

ENERGY STAR® Products Partner Meeting | Phoenix

 MANDALAY HOMES
THERE'S A CERTAIN ENERGY HERE



Presented by
Geoff Ferrell
Chief Technology Officer

MANDALAY HOMES

- Founded in 1999
- Will build ~250 single family homes in 2018
- Have built exclusively ENERGY STAR and Zero Energy Ready Homes since 2012
- Average HERS without renewables of 47
- Market our above code homes at nearly cost neutral price point to ENERGY STAR 3.0 builders in our market
- Standardizing on a grid optimized renewables and energy storage platform as a standard feature
- Awards include:
 - ENERGY STAR – Partner of the Year
 - DOE – Housing Innovation Awards
 - Hive 50 – Innovator of the Year
 - Tech Home Builder – Brilliance Awards
 - Arizona Forward – Environmental Excellence Award



Lighting as a Feature

Builder Goals

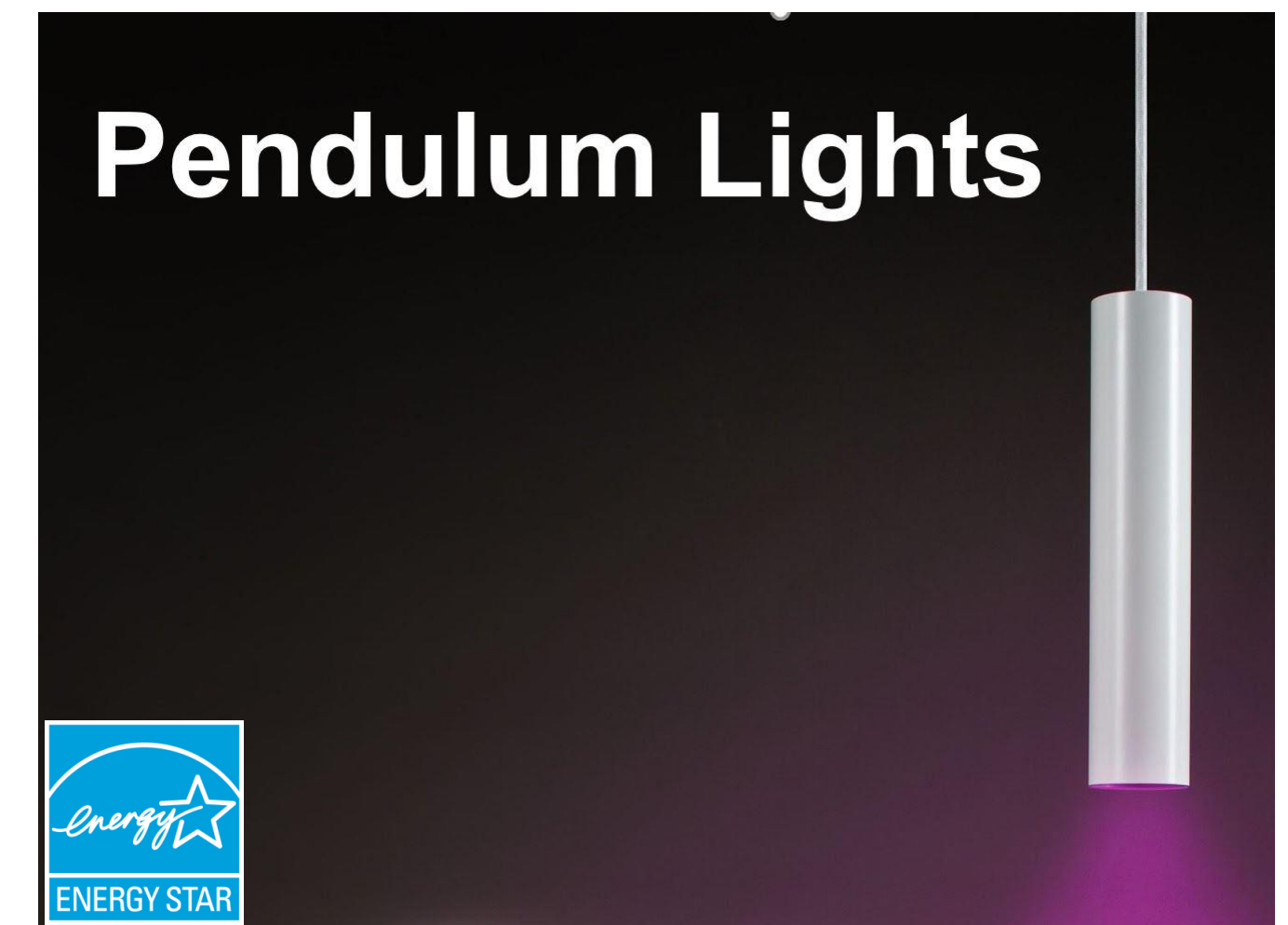
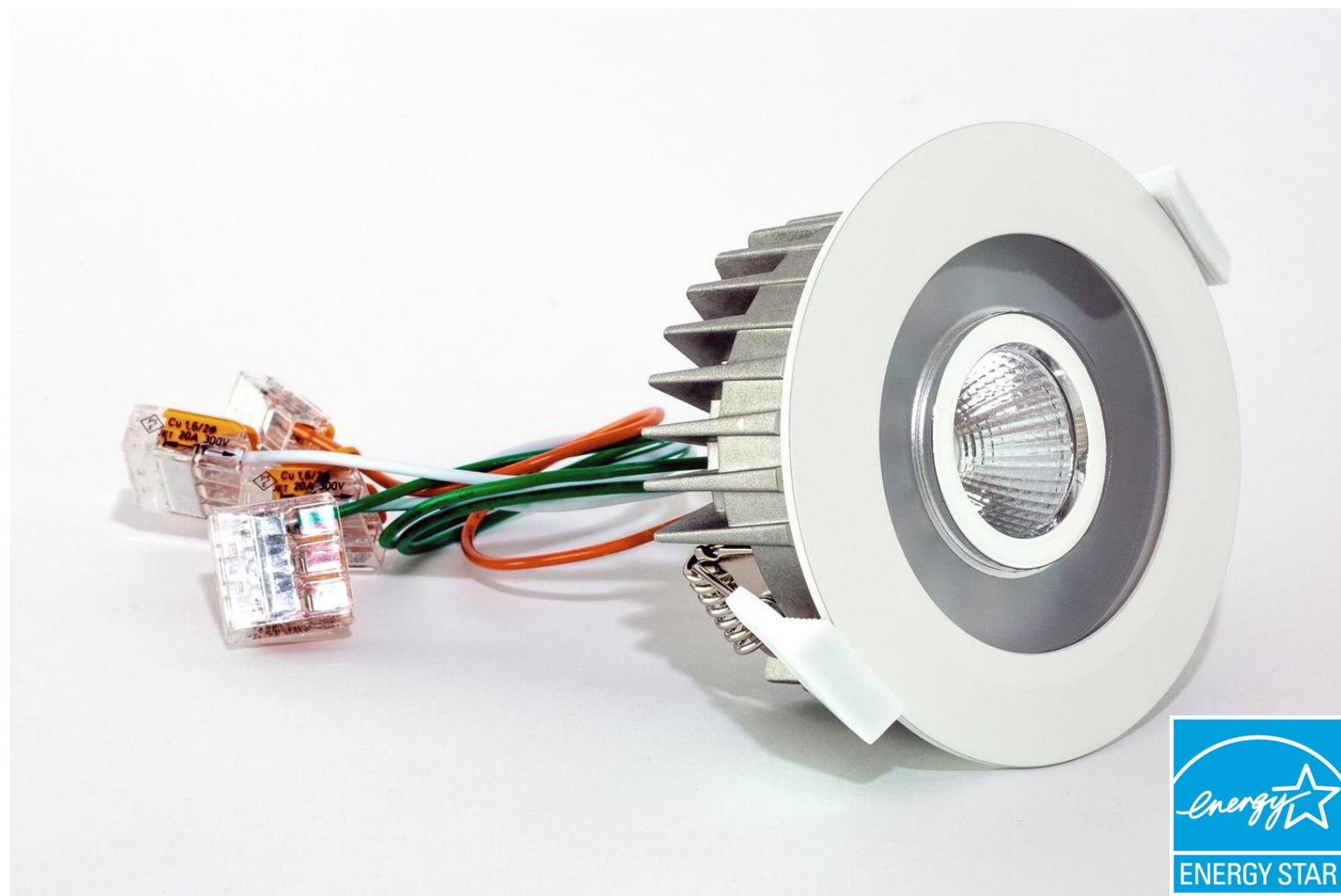
- Support energy efficiency core values
- Provide innovative solutions
- Purchase products at a competitive price point
- Forge partnerships with vendor and manufactures to innovate
- Standardize on products for consistent messaging and presentation across our communities and product lines
- Differentiate in the market with unique products or presentations
- Provide solutions to problems even if the buying public is unaware the problem exists
- Offer opportunities to educate the buying public via sales offices and model home parks



Lighting as a Sales Tool

Non Energy Related Attributes

- High quality light source
- Color tuning for differing needs or demographics
- Dimmability
- Interesting or modern trim/bezel
- New Shapes



Lighting as a Sales Tool



Non-Energy Features as Sales Tool

- Humidity activated in addition to manual operations
- Timed operation features that can be tuned by end user
- Protects home and energy efficiency through timer and automatic operations
- Sold as a convenience and thoughtful feature designed to make life easier for the occupants



- DC, ECM motor exhaust fan
- Saves energy and operates more effectively
- Sold as premium product by builder based on quiet features and efficiency of “exhausting”



PRESCOTT, AZ

GEOFF FERRELL
Mandalay Homes

Chief Technology Officer

