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## News Release

### **FOR IMMEDIATE RELEASE**

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### **WHO TOOK *HOME* THE GOLD?**

J. Hall Homes Receives the EarthCraft Virginia Most Energy Efficient Home of the Year

J. Hall Homes of Spotsylvania, Virginia's home located at 7203 Caledon Road in King George VA received the "Most Energy Efficient Home of the Year" award at the 2<sup>nd</sup> Annual EarthCraft Awards Reception held on March 24<sup>th</sup> at The Willow Oaks Country Club in Richmond, Virginia. This home competed against 302 EarthCraft Homes certified in Virginia in 2010. J. Hall Homes demonstrated that a net zero home can be built cost effectively.

The awards reception drew over 130 individuals representing nonprofit and for profit housing providers and developers, program sponsors, affordable housing advocates and those interested in creating green housing opportunities in Virginia. The reception recognized more than 280 EarthCraft Builders Developers throughout the Commonwealth.

Remarks from Senator Mark Warner were delivered by David Hallock, State Director. He expressed Senator Warner's excitement about the continued growth and impact that EarthCraft Virginia has created in the State's housing industry. Don Ritenour, Virginia Housing Development Authority's Managing Director of Development, delivered the keynote address and accepted the Visionary Award on behalf of VHDA. Mr. Ritenour stated that due to the successful implementation of EarthCraft Virginia in 2006, now half of all VHDA projects funded are scheduled to certify with the EarthCraft House programs.



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### **About J. Hall Homes**

After graduating with a Bachelor's degree in Construction Science, and a Minor in Business, Jeff Hall, owner and founder of J. Hall Homes, Inc., began his career in the building industry in 1993, when he accepted a job with Pulte Homes Corporation in Fairfax, Virginia. During his 6 ½ years as a Superintendent and Project Manager for Pulte Homes, Jeff was exposed to a diverse range of building styles and was duly honored with awards of "Superintendent of the Year" and "Employee of the Year." In 1999, Jeff started J. Hall Homes, Inc. in Fredericksburg, Virginia, and went to work designing his own line of homes, focusing on quality and craftsmanship. After winning a number of unprecedented awards, Jeff quickly acquired a reputation for smart and striking designs and quality construction techniques that attracted the attention of clientele at all levels.

In 2006, Jeff expanded his portfolio to include high performance homes, which he designed and built to meet the requirements of the ENERGY STAR FOR HOMES program. J. Hall Homes was the first builder to bring these homes to market in the Fredericksburg Area. In 2007, he coupled this program with the green building program EARTHCRAFT HOUSE in support of environmental sustainability.

In 2010, Jeff pushed the innovative envelope again and design/built the area's first certified Net-Zero energy home in King Georg, VA. The goal with this project was to far exceed established energy efficiency standards at a reasonable cost by means of a conventional – looking home. Prior to and during construction, Jeff continuously researched and compared different technologies in determining which would be the best fit in order to meet energy efficient performance goals as well as the homeowner's budget. At rating time, the home received a HERS score of 21, EarthCraft's Tier 3 or Platinum level, ultimately the highest possible level in the program.

Jeff was honored in early 2011 by the Fredericksburg Area Builders Association with the 2010 Builder of the Year Award.

### **About EarthCraft**

Originally founded in 1999 by nonprofit Southface and the Greater Atlanta Home Builders Association, the EarthCraft green building program serves as a blueprint for energy and resource efficient homes built in the Southeast. With growing success and recognition, the EarthCraft program established EarthCraft Virginia a 501c3 nonprofit in 2006 with assistance from Home Builders Association of Virginia, the Virginia Community Development Corporation and Southface. Since EarthCraft Virginia's adoption in 2006, residential green building efforts in Virginia have far surpassed national averages. EarthCraft Virginia will certify its 1,000<sup>th</sup> home and certify 4,000 multifamily dwelling units in 2011. Throughout the Southeast the program has certified over 6,000 homes and 6,000 multifamily dwelling units. For more information on EarthCraft or EarthCraft Virginia, please visit [www.earthcraftvirginia.org](http://www.earthcraftvirginia.org).

**About Virginia Housing Development Authority**

VHDA is a self-supporting, not-for-profit organization created by the Commonwealth of Virginia in 1972, to help Virginians attain quality, affordable housing. Our mortgages are funded by bonds we issue, not state taxpayer dollars, and are available primarily for first-time homebuyers and developers of quality rental housing. We also teach free homeownership classes, and help people with disabilities and the elderly make their homes more livable. VHDA works with lenders, developers, local governments, community service organizations and others to help put quality housing within the reach of every Virginian. For more information on VHDA, please visit [www.vhda.com](http://www.vhda.com).

**About the Home Builders Association of Virginia**

The Home Builders Association of Virginia (HBAV) is a 6,400-member statewide organization of home builders and firms that provide products and services to the home building industry. HBAV dedicates approximately 60% of its annual resources to representing the home building industry before state lawmakers and state regulators. Please visit [www.hbav.com](http://www.hbav.com) for more information.

EarthCraft Virginia's partners include Southface Energy Institute, the Home Builders Association of Virginia, Habitat for Humanity of Virginia, and Virginia Housing Development Authority.

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