

AMERICAN BUILDERS QUARTERLY

SPRING 2009

The Modern Log Home

CONNECTING TO THE OUTDOORS WITH
ENVIRONMENTALLY FRIENDLY STRUCTURES

The Hine Group

SATISFYING CLIENTS THROUGH WEB
ACCESSIBILITY

Lloyd Construction

BLENDING SUSTAINABILITY WITH STYLE

J. HALL HOMES, INC.

CUSTOM RESIDENTIAL HOMEBUILDER HAS A REPUTATION FOR
AWARD-WINNING HOUSES AND FORWARD-THINKING DESIGN

J. HALL HOMES, INC.



DISTINCTIVE CUSTOM HOMEBUILDER SEES FUTURE IN GREEN PRACTICES

by Ashley Morris

Above: The LeMay floor plan, one of the many home designs available from J. Hall Homes.

JEFF HALL, PRESIDENT AND OWNER OF J. Hall Homes, Inc. of Fredericksburg, VA, has always been a construction/design pioneer of sorts. Growing up, he was the first in his neighborhood to build two half-pipe skateboard ramps. Today, Hall is the first Fredericksburg-area builder to successfully erect and certify an Energy Star home.

“Eighty percent of homes in the West are Energy Star [homes],” says Hall. “In the East, it’s at two percent. But you see green everywhere—energy costs are up, values are down, and people are looking to save money long term. I’m somebody doing these homes first in the area. It really has to do with education;

you have to educate the customer that [building green] is going to cost less in the long run.”

Thanks to builders like J. Hall Homes, a growing number of regional clients are realizing the cost benefits of building green. Hall chooses the green blueprints of Energy Star and EarthCraft, a program inceptioned in Atlanta in 1999, the same birth year of J. Hall Homes. “Compared to LEED, EarthCraft is easier to work with,” says Hall. He hopes to be fully committed to building EarthCraft homes in the next three to five years.

Pushing the green envelope even further, Hall teamed up with architect

“You see green everywhere—energy costs are up, values are down, and people are looking to save money long term.” *Jeff Hall, President & Owner*

Angus MacDonald to build a steel and cement home in Stafford, VA, using MacDonald's Am-Cor System, a sustainable, environmentally friendly green construction that uses much less energy and material than standard construction and implements other renewable energy sources. If that's not enough, Am-Cor buildings are fire, earthquake, and hurricane resistant as well as termite, ant, and vermin resistant. And because there is no wood, materials do not support the growth of mold, mildew, bacteria, and fungus. Upon its completion, this will be the first steel EarthCraft house built in the Fredericksburg area.

Additional home features include:

- a geothermal heating/cooling system,

which uses the earth as the source of heat transfer;

- air-sealing construction techniques on the building envelope and its mechanical systems;
- a combination of spray foam and batted insulation;
- resource-efficient materials, energy-efficient lighting, an energy-recovery ventilator (ERV), and a tank-less hot-water heater.

To guarantee that it reaches the necessary standards, the home will undergo a rigorous third-party certification process, which includes modeling to develop an HERS rating, a materials/insulation inspection, a thermal-bypass check, a duct-pressure test, and a blower door test.



Above: Jeffery J. Hall, president.



Custom kitchen highlighting a center island with a unique trough sink and Alder Cabinetry.

J. HALL HOMES, INC. AT A GLANCE

LOCATION:

J. HALL HOMES, INC.
P.O. BOX 1334
SPOTSYLVANIA, VA 22553
(540)972-3100
JHALL@JHALLHOMES.COM

AREA OF SPECIALTY:

SEMI-CUSTOM AND CUSTOM
RESIDENTIAL CONSTRUCTION

EMPLOYEES:

4

AVERAGE YEARLY PROJECTS:

10+ HOMES

PRICE RANGE OF HOMES:

\$350,000—\$1.5 MILLION

An added, clever incentive that Hall built into his 2008 green home marketing plan was the donation of a \$2,000 federal tax credit to the customer for necessary green upgrades. The federal government offers the credit to builders that build homes that are 50 percent more efficient than regional standards. “We’re trying to do something different than the guy across the street,” Hall says. “Recently, going with green building has allowed us to give customers a better house that’s going to cost them less to operate.”

According to Hall, he offers clients a different and rewarding experience in the following ways:

- “I push the envelope as far as technology, but I’m always watching cost, which is important,” he says. “If a client’s vision from a magazine is a \$100,000 kitchen but they have a \$20,000 budget, I figure out how to do it.”
- “It’s very important to feel what the house is going to look like—outside of drawings, plans, elevations—and refer back to where the client lives,” he says. “If they say that they want a room at a certain size, I’ll ask what kind of furniture they have so it’s relative to the spaces they have now.”
- “I focus on a different focal point in every area of the house, like decorative columns, trim work, and built-ins,” he says, “so the house becomes more than walls and doors in every room.”

Because of these commitments, J. Hall Homes owns the reputation of being different beyond the walls of green building and into the custom homebuilding sector. “I think it’s because I’m involved and able to do the design and understand it—some builders just build houses from a plan,” says Hall. “I’m a little more into the creative end of it. People around here, like with Parade of Homes, always want to see my homes to see ‘what he’s going to do next.’” ABQ



Steel and cement home under construction, in the framing stage (top) and with stucco finish and stone accent (above).