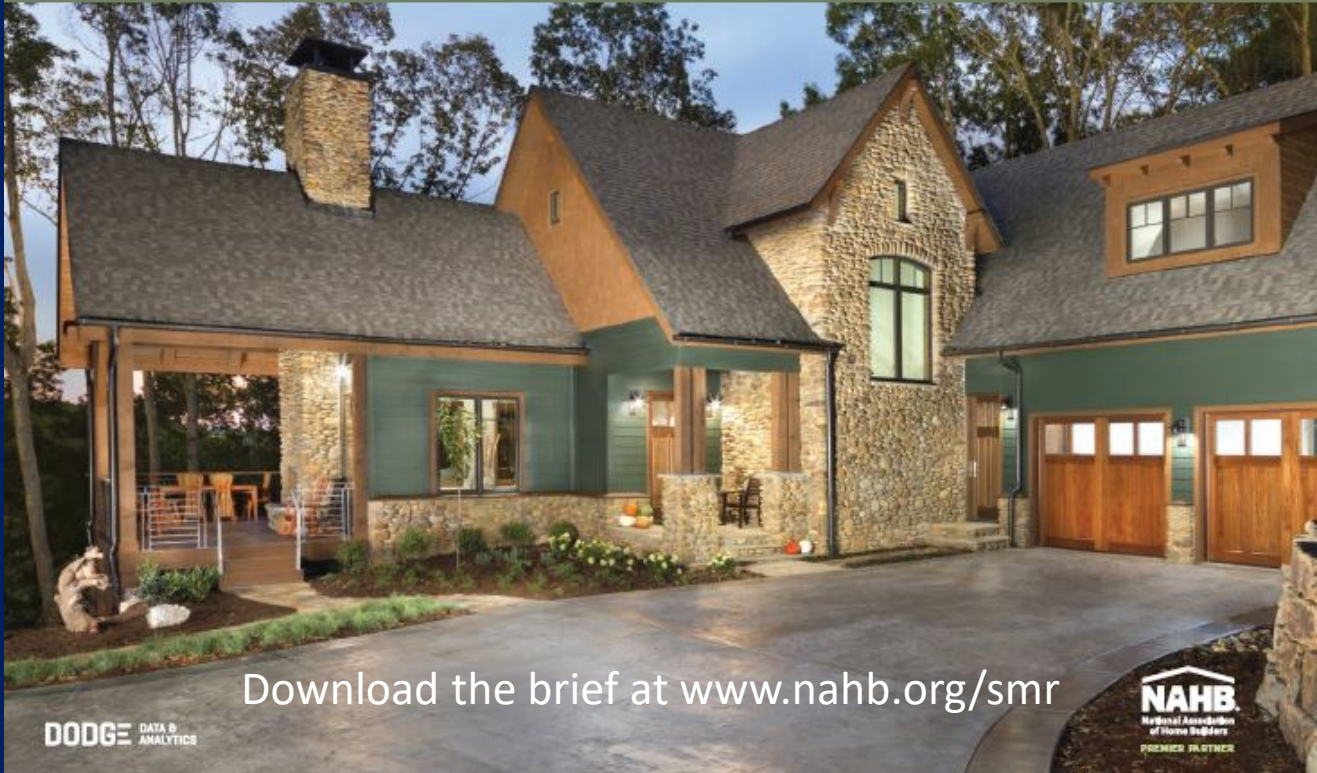


Green Single Family and Multifamily Homes 2020



Download the brief at www.nahb.org/smr

2020 Green SmartMarket Surveys



**Green Building
Market Activity**

**Marketing
Green Homes**



**Drivers and
Obstacles**

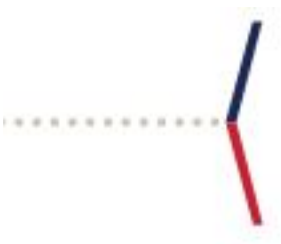
**Use of Green
Products and
Practices**



Survey Definition of Green Building

“A green home incorporates strategies in design and construction that increase energy, water and resource efficiency, indoor environmental quality, and minimize environmental impacts on the site; and/or is certified by a third-party to the National Green Building Standard, LEED for Homes, or any other green rating system.”

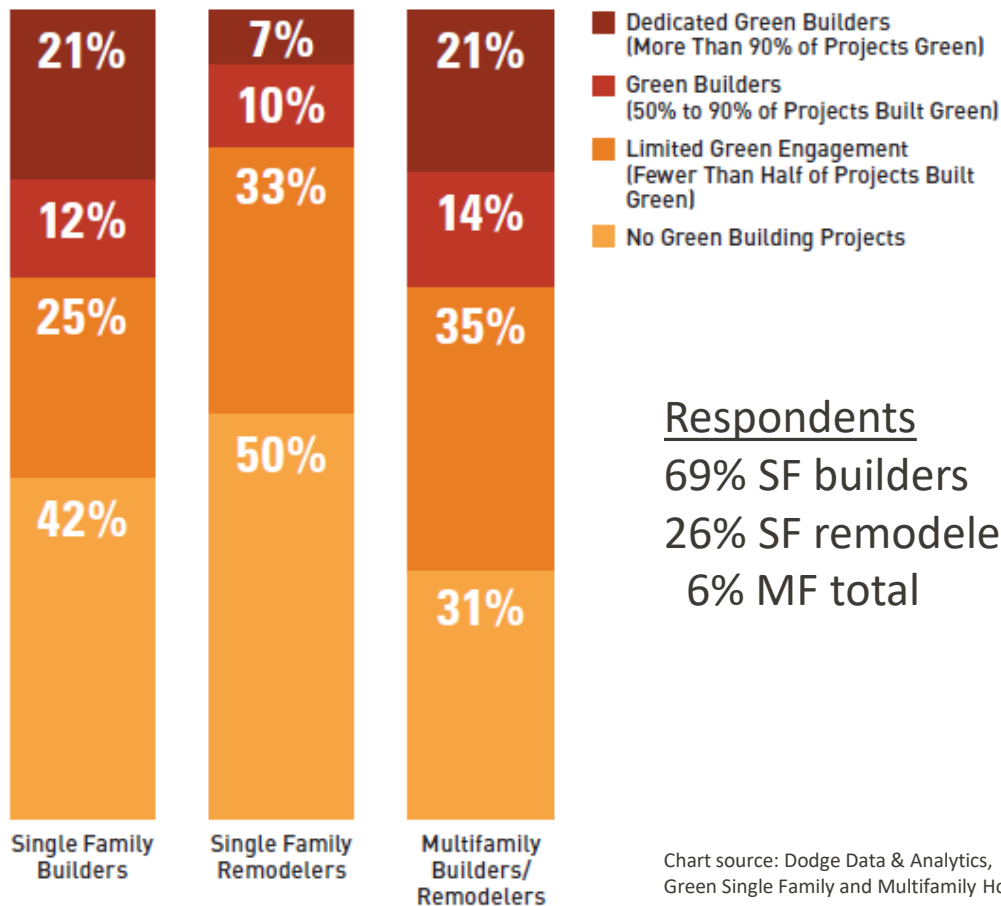




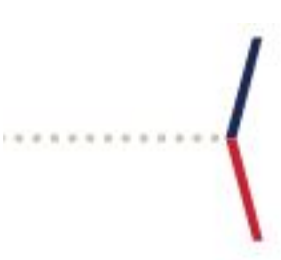
Level of Green Building Activity by Respondents



Percentage of Green Projects (Average Across Four Surveys)



Respondents
69% SF builders
26% SF remodelers
6% MF total



Green Practices: All Single-Family Builders

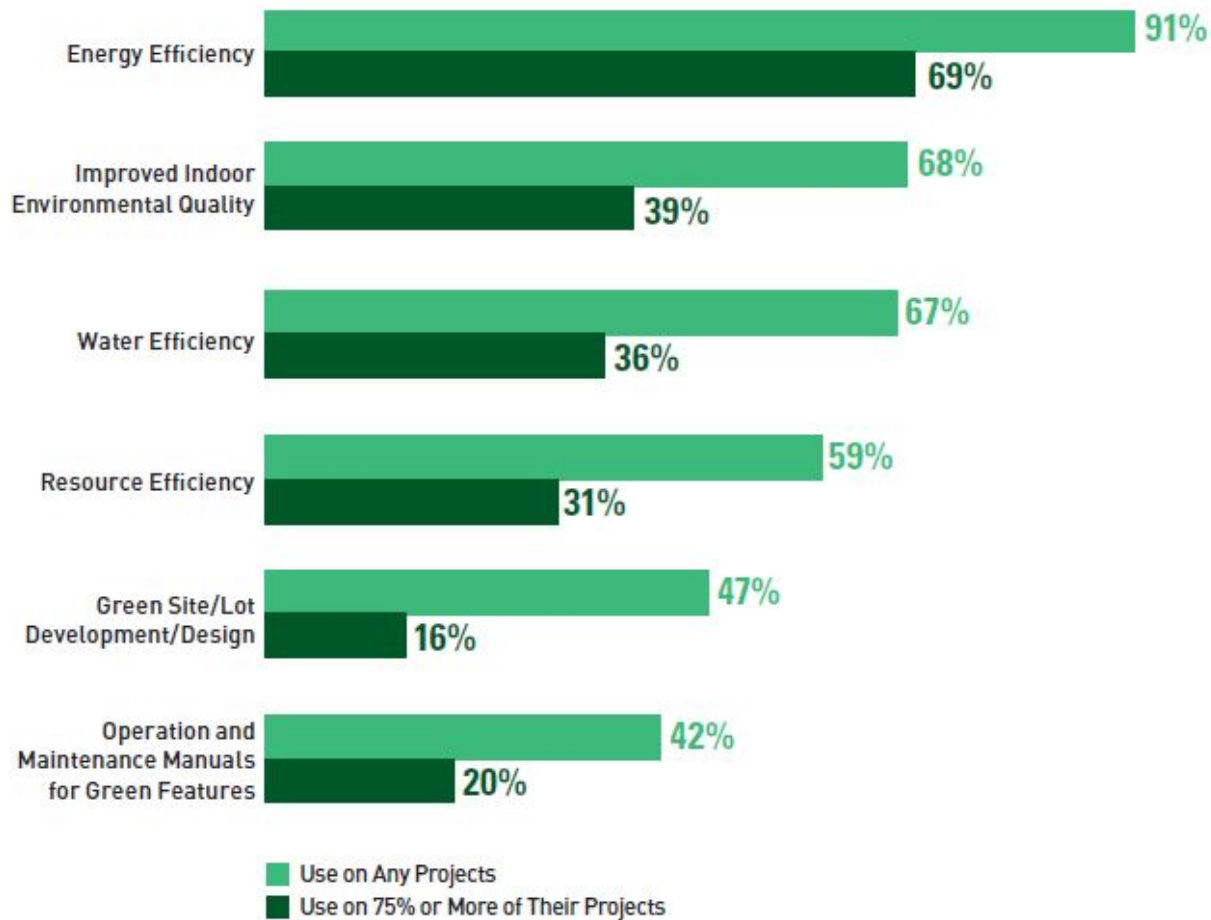
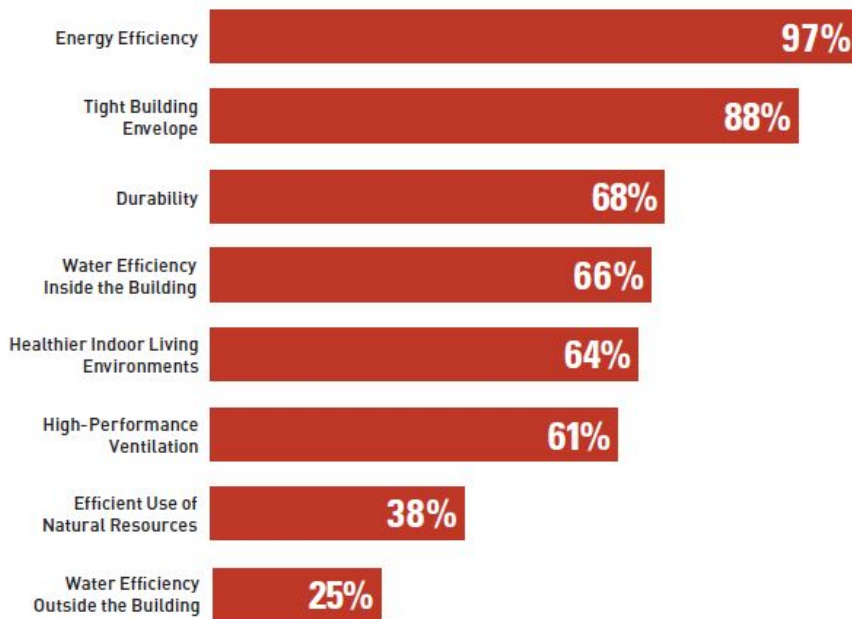


Chart source: Dodge Data & Analytics,
Green Single Family and Multifamily Homes 2020

Green Practices by Level of Engagement

Use of Green Practices on More Than 75% of Home Projects

According to Home Builders Doing More Than 50% of Their Projects Green



Use of Green Practices on at Least 50% of Home Projects

According to Single Family Home Builder/Remodelers Doing Fewer Than 50% of Their Projects Green

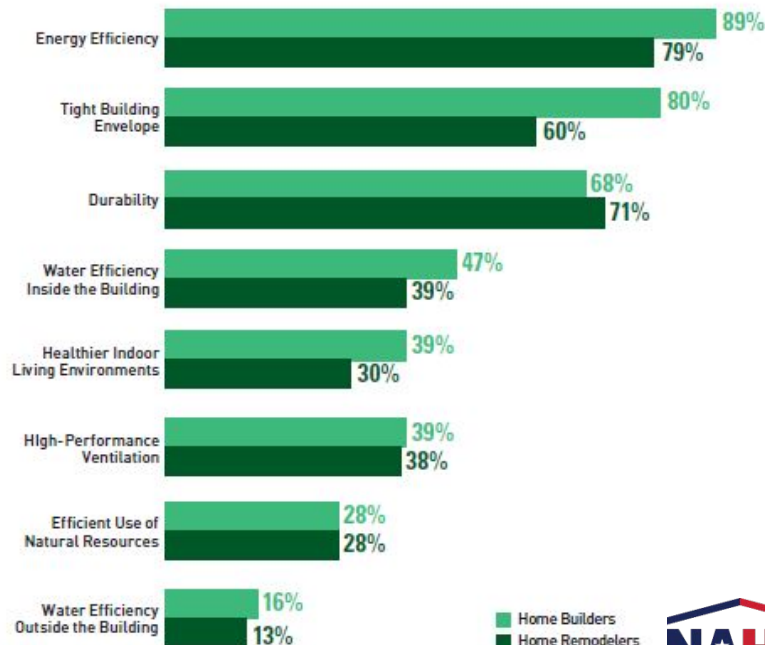


Chart source: Dodge Data & Analytics,
Green Single Family and Multifamily Homes 2020

■ Home Builders
■ Home Remodelers



Top Green Products and Practices in Use

All the products and practices **shown in the chart at right** are used by 60% or more of the builders and remodelers on over half of their projects



Chart source: Dodge Data & Analytics,
Green Single Family and Multifamily Homes 2020

	ALL BUILDERS/ REMODELERS
LED Lighting	85%
Energy-Efficient Appliances	76%
Right-Sizing HVAC System	72%
Water-Conserving Plumbing Fixtures and Faucets	72%
Direct Outdoor Ventilation of Bathroom Fans, Kitchen Exhausts and Clothes Dryers	72%
Durable Materials	68%
Highly Efficient HVAC and/or Water Heating Equipment	67%
Insulation Exceeding Code Minimums	63%
Windows Exceeding Code-Mandated Performance	62%
Minimize Construction Waste During Design and Construction	61%
Focus on Air Tightness	60%
Water-Conserving Appliances	60%
Duct Insulation	60%

Energy-Conserving Products and Practices

[Percentage of builders using a practice/product on half or more projects]

	ALL BUILDERS/ REMODELERS	BUILDERS/REMODELERS DOING 50% OR MORE GREEN PROJECTS
LED Lighting	85%	91%
Energy-Efficient Appliances	76%	88%
Right-Sizing HVAC System	72%	87%
Highly Efficient HVAC and/or Water Heating Equipment	67%	85%
Insulation Exceeding Code Minimums	63%	82%
Windows Exceeding Code-Mandated Performance	62%	75%
Focus on Air Tightness	60%	81%
Blower Door Testing	53%	73%

Top Practices/Products to Improve IEQ

[Percentage of builders using a practice/product on half or more projects]

	ALL BUILDERS/ REMODELERS	BUILDERS/ REMODELERS DOING 50% OR MORE GREEN PROJECTS
Direct Outdoor Ventilation of Bathroom Fans, Kitchen Exhausts and Clothes Dryers	72%	81%
Duct Insulation	60%	72%
Low VOC Materials	54%	67%

OTHER PRODUCTS AND PRACTICES	ALL BUILDERS/ REMODELERS	BUILDERS/REMODELERS DOING 50% OR MORE GREEN PROJECTS
Increased Moisture Control	37%	50%
Keeping Boilers/Furnaces/Water Heaters Out of Conditioned Spaces	36%	47%
Radon Control Measures	36%	48%
Humidity Monitoring	33%	43%
Increased Ventilation (Meet/Exceed ASHRAE 62.2)	28%	45%

Top Water Efficiency Products and Practices

[Percentage of builders using a practice/product on half or more projects]

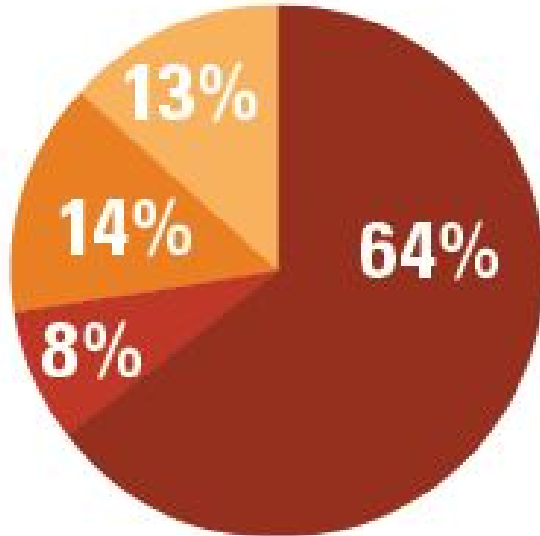
	ALL BUILDERS/ REMODELERS	BUILDERS/REMODELERS DOING 50% OR MORE GREEN PROJECTS
Water-Conserving Plumbing Fixtures and Faucets	72%	81%
Water-Conserving Appliances	60%	72%
Efficient Plumbing Techniques	54%	67%
Tankless Water Heaters	51%	56%
	ALL BUILDERS/ REMODELERS	BUILDERS/REMODELERS DOING 50% OR MORE GREEN PROJECTS
Drought-Tolerant Landscaping	26%	41%
Drip Irrigation	20%	28%
Rainwater Collection and Reuse	7%	7%
Recycled Water Supplied From Utility	3%	4%

Use of Renewable Energy Systems

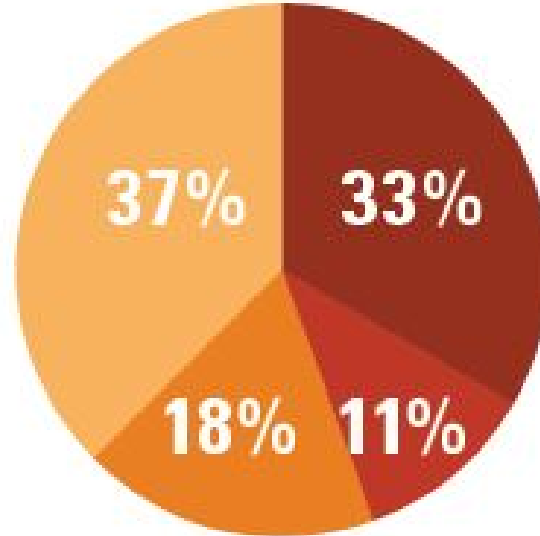
[Percentage of builders using on half or more projects]

	ALL BUILDERS/ REMODELERS	BUILDERS/REMODELERS DOING 50% TO 90% GREEN PROJECTS	BUILDERS/REMODELERS DOING MORE THAN 90% GREEN PROJECTS
Solar Energy Systems	8%	16%	12%
Geothermal Systems	9%	13%	15%
Onsite Energy Storage	3%	3%	3%

Emerging Practices and Technologies: Resilient Features



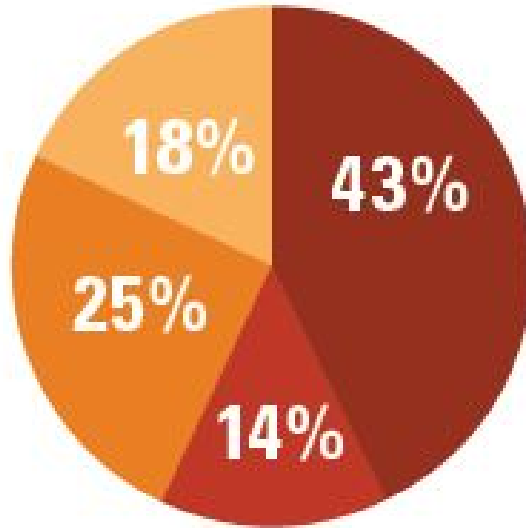
**Green Builders/
Remodelers**



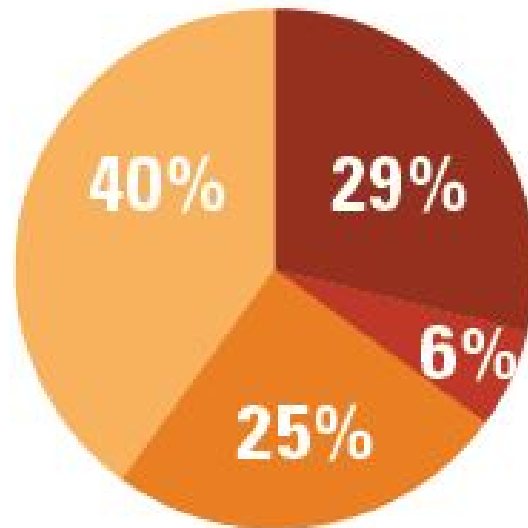
**Builders/Remodelers With
Low/No Green Engagement**



Emerging Practices and Technologies: Smart Home Tech for Managing Energy



**Green Builders/
Remodelers**



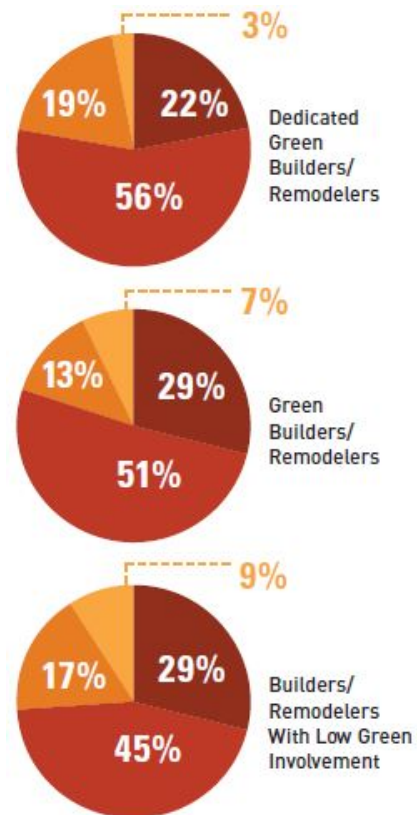
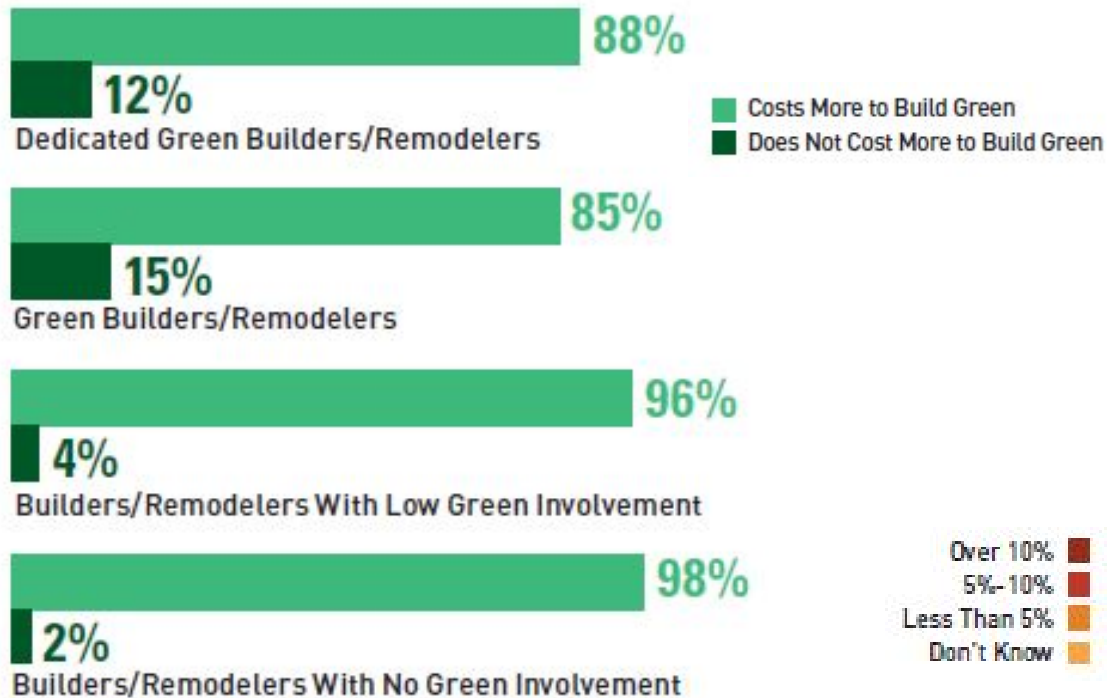
**Builders/Remodelers With
Low/No Green Engagement**





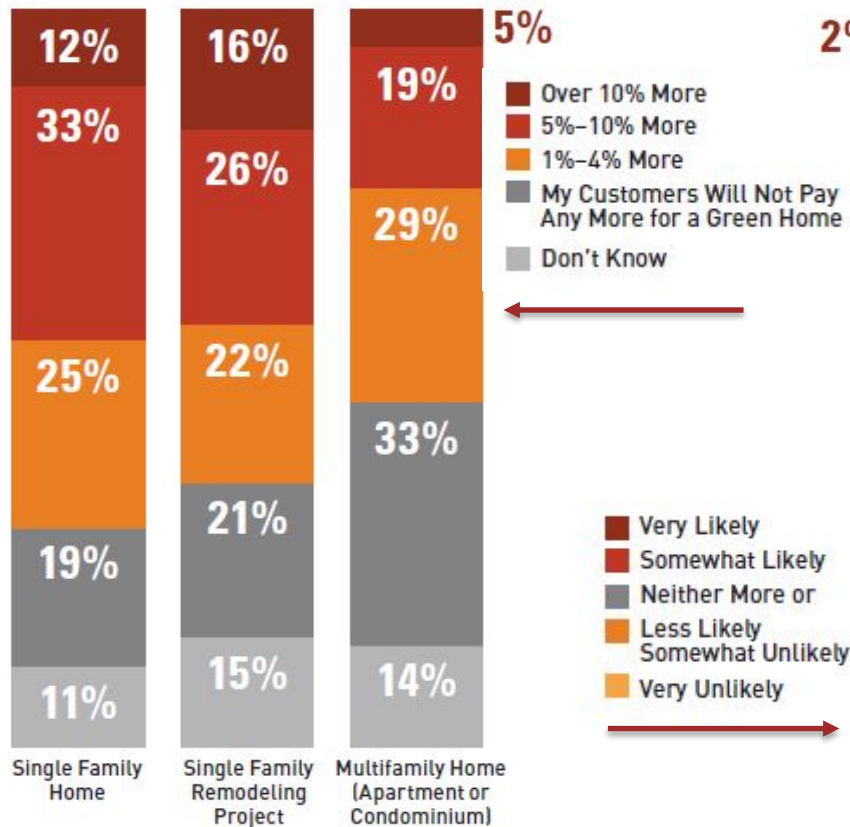
Marketing Green Homes

Is There a Cost Premium for Building Green?



Who Will Pay More for Green?

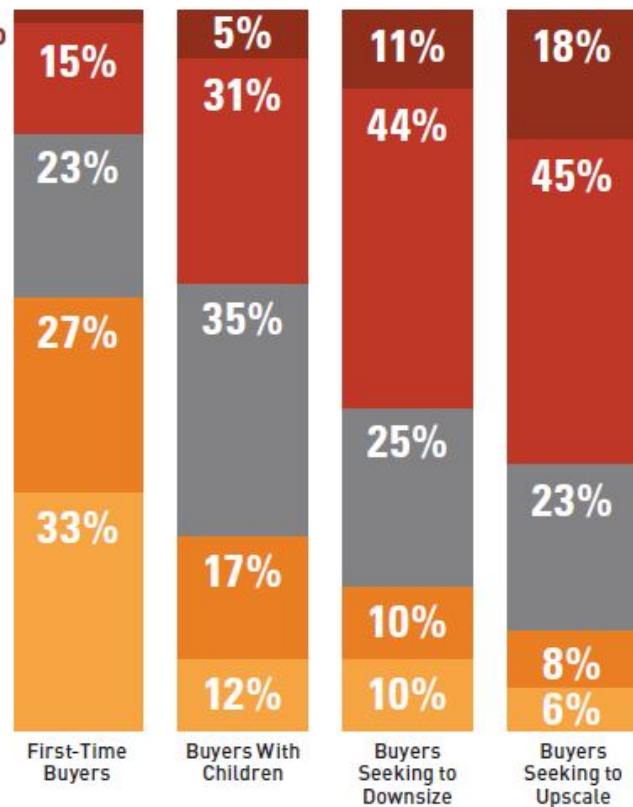
All builders →



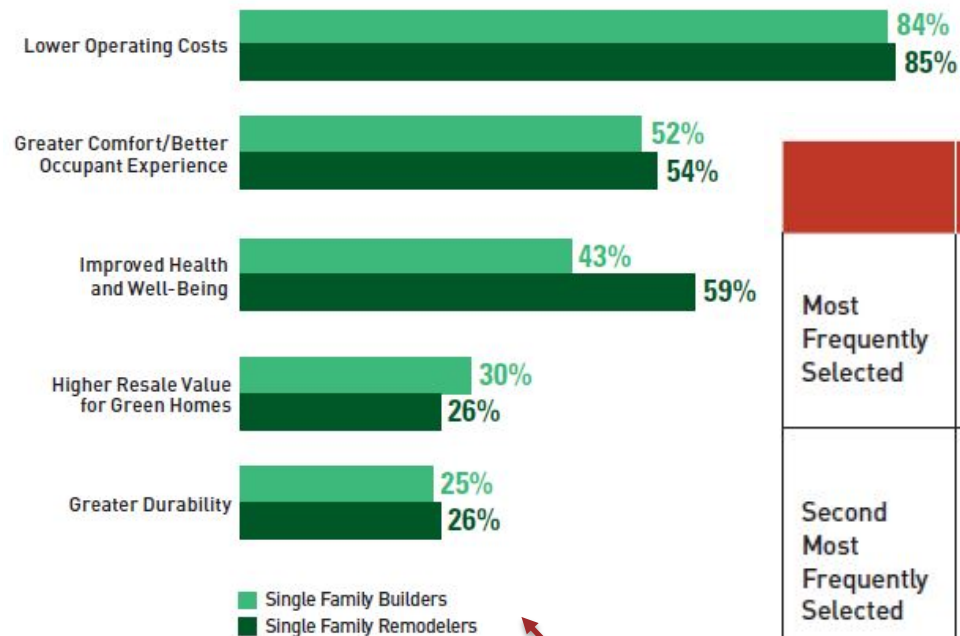
Green builders ↓

Legend for Green builders:

- Very Likely
- Somewhat Likely
- Neither More or Less Likely
- Somewhat Unlikely
- Very Unlikely



Why Will Customers Pay More for Green?



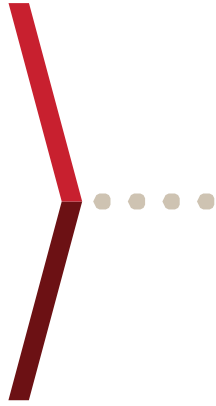
Green builders who believe there is a cost premium

	FIRST-TIME BUYERS	BUYERS WITH CHILDREN	BUYERS SEEKING TO UPSCALE	BUYERS SEEKING TO DOWNSIZE
Most Frequently Selected	53% Lower Operating Costs	42% Improved Health and Well-Being	36% Lower Operating Costs	55% Lower Operating Costs
Second Most Frequently Selected	32% Desire to Do the Right Thing/Reduce Carbon Footprint	35% Lower Operating Costs	33% Greater Comfort/Better Occupant Experience	21% Greater Comfort/Better Occupant Experience

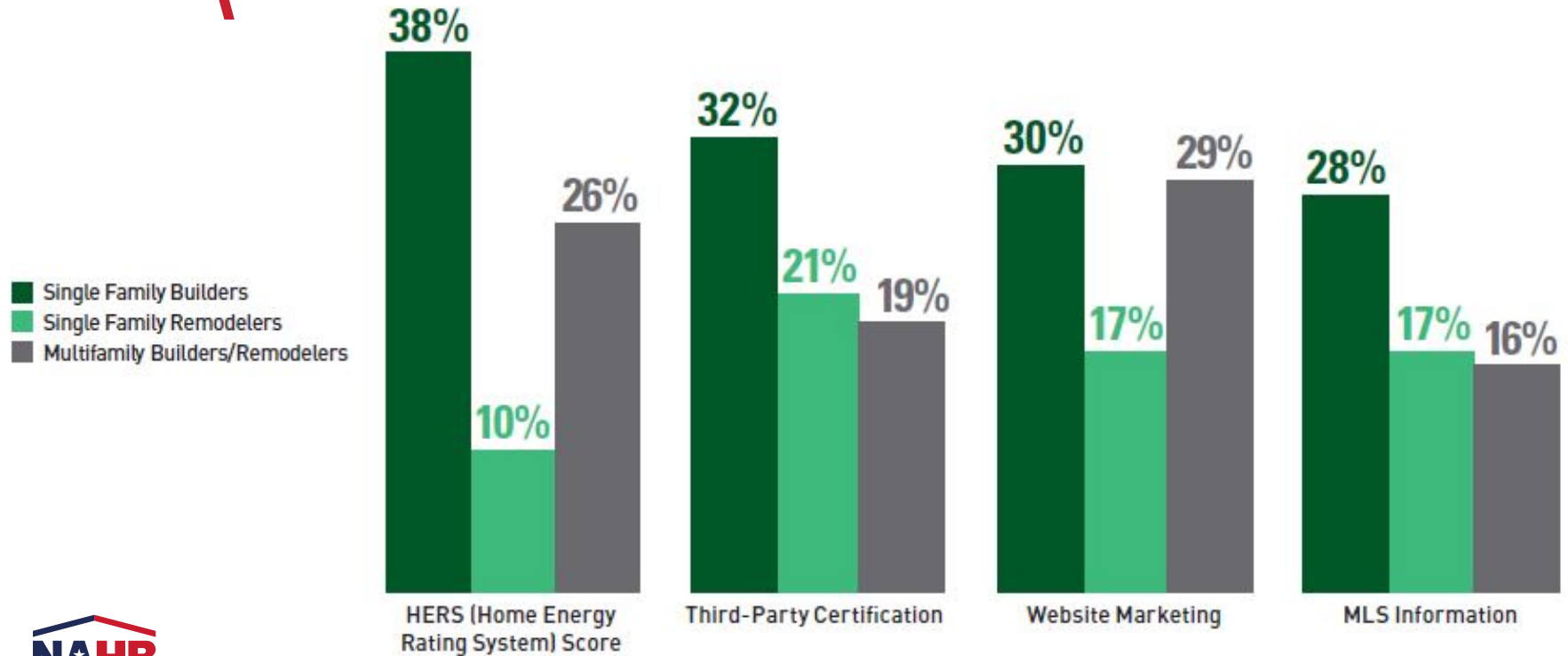


All builders who believe there is a cost premium

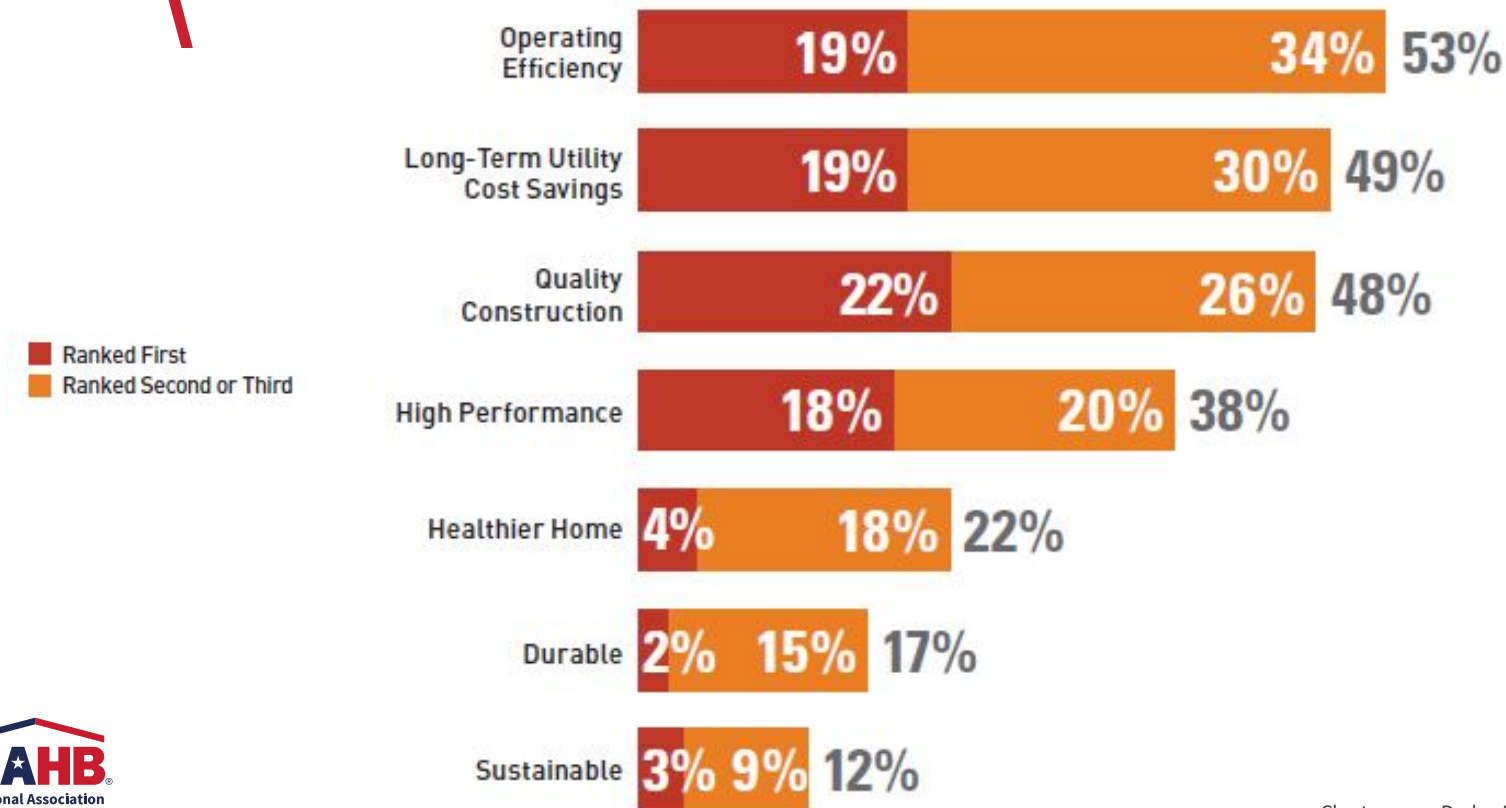
Selling Green



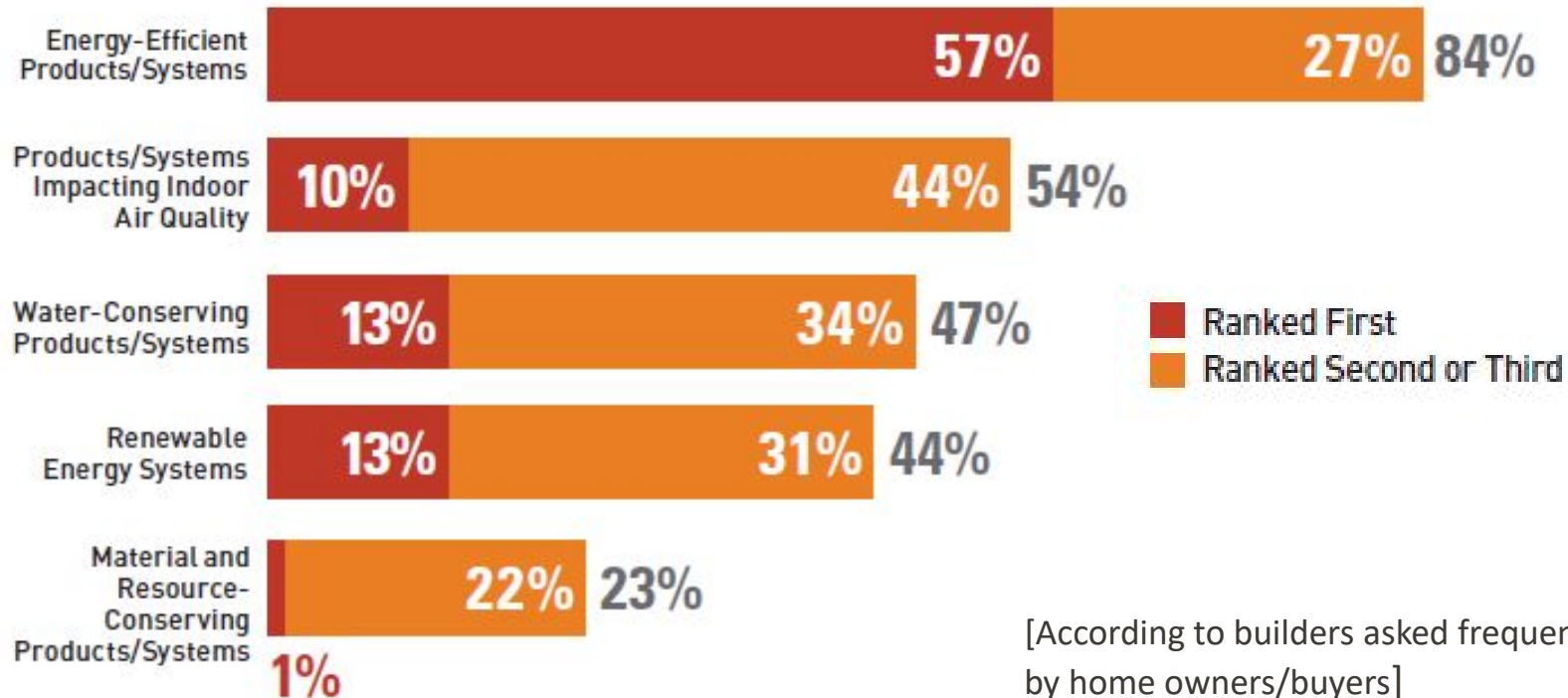
How to Showcase Green to Customers



Most Effective Terms to Describe Green to Customers

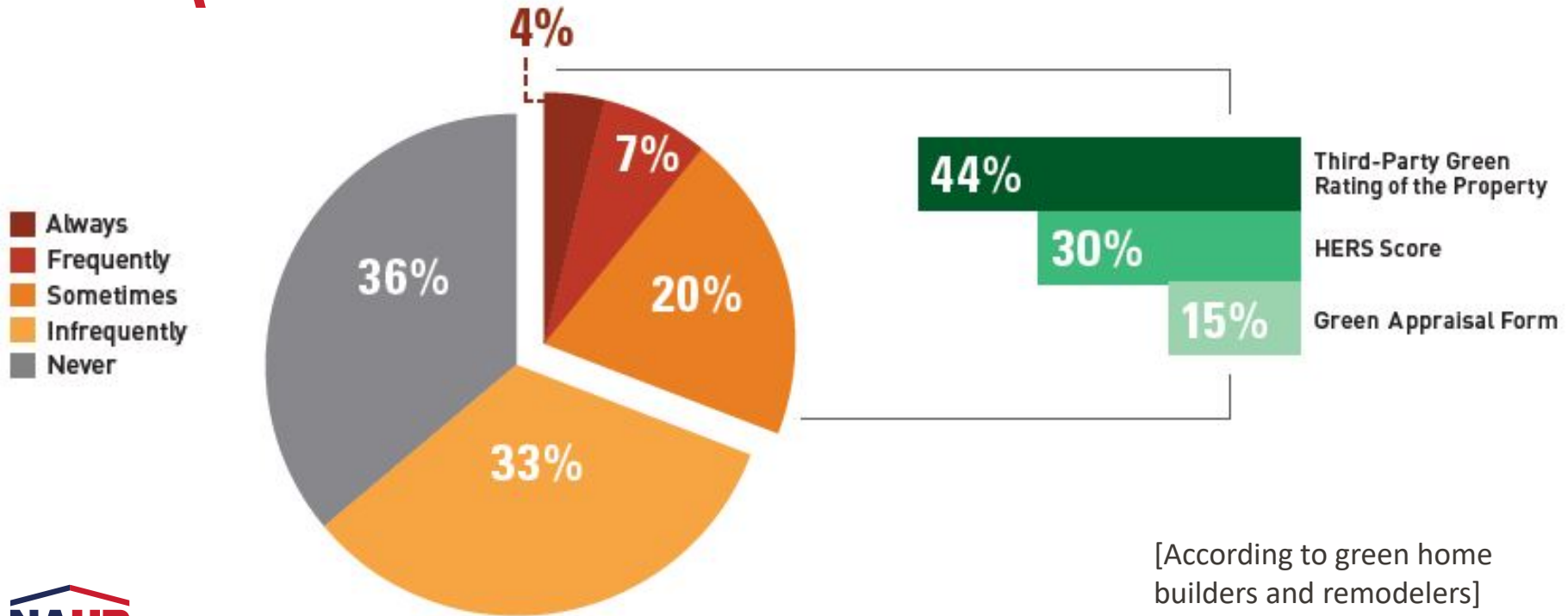


Green Products/Systems Most Frequently Asked About



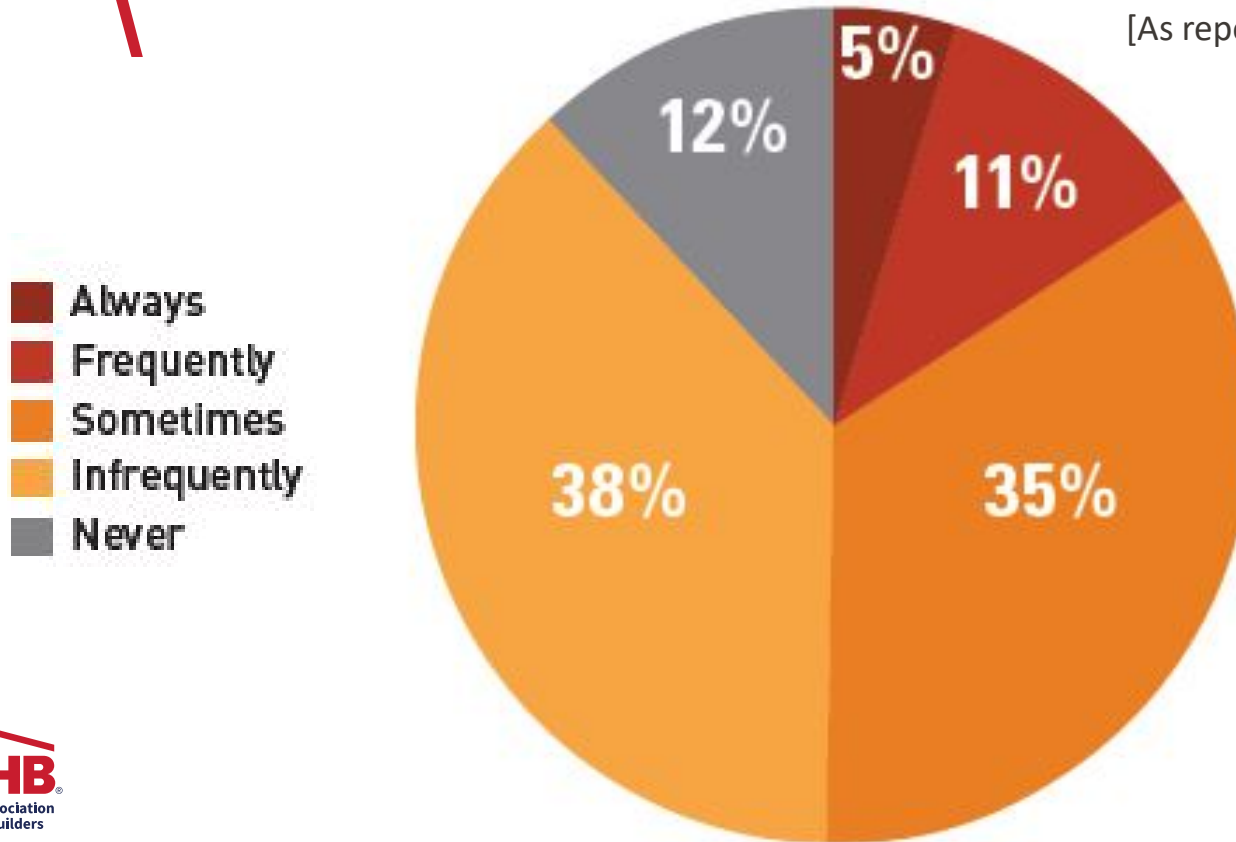
[According to builders asked frequently
by home owners/buyers]

Is Added Value of Green Reflected in Appraisals?

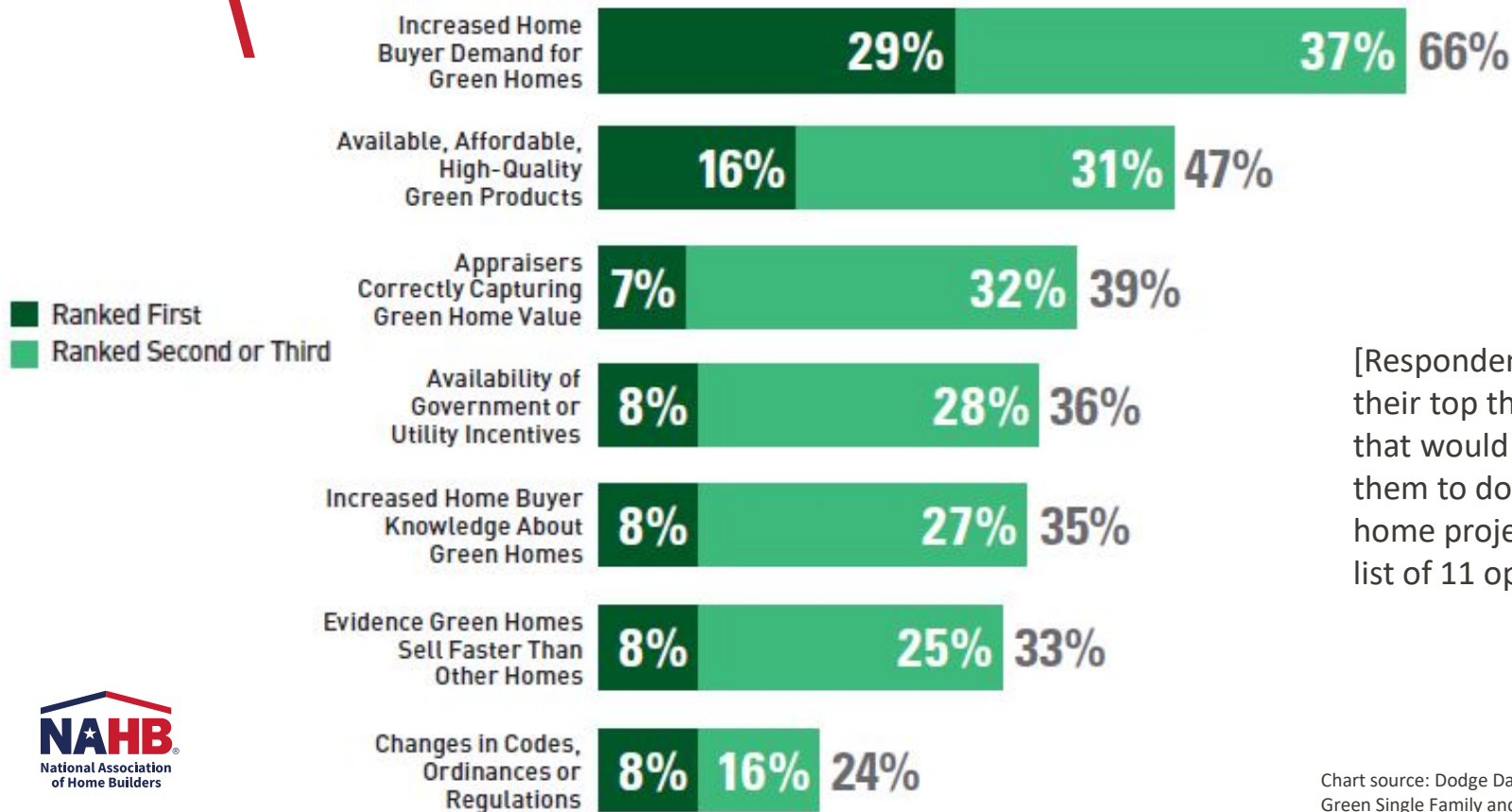


Are Green Features Included in MLS?

[As reported by green home builders]

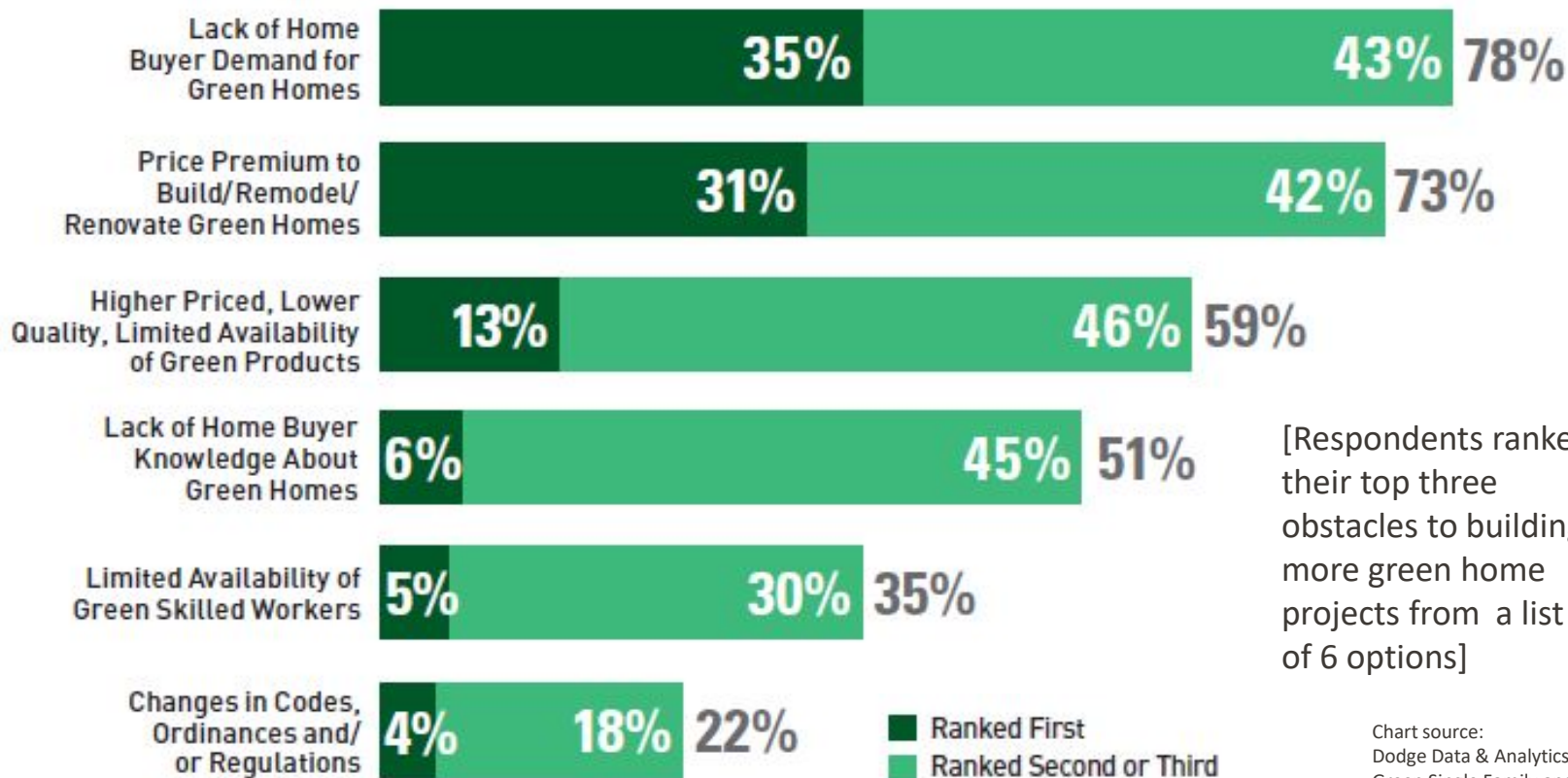


Top Drivers for More Green Single-Family



[Respondents ranked their top three drivers that would encourage them to do more green home projects from a list of 11 options]

Top Obstacles to More Green Single-Family





For More Information

NAHB Sustainability: www.nahb.org/sustainability

2020 SmartMarket Brief available for download: www.nahb.org/smr

Twitter: [@NAHB Green](https://twitter.com/NAHB_Green)

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