Our Journey to Zero Energy

Who & Where

Why

What

Selling ZE

www.deyoungproperties.com
Who & Where

➢ 3-generation, production home builder
Who & Where

THREE GENERATIONS OF HOMEBUILDING

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Who & Where

➢ 3-generation, production home builder

➢ San Joaquin Valley, California
  ➢ Fresno/Clovis

➢ Roughly 130 homes/yr
Why

Pull:
- Culture of Innovation
- Differentiation
- “The right thing to do”

Sometimes it feels like this

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Why

Push:
- California Title 24 Energy Code
- Buyer Demand

Other times it feels like this
What

➢ High-efficient / high-tech homes since 2008
  ➢ De Young SmartHome
    ➢ EnergySmart & ControlSmart features

➢ First Zero Energy (ZE) Home in 2013

➢ California’s largest Zero Energy community
  of single-family homes in Clovis, CA
  ➢ RidgeView, 58 homes
Selling ZE

➢ **Geographic-specific** consumer value
  ➢ **Reducing energy bill** is high priority in our climate

➢ **Zero Energy homes are the pinnacle** so we decided to become a leader
  ➢ “Devil’s in the details”
Selling ZE

deyoungproperties.com/smarthome
Thank You!

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