Introduction
Survey Topics

• Green Building Market Activity
• Marketing Green Homes
• Drivers and Obstacles for Green Homes
• Green Building Practices and Features
• Renewable Energy and Net Zero Homes
Green Building Market Activity
Continues to increase among single and multifamily builders and remodelers, with the greatest growth by 2022 expected among dedicated green builders

Drivers and Obstacles for Green Homes
Single-Family:
• First cost premium becoming a much lower obstacle
• Multiple drivers similarly influencing the market
Multifamily:
• First cost still a barrier to entry
• Financial incentives a key driver

Marketing Green Homes
Marketing advantages seen by builders:
“Long-term Utility Cost Savings”
“Operating Efficiency”
“Healthier Homes”
2017 SmartMarket Brief: Key Findings

Green Building Practices and Features

What improves home performance?

#1: Energy Efficiency
#2: Healthier Indoor Environment
#3: Durability (Single-Family)
#3: Water Efficiency (Multifamily)

Renewable Energy and ‘Net Zero’ Homes

• Solar technologies and ground source heat exchange being used by one quarter of single-family builders
• 29% of single-family builders have built a net zero, net zero ready or near net zero home; this is expected to increase to 44% by 2019
For More Information:

NAHB Sustainability:  www.nahb.org/sustainability

2017 SmartMarket Brief available for download here:  www.nahb.org/smr

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