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.
This Video Says It All

https://www.youtube.com/watch?v=ygHU0mQGuJU
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
SELAH WASHINGTON

BetterBuiltNW
THE SELAH VISTA EXPERIENCE

• Why not live healthily and responsibly?

• Why not build green?

• Why not live sustainably?

SELAH VISTA HOMES
SELAH WASHINGTON
ARTIST RENDERING

SELAH VISTA HOMES
SELAH WASHINGTON
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

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

Home
Services
Shop
Offers
Photos
Videos
Posts
Events
About
Community

Create Post  Live  Event  Offer  Job

Write a post...

Photo/Video  Feeling/Activity  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 residential community.
Video showing Life Style and Health

https://www.facebook.com/selahvistahomes/videos/394890134371487/
Marketing Materials With Consistent Theme

PEACE OF MIND: AN INVESTMENT IN YOUR FUTURE
Marketing Materials With Consistent Theme

SAVE WITH NET ZERO ENERGY

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

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.
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

“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

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
Marketing Materials With Consistent Theme

THE CASCADE HOME
Marketing Materials With Consistent Theme
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.

<table>
<thead>
<tr>
<th>Standard Features</th>
<th>Selah Vista</th>
<th>Home 1</th>
<th>Home 2</th>
<th>Home 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designed to Meet Built Green 5 Star Standards</td>
<td>✔</td>
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<tr>
<td>Designed to Meet EPA Air Plus Standards</td>
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<td>Designed to Meet EPA Net Zero Standards</td>
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<tr>
<td>Bosch Appliance Package</td>
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<tr>
<td>Solar Panels</td>
<td>✔</td>
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<tr>
<td>No Energy Bill/Tax Deductions</td>
<td>✔</td>
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<tr>
<td>The Kiiro Smart Home Monitoring System</td>
<td>✔</td>
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<tr>
<td>Double Vitzl Construction Superior Insulation and Noise Protection</td>
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<tr>
<td>Triple Pane Windows</td>
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<td>No Chemical Off Gassing</td>
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<tr>
<td>Universal Design</td>
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<tr>
<td>Concrete Floors</td>
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<tr>
<td>Life Breath Heat Recovery Ventilation System</td>
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Events - Groundbreaking & Tour of Homes
Broker Training - Classes and Site Visits
SELAH VISTA HOMES

Why wouldn't you want to live here?

SELAH VISTA HOMES
SELAH WASHINGTON