis switched to Energy by  
year 2 –**

**[www.natalebuilders.com](http://www.natalebuilders.com)**



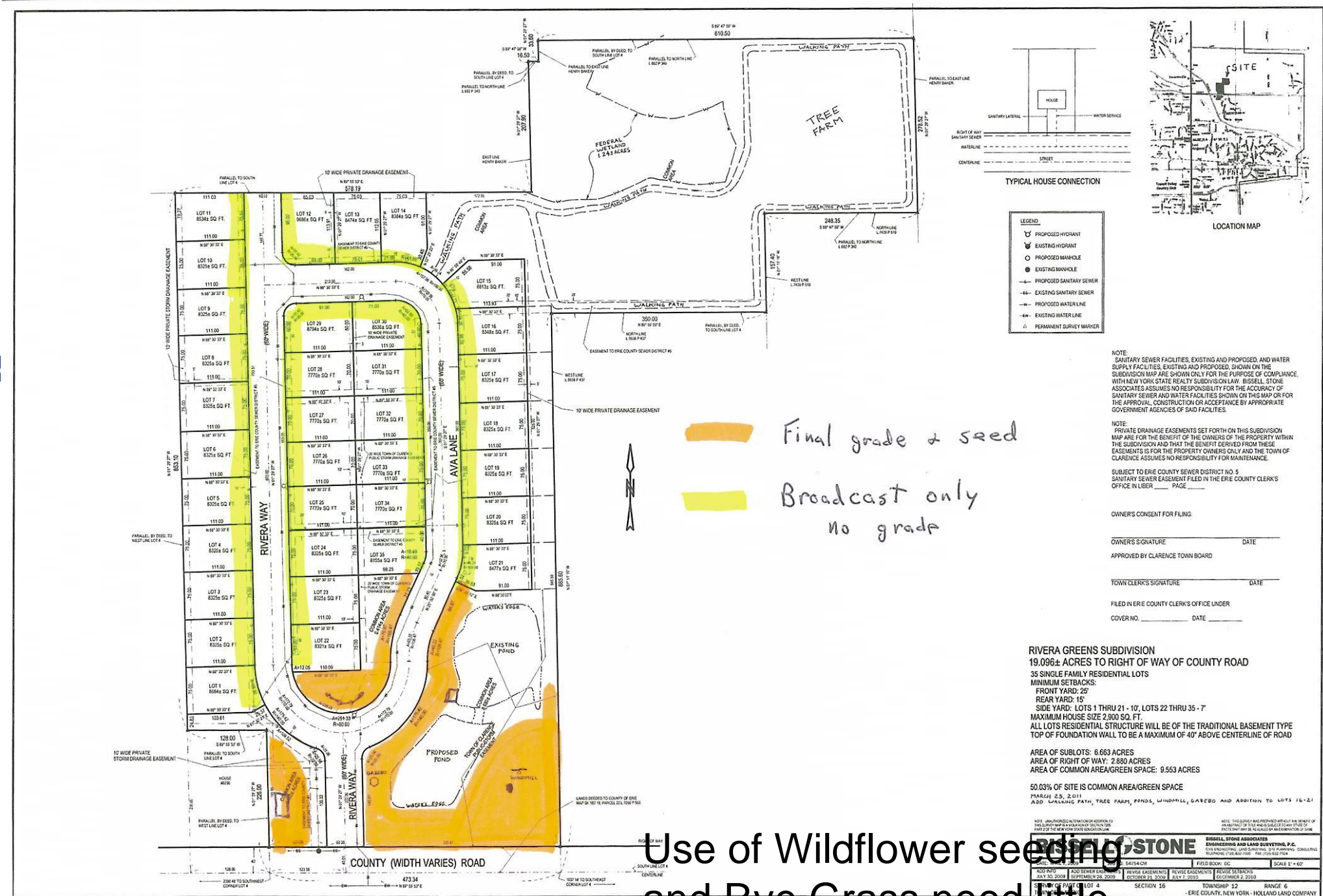
Education took 30 min.  
now that everyone in the  
company understands  
geothermal and has  
lived with it in the models





# Form a “Green Team” Follow with a “Efficiency Plan”

1. Proxemics to Sustainable Living Needs
2. 50% of land must be left as Green Space
3. Reuse materials on site- Preserve Natural Aesthetics
4. Explore most suitable alternative energy sources
5. Thermal envelope upgrade- geothermal-solar



# What goes into a Green road/ infrastructure?

- Design with the end in mind
- Certified Arborist designed all living aspects of the development, ie, trees and wildlife plan
- Create a better process-ie. Let a windmill supply all the common area power needs- Streetlights, water pumps, etc
- Create beautiful retention ponds, save natural ponds
- Use Well water to irrigate common areas
- Design roads around the scarce natural resources







As awesome as this is- there are no funds available to offset the costs to do it.



# Certified Green Subdivision



This is to signify that the  
**Rivera Greens Subdivision**  
located in  
Clarence, NY  
and developed by  
**Natale Builders**  
Clarence, NY



is CERTIFIED as a  
**Four Star** Green Subdivision

The NAHB Research Center certifies that this subdivision, as originally developed, is in substantial conformance with the ICC 700-2008 National Green Building Standard™.

Certificate # 3156

October 28, 2011

Issuance Date

Michael Luzier

NAHB Research Center President

NAHB Research Center • 400 Prince George's Boulevard • Upper Marlboro, MD 20774 • [www.nahbrc.com](http://www.nahbrc.com)

This certification is not a representation, warranty, guarantee of subdivision performance, or certification of code compliance. The subdivision has been certified, but homes constructed within the subdivision are not included in the scope of this certification.









ECO-FRIENDLY • GREEN PRODUCTS • ENERGY STAR • 35 LOTS  
NATURAL PONDS • WALKING PATHS • PARK AREA

#### INTRODUCING RIVERA GREENS, BY NATALE BUILDERS

We are proud to announce our new "Green Development", Rivera Greens. The neighborhood will incorporate eco-friendly designs and building materials.

#### STARTING THIS SPRING

County Road Near Transit, Clarence NY

#### RANCHES & 2 STORY PLANS AVAILABLE

Call Lisa Norman (716) 583.1877 for more information and pre-sale specials



TAKE A VIRTUAL TOUR!

- LOCATION
- TRUE HOME PRICE
- ENERGY SAVINGS
- NET ZERO
- MEDIA/EVENTS





ANNOUNCEMENT OF AWARD FOR GREEN BUILDING; FOR USE WITH LOCAL/NATIONAL MEDIA

FOR IMMEDIATE RELEASE



**2/27/14**

**Clarence, New York:**

**Angelo Natale, President and CEO of Natale Builders** recently became one of the select group of professional builders, developers, and other industry leaders nationwide who have earned the Certified Green Professional (CGP) NAHB Award for Project of the year- Best Green Building Home and Neighborhood, identifying him as someone with knowledge of the best strategies for incorporating green building principles into homes and neighborhoods.

The National Association of Home Builders (NAHB) awarded Natale Builders in Las Vegas Nevada where they were chosen amongst the Countries leading Green builders. This distinctive award highlighted Natale's commitment to Building the Best Green Neighborhoods and homes in New York State. This award took them to National recognition last week. At the ceremony Angelo had this to say:

*"I have always expressed to my team that as a company, we needed to distinguish ourselves in the industry and establish our trademark of using the same principles that my family started over 40 years ago. I turned to my General Manager, Larry LaDuca, and asked him to focus on one thing- Building the best green neighborhoods and homes possible. Realizing that the building codes were rapidly changing and that there are some environmental*



# What makes the homes Green?

- **Local Products are used where ever possible.**
  - Basements systems are assembled within 100 miles of site
  - Wall systems come from Thermal Foams of Buffalo NY
  - Local wood and local Amish built kitchens and trim
  - UB helped coordinate TDA for basement support
- **Green Products make homes Healthier**
  - No VOC finishes
  - Geothermal HVAC vs. Fire breathing dragons
  - Air exchangers vs. breathing through leakage



Avalon Meadows has 75 Total Lots  
 44 Patio home Lots are called The Chateau's with  
 19 remaining  
 31 Lots are Single Family homes with 15 remaining

Creekwood Meadows will begin in the fall  
 of 2016 and consist of 30 Patio Homes , all  
 with wooded rear yard views.





# AVALON MEADOWS

## The Chateaus at Avalon Meadows

A Patio Home Neighborhood

### The Siena



Natale Builders | 9159 Main Street, Clarence, NY 14031 | Ph: 716.580.3318  
[www.natalebuilders.com](http://www.natalebuilders.com)



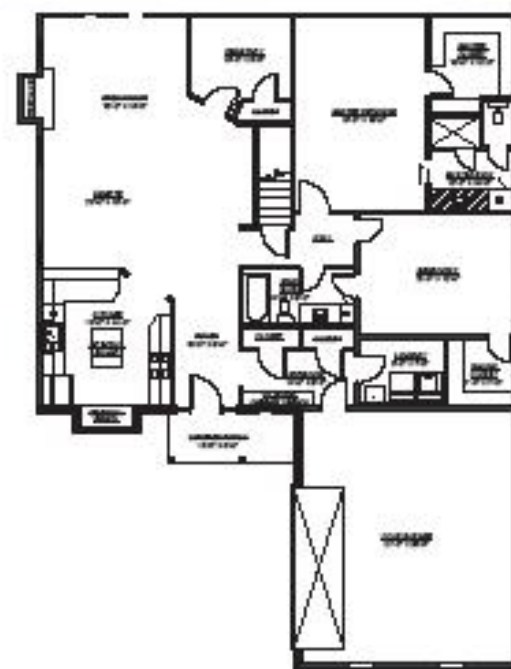


# CREEKWOOD

## MEADOWS

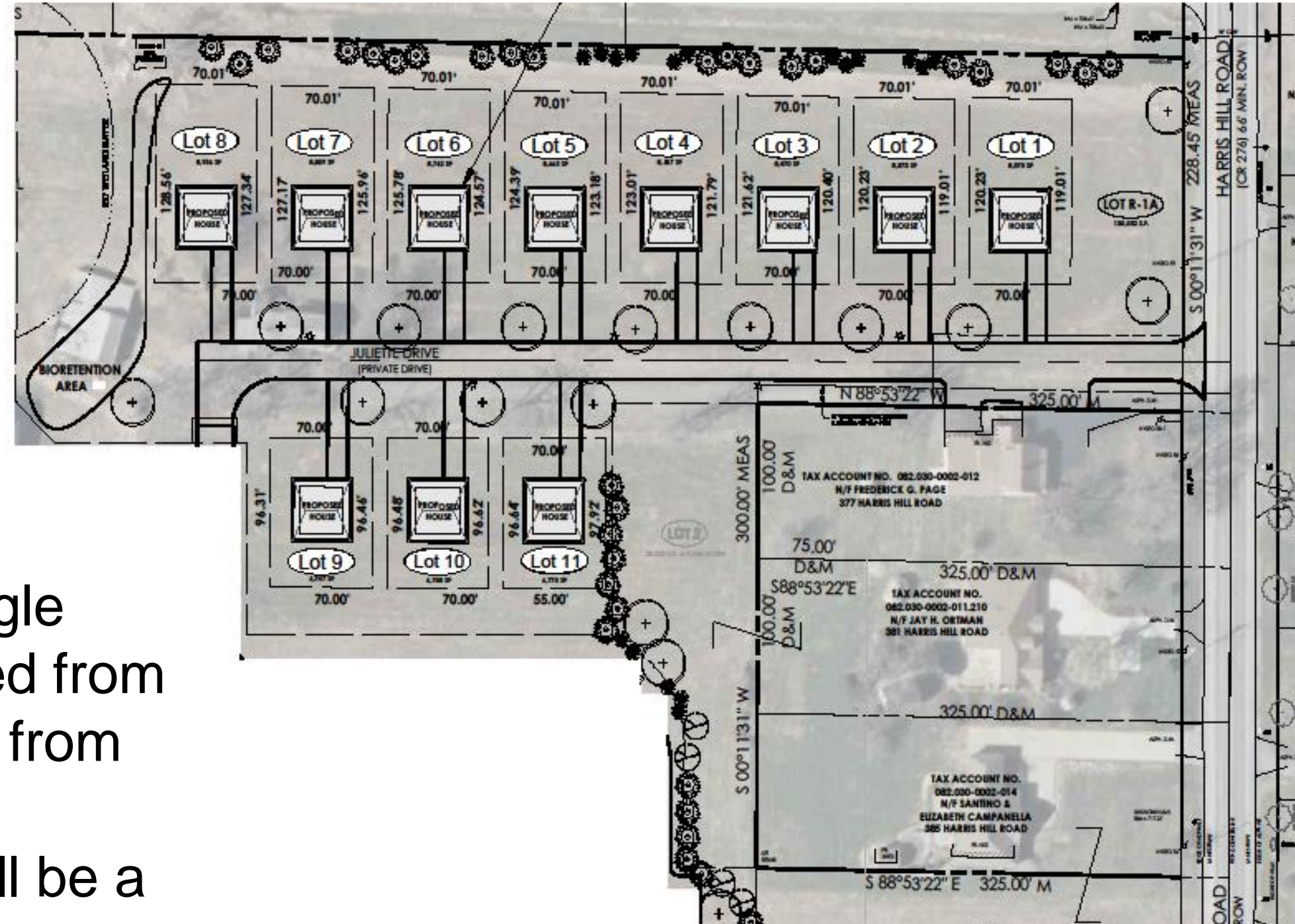
A Patio Home Neighborhood

### The Siena





# Juliette Drive



Juliette will have 11 single family homes assembled from our best selling models from each of our past neighborhoods. This will be a truly eclectic space

# What makes the homes Efficient ?

- **Precast / waterproof /fully insulated Superior Walls**
- **<http://www.superiorwalls.com/pages/686/438>**
- **Alternative Energy utilizing the Sun- Solar panels**
- **Geothermal HVAC**
- **Superior Insulation and air sealing package**
- **Orientation of home**
- **Thermal Envelope – air sealing**







# SIP Panel Design







# SIS Panel design









# Home Energy Rating Certificate

21 Avalon Meadows  
East Amherst, NY 14051



**5 Stars Plus**

**Projected Rating: Based on Plans, Field Confirmation Required**

## Uniform Energy Rating System

1 Star	1 Star Plus	2 Stars	2 Stars Plus	3 Stars	3 Stars Plus	4 Stars	4 Stars Plus	5 Stars	5 Stars Plus
0-19	20-39	40-49	50-59	60-69	70-79	80-81	81-82	83-85	86-100

## Energy Efficient

**NY HERS Score: 92.0 / HERS Index: 40**

## General Information

Conditioned Area:	4755 sq. ft.	House Type:	Single-family detached
Conditioned Volume:	41220 cubic ft.	Foundation:	Conditioned basement
Bedrooms:	4		

## Mechanical Systems Features

Water Heating:	Ground source heat pump, Electric, 1.20 EF, 80.0 Gal.
Ground-source heat pump:	Electric, Htg: 4.0 COP, Clg: 20.0 EER, w/DSH.
Ground-source heat pump:	Electric, Htg: 4.6 COP, Clg: 28.5 EER, w/DSH.
Duct Leakage to Outside:	48.00 CFM25.
Ventilation System:	Balanced: ERV, 125 cfm, 42.0 watts.
Programmable Thermostat:	Heating: Yes    Cooling: Yes

## Building Shell Features

Ceiling Flat:	R-49.0	Slab:	R-0.0 Edge, R-0.0 Under
Sealed Attic:	NA	Exposed Floor:	R-35.0
Vaulted Ceiling:	NA	Window Type:	U-Value: 0.290, SHGC: 0.320
Above Grade Walls:	R-20.5	Infiltration Rate:	Htg: 2038 Clg: 2038 CFM50
Foundation Walls:	R-12.5	Method:	Blower door test

## Lights and Appliance Features

Percent Interior Lighting:	90.00	Range/Oven Fuel:	Electric
Percent Garage Lighting:	0.00	Clothes Dryer Fuel:	Natural gas
Refrigerator (kWh/yr):	691.00	Clothes Dryer EF:	2.67
Dishwasher Energy Factor:	0.35	Ceiling Fan (cfm/Watt):	0.00

The Home Energy Rating Standard Disclosure for this home is available from the rating provider.

**REMRate - Residential Energy Analysis and Rating Software v14.5.1**

This information does not constitute any warranty of energy cost or savings.

© 1985-2014 Architectural Energy Corporation, Boulder, Colorado.

Registry ID:

Rating Number: HPC-15-06

Certified Energy Rater: Todd Blackley

Rating Date: 2/1/2015

Rating Ordered For: Natalie Builders

## Estimated Annual Energy Cost

### Projected Rating

Use	MMBtu	Cost	Percent
Heating	19.3	\$575	25%
Cooling	2.5	\$74	3%
Hot Water	11.5	\$343	15%
Lights/Appliances	36.2	\$1012	43%
Photovoltaics	-0.0	\$-0	-0%
Service Charges		\$335	14%
<b>Total</b>	<b>69.5</b>	<b>\$2339</b>	<b>100%</b>

**This home meets or exceeds the minimum**

**criteria for all of the following:**

EPA ENERGY STAR Version 3 Home  
EPA ENERGY STAR Version 3.1 Home  
ECCC New York State 2010

toddblackley@hotmail.com

Home Performance Consultants

4251 Lower Mountain Rd.

Lockport, NY 14094

716-433-6759

Certified Energy Rater



# Home Energy Rating Certificate

6790 Rivera Way  
East Amherst, NY 14051



**5 Stars Plus  
Confirmed**

## Uniform Energy Rating System

1 Star	1 Star Plus	2 Stars	2 Stars Plus	3 Stars	3 Stars Plus	4 Stars	4 Stars Plus	5 Stars	5 Stars Plus
0-19	20-39	40-49	50-59	60-69	70-79	80-81	81-82	83-85	86-100

## Energy Efficient

**NY HERS Score: 98.2 / HERS Index: 9**

## General Information

Conditioned Area:	4226 sq. ft.	House Type:	Single-family detached
Conditioned Volume:	40386 cubic ft.	Foundation:	Conditioned basement
Bedrooms:	3		

## Mechanical Systems Features

Water Heating:	Ground source heat pump, Electric, 1.20 EF, 80.0 Gal.
Ground-source heat pump:	Electric, Htg: 4.8 COP, Clg: 30.0 EER, w/DSH.
Ground-source heat pump:	Electric, Htg: 4.1 COP, Clg: 21.0 EER, w/DSH.
Duct Leakage to Outside:	21.00 CFM25.
Ventilation System:	Balanced, HRV, 125 cfm, 42.0 watts.
Programmable Thermostat:	Heating: Yes    Cooling: Yes

## Building Shell Features

Ceiling Flat:	R-49.0	Slab:	R-0.0 Edge, R-0.0 Under
Sealed Attic:	NA	Exposed Floor:	NA
Vaulted Ceiling:	R-36.0	Window Type:	U-Value: 0.290, SHGC: 0.320
Above Grade Walls:	R-20.5	Infiltration Rate:	Htg: 12.11 Clg: 12.11 CFM50
Foundation Walls:	R-12.5	Method:	Blower door test

## Lights and Appliance Features

Percent Interior Lighting:	100.00	Range/Oven Fuel:	Natural gas
Percent Garage Lighting:	100.00	Clothes Dryer Fuel:	Natural gas
Refrigerator (kWh/yr):	561.00	Clothes Dryer EF:	2.67
Dishwasher Energy Factor:	0.00	Ceiling Fan (cfm/Watt):	0.00

The Home Energy Rating Standard Disclosure for this home is available from the rating provider.

**REM/Rate - Residential Energy Analysis and Rating Software v14.5.1**

This information does not constitute any warranty of energy cost or savings.  
© 1985-2014 Architectural Energy Corporation, Boulder, Colorado.

Registry ID: 401570494

Rating Number: BPS-14-53

Certified Energy Rater: Todd Blackley

Rating Date: 10/10/2014

Rating Ordered For: Natale Builders

## Estimated Annual Energy Cost

Use	Confirmed MMBtu	Cost	Percent
Heating	13.1	\$392	55%
Cooling	1.2	\$36	5%
Hot Water	8.7	\$260	37%
Lights/Appliances	27.7	\$767	108%
Photovoltaics	-36.1	\$-1082	-153%
Service Charges		\$335	47%
<b>Total</b>	<b>14.6</b>	<b>\$707</b>	<b>100%</b>

**This home meets or exceeds the minimum**

**criteria for all of the following:**

EPA ENERGY STAR Version 3 Home

EPA ENERGY STAR Version 3.1 Home

ECOC New York State 2010

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*Todd S. Blackley*  
Certified Energy Rater



# How do we perform

- Natale Homes average a HERS score of 8-14 when coupled with geothermal and solar at 7-9kw
- Homeowners frequently report \$73.00-\$87.00 per month total utilities after their first year – see letters



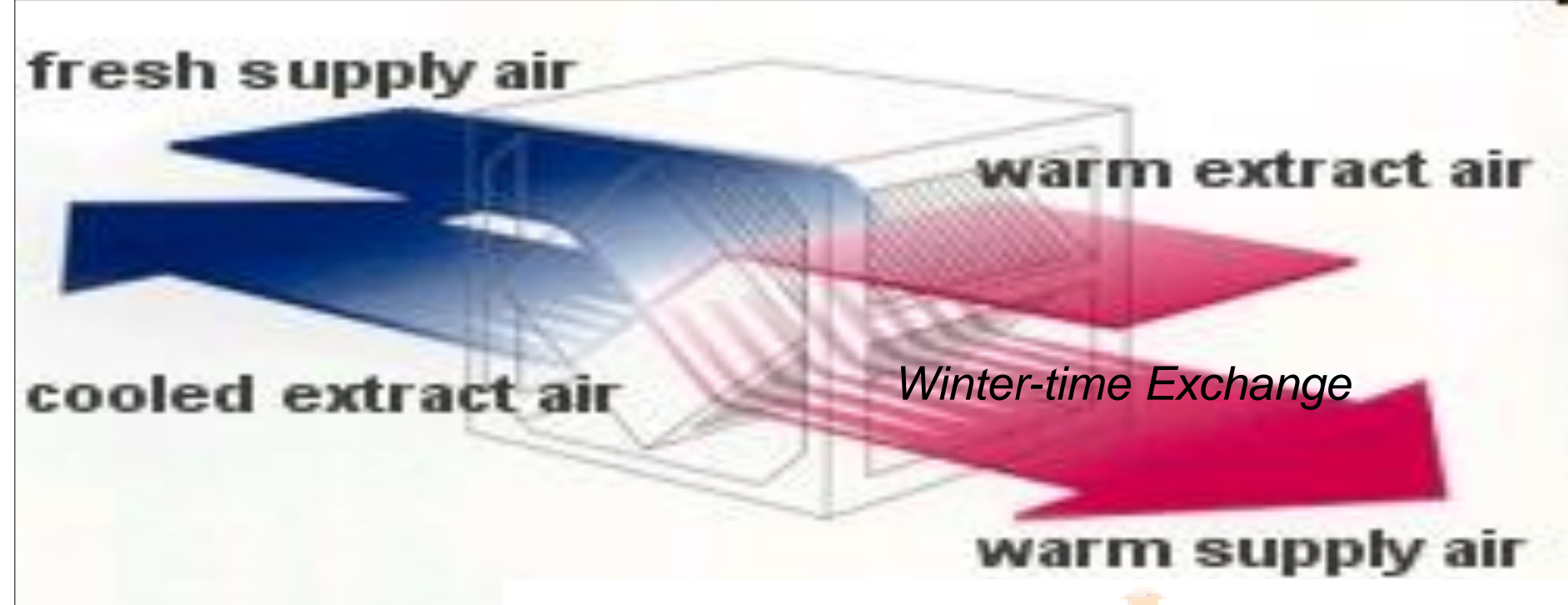
People spend  
90% of their time  
indoors.

Buildings consume  
approximately 40% of  
all the energy we use.

The challenges  
we face are global,  
solutions are local.

Up to 30% of the  
building mass does  
not contribute to  
nor provide a  
healthy indoor  
climate.





**Core:** Heat Recovery Units feature a lifetime warranty on the aluminum core.

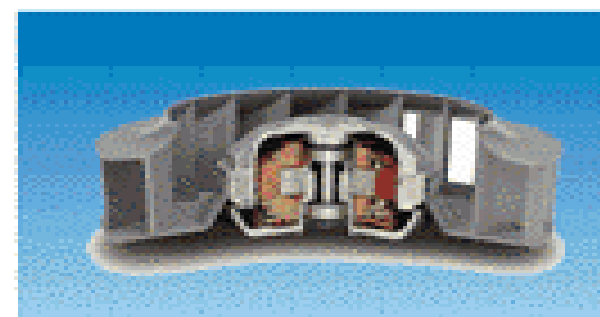
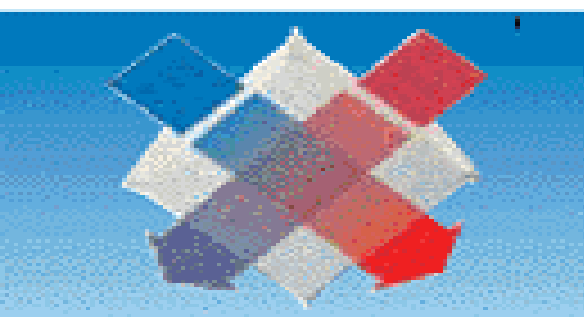
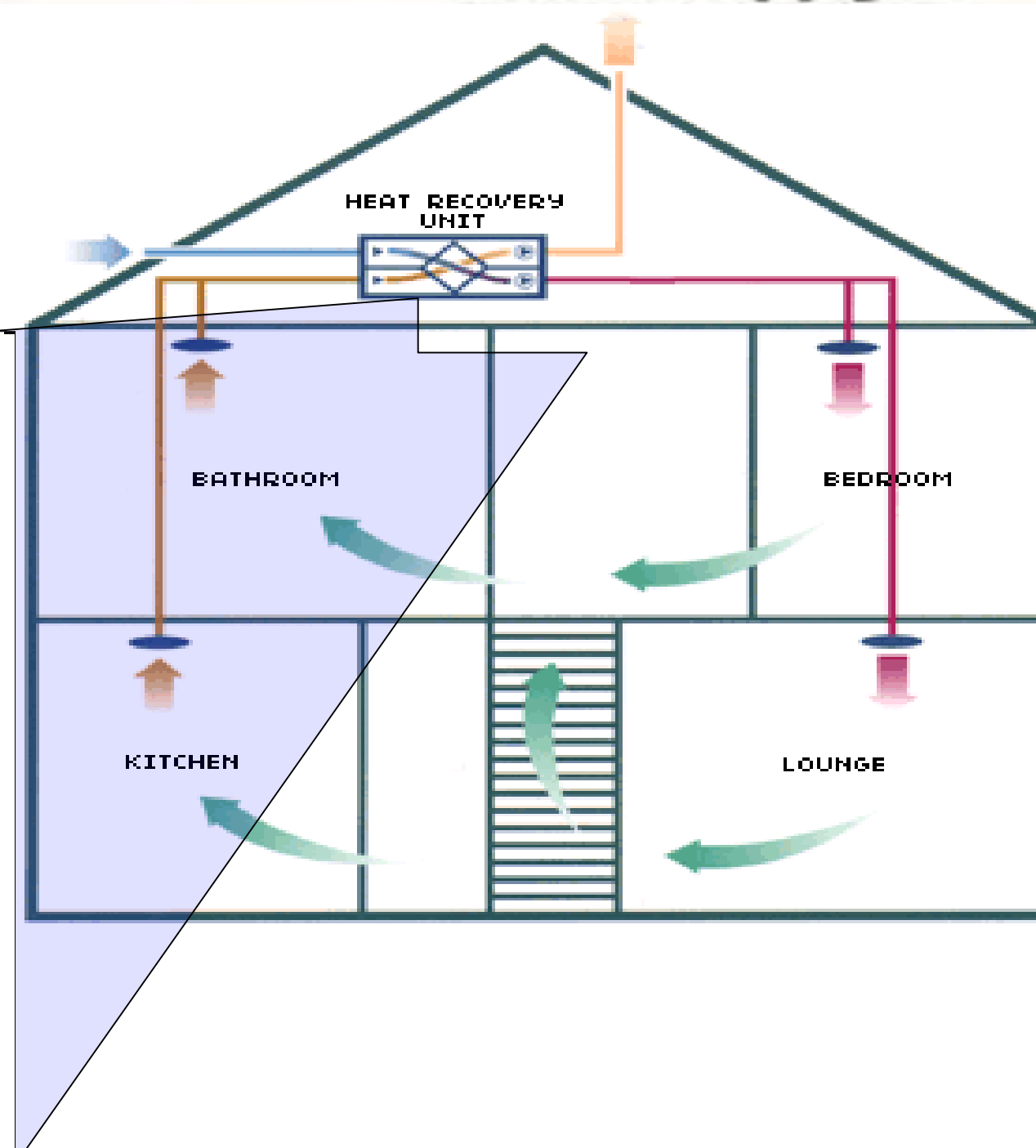
**Washable Electrostatic Filters**

**Superior EBM Motors:** Units are designed with German manufactured EBM external rotor motorized impellers – the most durable motors in the industry. Precise balancing ensures vibration-free operation. No maintenance needed. 7 Year Limited Warranty.



**Fully Insulated Cabinet:** Baked powder-coat finish. Insulated with 1" (25mm) foil-faced, high density polystyrene foam. For quiet, trouble-free operation.

**Electronic Control Board:** Units feature state-of-the-art control boards for easy connection to existing HVAC equipment. All units are designed for easy operation from a series of optional remote controls.



# Green Building is a Good Bet - Making homes Highly efficient pays the Bills and the best bet **\$17 billion**

- The estimated value of green building after growing from 2% of the market to 17% of the market between 2005 and 2011. ( Anyone have the stats for NYSERDA/)
- What's coming up? Forecast: the proportion of companies whose predominant focus was green building will increase from 8% in 2011 to 22% in 2016, accounting for 38% of the market value(between \$87 billion and \$114 billion).
- **70% of home builders will choose solar once it's explained to them properly**
- **90% of home builders will choose geothermal once it's explained to them properly**
- **Bundle the**
- Source: McGraw Hill Construction, 2012. The Green Residential Building Market



- All Alternative Energy Sources are available at Rivera Greens- You pick what's right for your family
  - Geothermal (\$5,125 NYS Incentive 21NYCRR Part 508) through NYSERDA
  - Wind Turbine 50% of total cost rebated
  - Solar Panels ( \$5,000 NY State)
    - 30%-50% Federal and State tax incentives are paid directly to home owners
  - Combine all with the best thermal envelope for:
    - True **Net-Zero results**

Natale's office went Solar w/72 panels will save 62 Tons of CO2 per year = Save \$14,000 per year in electric bills





- If the health benefits of a Green Development and Green built homes aren't reason enough to switch, what about :
  - Green Homes have highest resale value in the housing category for 2015 and outsell 3:1 over standard
  - Green Homes have yielded \$53 to \$71 per square foot back on investment.
  - Green Homes cost a premium of <2%, but yield 10 times as much over the entire life of the building
  - Indoor air quality is well above the industry standard creating a healthier environment



# The Homes are Green/Net Zero

- Research shows people like being Green- they just don't want to pay for it
- ***Net-Zero takes the sting out of being Green***
- The education and understanding of thermal envelopes isn't as fun as picking granite counter tops



# Geothermal / Solarthermal Heating and Air Conditioning

Buffalo Geothermal Charge	<b>\$24,300.00</b>	Cost w/air exchanger
Credit for HVAC	-\$3,600.00	
Credit for Hot Water	-\$610.00	40 gal
Total Overage	<u>\$20,090.00</u>	Up front cost out of pocket or put in mortgage
Federal Tax Credit	\$9,900.00	30% of \$33,000-(retail pricing)
NY State Tax Credit	\$5,000.00	
Cash back after first year	<u><b>\$14,900.00</b></u>	
Home Owner Pays	<u><b>\$5,190.00</b></u>	left over/start recouping right away
<b>Applied to Mtg.</b>		
Interest Rate	5.0%	
Principal Value	<b>5,190.00</b>	Actual premium paid (after rebate) for geothermal
Loan Duration(years)	30	
Monthly Payment	\$26.81	
Utility Savings Approx.	\$220.00	per month
Monthly Income	<b>\$193.69</b>	pays you! Positive cash flow day 1



# INNOVATING TO ZERO

Basic  
Research  
Funding

Market  
Incentives  
to Reduce  
CO<sub>2</sub>

Entrepreneurial  
Opportunity  
Natale is the  
First, won't  
be the last

Regional  
Regulatory  
Framework- We  
have introduced  
“Green  
Legislation” to  
the New York  
Senate



[http://www.tax.ny.gov/research/property/assess/manuals/vol4/pt2/sec4\\_06/sec470.htm](http://www.tax.ny.gov/research/property/assess/manuals/vol4/pt2/sec4_06/sec470.htm)





# ONE WISH

**The public understands  
and will pay for what's  
best for their health and  
societies sustainability**