



Go Big and Go Home

Advanced Building Science
and Sales Strategies for an
Ultra-Efficient Sustainable
Neighborhood in Central
Washington



SELAH VISTA HOMES

High Quality, Net Zero, Healthy Homes.Sustainable Residential Community.



SELAH VISTA HOMES
SELAH WASHINGTON



This Video Says It All

<https://www.youtube.com/watch?v=ygHU0mQGuJU>



SELAH VISTA HOMES TEAM



STEVE WEISE

**LEADING FORCE ENERGY & NUNES GROUP REAL ESTATE
DESIGN CENTER**



BRENDA NUNES

KW EASTSIDE, INC.



**TOM STEADMAN
CONTRACTOR
REAL ESTATE**

SELAH VISTA HOMES

SELAH WASHINGTON





SELAH VISTA HOMES

SELAH WASHINGTON



MISSION

Everyone lives in a
healthy,
energy-efficient,
sustainable
environment.

SELAH VISTA HOMES

SELAH WASHINGTON



VISION

Providing housing that
meets **net-zero energy**,
and **healthy home**
standards for 100-year
sustainability

SELAH VISTA HOMES
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THE SELAH VISTA EXPERIENCE



- Why not live healthily and responsibly?



- Why not build green?



- Why not live sustainably?

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ARTIST RENDERING



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SELAH VISTA HOMES

SELAH VISTA HOMES STANDARD FEATURES

- ✓ Designed to Meet Built Green 5 Star Standards
- ✓ Designed to Meet EPA Air Plus Standards
- ✓ Designed to Meet EPA Water Sense Standards
- ✓ Designed to Meet Energy Star Standards
- ✓ Bosch Appliance Package
- ✓ Solar Panels
- ✓ The Kirio Smart Home System
- ✓ Double Wall Construction
- ✓ Triple Pane Windows

SELAH VISTA HOMES
SELAH WASHINGTON



How Do You Sell a Project Like Selah Vista in Selah, WA?

Challenges:

- **Price per Square Foot Mentality:** Builders are building cheaper
- **Green does not have support/recognition in Central Washington**
- **Not all buyers want the same thing**
- **Homes are not built:** we are preselling from one model home
- **Message needs to be simple:** so much to tell
- **Lack of trained brokers**



SHADES OF GREEN

Using client values to evaluate and show property

TYPE	PROFILE
Economist	Looks for value in green and seeks fast results
Investor	Considers long-term profits of a greener home
Eco-Chic	Appreciates artisan, cool side of green
Health Conscious	Prioritizes safety and health above cost
Socially Aware	Willing to pay more to do the right thing

Who is the Selah Vista Buyer?

Demographics:

- **Professions:** Medical, teachers, technology
- **Health Conscious:** worried about air quality and aging in place
- **Life Style:** empty nesters looking for simple living in a community

What Does That Mean?

Need to provide messaging in different formats and with different levels of detail:

- Website
- Facebook
- Videos
- Handouts
- Events
- Real Estate Awareness and Education Clock Hour Classes
- Publications



SELAH VISTA HOMES

[Home](#)

[Buy Selah Vista](#)

[Realtor Registration](#)

[Press](#)

[Blog](#)

[About Us](#)

[Contact](#)

*Contact Nunes Group Real Estate
at 509-955-0118
for Open House schedule
and Private Showings!*

High Quality, Net Zero,
Healthy Homes
in a Sustainable Residential
Community.



SELAH VISTA HOMES

Selah Vista Homes

@selahvistahomes

Home

Services

Shop

Offers

Photos

Videos

Posts

Events

About

Community



Liked ▾

Following ▾

Share

...

Learn More ✎



Create Post



Live



Event



Offer



Job



Write a post...



Photo/Video



Feeling/Activ...



Check in



Share a recent photo from your Instagram account

...



Our Story

Selah Vista Homes are high-quality, energy efficient, healthy homes in a sustainable

Video showing Life Style and Health

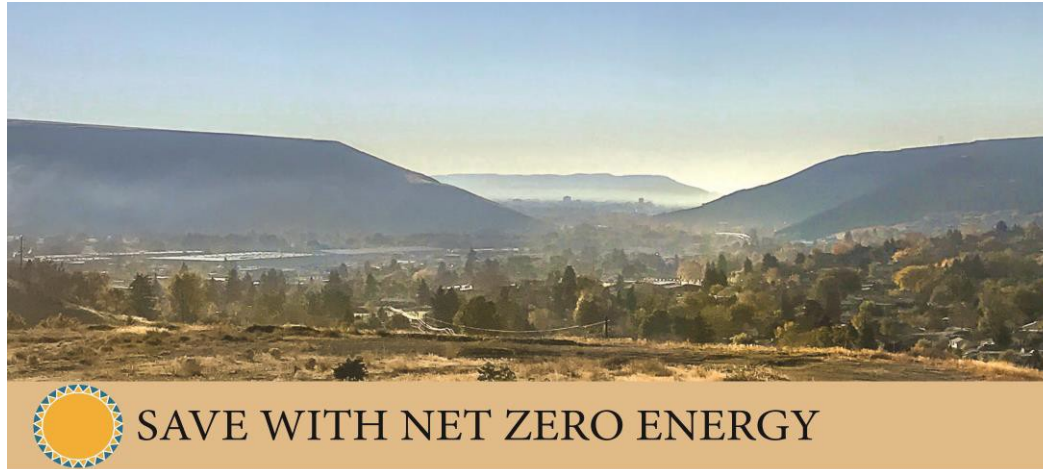
<https://www.facebook.com/selahvistahomes/videos/394890134371487/>



Marketing Materials With Consistent Theme



Marketing Materials With Consistent Theme



Selah Vista homes are designed to meet EPA Net Zero standards, giving you the chance to spend your money on what really matters.



Marketing Materials With Consistent Theme



BUILT FOR THE FUTURE



Our homes are built to last and designed to meet Built Green 5 Star standards. We put technology at the forefront of our mission, wiring each home for compatibility with Smart Home technologies.  BUILT GREEN

Marketing Materials With Consistent Theme



Selah Vista homes are made with your comfort and safety in mind. Each home is designed to meet EPA Air Plus standards and built with only natural products.



Marketing Materials With Consistent Theme



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“NET ZERO” HOMES

Net Zero homes are designed so that the total amount of energy used on an annual basis is roughly equal to the amount of “renewable energy” created by the home’s systems.

WHAT THIS MEANS TO YOU:

- The Solar Power system, included in the home’s sales price, is expected to pay for itself in less than 5 years and eliminates energy bills.
- No energy bills lower the home’s ongoing maintenance costs significantly and enhance its investment value.

Marketing Materials With Consistent Theme



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ACHIEVING “NET ZERO”

- Our homes generate their own electrical power
- Our homes have many features that reduce its power needs:
 - Double wall construction
 - Significant insulation R47 wall, R52 ceiling, R20 foundation (includes insulated concrete forms with 5 inches of rigid foam.)
 - Tight building envelope
 - High performance Triple pane windows
 - Highly efficient Daikin mini-split heating and cooling system
 - Zehnder energy recovery ventilator
 - Hybrid heat pump water heater
 - Energy Star appliances

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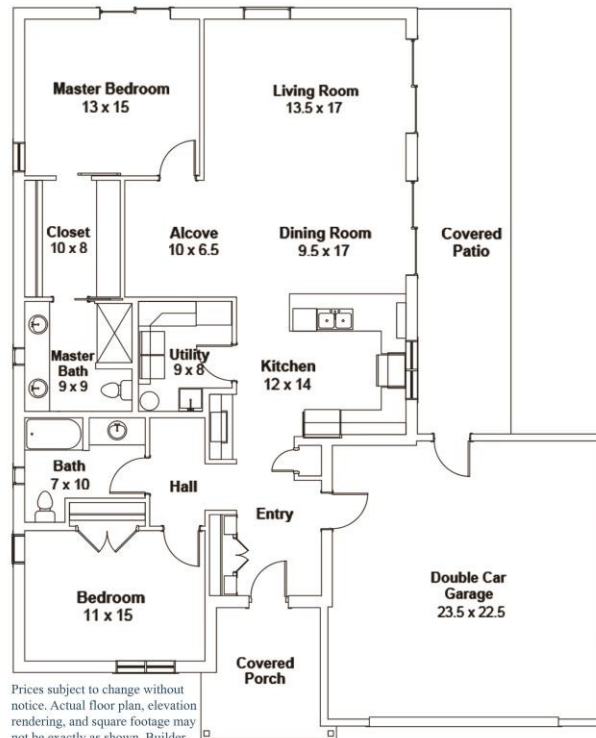


THE CASCADE HOME

Marketing Materials With Consistent Theme

THE CASCADE

Brenda Nunes • (425) 785-6286 • Brenda@NunesGroupRealEstate.com



Prices subject to change without notice. Actual floor plan, elevation rendering, and square footage may not be exactly as shown. Builder deserves right to make changes without notice. Artist's rendering only.

More Energy



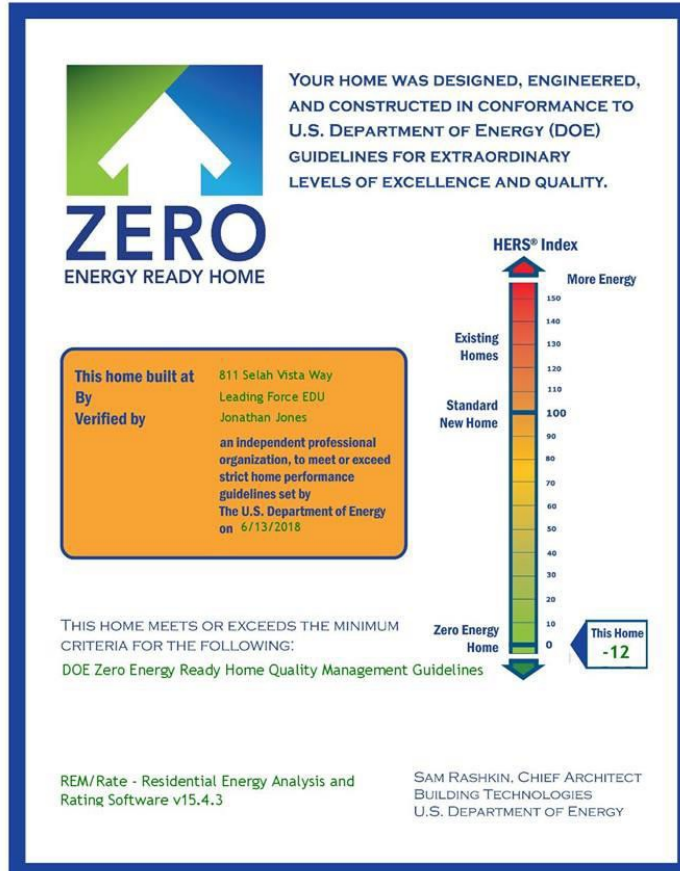
Less Energy

-17 ★ The Cascade Home
Designed to Perform at -17



Keller Williams Eastside • Each Office is Independently Owned and Operated

Our Homes are Different



Selah Vista Homes Raise the Bar for Yakima Area Homes



Thoughtfully designed and carefully constructed Selah Vista Homes offer a smart investment in your future. These beautiful new Yakima area homes were planned to provide homeowners peace of mind, security that ensures a carefree lifestyle and increased financial predictability. We encourage you to visit other homes in the Yakima area and compare them with Selah Vista Homes standard features.

Standard Features	Selah Vista	Home 1	Home 2	Home 3
Designed to Meet Built Green 5 Star Standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designed to Meet EPA Air Plus Standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Designed to Meet EPA Net Zero Standards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bosch Appliance Package	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Solar Panels	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Energy Bill/Tax Deductions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Kirio Smart Home Monitoring System	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Double Wall Construction Superior Insulation and Noise Protection	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Triple Pane Windows	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No Chemical Off Gassing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universal Design	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Concrete Floors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Life Breath Heat Recovery Ventilation System	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Events- Groundbreaking & Tour of Homes





CATCH THE Crush

<http://www.yakimavalleywinecountry.com/catch-the-crush-yakima-valley.asp>

Broker Training- Classes and Site Visits



SELAH VISTA HOMES



HEALTHY HOMES



BUILT GREEN HOMES



SOLAR POWERED HOMES



QUALITY HOMES

Why wouldn't you want to live here?

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SELAH WASHINGTON



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