

RESIDENTIAL Green Building **SmartMarket** Report

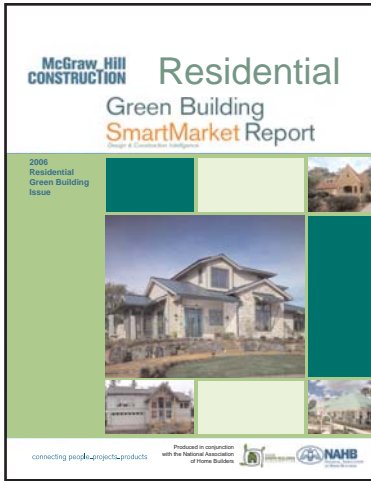
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The 2006 **Residential** Green Building SmartMarket Report, produced in conjunction with the National Association of Home Builders, provides current, relevant intelligence about the residential green building marketplace.

In one concise, highly visual, comprehensive package, you'll get

- Residential Green building **market summary**
- **Market demand** for green homes
- **Overview** of green home building practices and builder preferences
- Residential Green building **business motivations and drivers**
- **Profiles** of a couple select green homes
- **Much, much more...**



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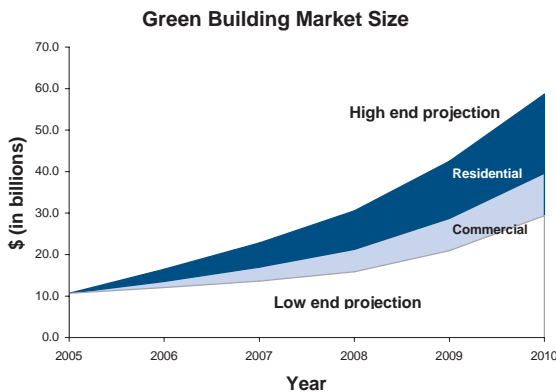
Sample Content

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Market Trends & Outlook

In 2005, green building comprised approximately 2% of the U.S. construction market, including both commercial and residential construction. The residential market size of that 2% translates to approximately a \$7.2 billion market size. Findings from the market research suggest continued growth of the residential green building market as more builders, suppliers and product manufacturers become involved in green building and more homeowners and homebuyers demand green homes.

McGraw-Hill Construction projects that by 2010, between 5% and 10% of new construction starts (both commercial and residential) will be green projects. A projected growth to 5%-10% of the market translates to between \$19 billion and \$38 billion for the residential construction marketplace, not counting residential remodeling. Residential remodeling adds much greater market opportunities for green home builders and product manufacturers.



Market Drivers

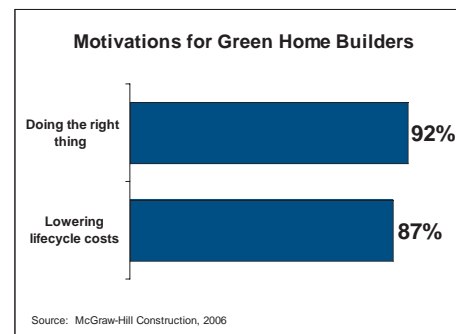
The most important motivators for builders when considering building green homes are “doing the right thing” and “lowering lifecycle costs.”

Most Cited Triggers to Increased Residential Green Building

- Energy cost increases
- Consumer demand
- Superior performance

Most Cited Obstacles to Increased Residential Green Building

- Higher perceived first costs
- Consumer willingness to pay
- Lack of consumer education on green building



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