

'0' in '3'

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ABSTRACT

We are at the dawn of a major transition in housing. Over the next three years zero energy ready homes will be available throughout the nation. It has to happen because the business case for builders is too compelling not to. First, there is a growing innovation imperative that profoundly impacts the advantage of zero energy ready performance. It's taken up to 25 years for new technologies to penetrate the housing market. Builders can no longer afford to sit on the sidelines ignoring proven innovations. Second, the housing industry is confronting significantly greater performance risks, even with code minimum homes. The comprehensive home performance measures included in zero energy ready homes helps mitigate that risk. Lastly, engaging the next generation of Gen-Y home buyers is a huge challenge. Everything we know about this population suggests a compelling reason is needed for them to buy. Zero energy ready homes are perfectly positioned to get them out of their parents' homes and rental apartments and into homeownership. And as a final point, sales and marketing solutions have to improve dramatically for this transition to zero energy ready homes to start happening. An industry long focused on selling granite counters and large master suites has to learn to sell the impressive value you can't see.

BIOGRAPHY

As Chief Architect for the Department of Energy's Building Technologies Office, Sam's primary role is leading deployment of proven innovations for new and existing high-performance homes. In his prior position, he managed the growth of ENERGY STAR for Homes from its inception in 1996 to more than 8,500 builder partners, over one million labeled homes, and over 25 percent market penetration nationwide. Mr. Rashkin has been recognized for his contributions to sustainable housing with the 2012 Hanley Award and authored a new book titled "Retooling the U.S. Housing Industry: How It Got Here, Why It's Broken, and How to Fix It".