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**JEFF HALL, FOUNDER  
AND PRESIDENT**

**PROFILE**

**J. HALL HOMES**  
[www.jhallhomes.com](http://www.jhallhomes.com) / Gross sales: \$5 million /  
Employees: 5 / Specialty: Energy-efficient custom homes

# Green Leaders

J. Hall Homes remains at the forefront of environmentally friendly custom home construction in its region. **BY JIM HARRIS**

*J. Hall Homes combines quality, design and environmentally friendly materials and methods in all of its projects.*

“We believe in reducing the carbon footprint on the Earth, reducing the energy needed to run a house, and in our responsibility to provide a safe and healthy environment in a home,” Founder and President Jeff Hall says. “We want to do the right thing.”

Hall first became interested in construction and design as a teenager. One of his largest projects was two half-pipe skateboard ramps. He began his career in the building industry in 1993, when he graduated from Roger Williams University in Bristol, R.I., with a Bachelor of Science degree in industrial technology, a concentration in construction science, and a minor in business.

Upon graduating, Hall went to work for a large builder in Fairfax, Va. While there, he was exposed to a diverse range of building styles including single-family homes, multi-family homes and condominiums, he says.

That experience led him to start J. Hall Homes in 1999, a design/build company building custom homes in the region surrounding Fredericksburg, VA.

The company's homes average \$750,000 and the majority of J. Hall Homes' projects are on lots owned by its customers, Hall says.

Since 2006, J. Hall Homes has designed and built homes that exceed ENERGY STAR requirements. The company was the first in the Fredericksburg region to build and market such homes, Hall notes.

In 2007, the company began certifying homes through Virginia's EarthCraft program, now known as Viridiant. Three years later, the company completed the region's first Net Zero certified home, located in King George, Va. The project earned the company industry recognition and continues to inspire Hall today, he says.

Today, all of the homes built by the company are ENERGY STAR and Viridiant certified and receive Home Energy Rating System (HERS) ratings. Since 2007, J. Hall Homes' projects have an average HERS score of 45, which is 55 percent more efficient than a home built to current prescriptive code, he adds.

“When it comes to carbon footprint, we make the smartest and the most environmentally sound decisions possible on all of our custom homes,” Hall says.

## AT THE MANOR

J. Hall Homes has earned a number of awards for its projects over the years. Most recently, the company earned the 2017 Single Family New Construction Project of the year and the No. 2 spot in the Top Ten High Performance Homes of the Year from Viridian/EarthCraft for its work on Zephyr Manor, a 9,000-square-foot custom home in Fredericksburg.

The French Country style home has five bedrooms and six-and-a-half bathrooms as well two gourmet kitchens, 10- and 12-foot ceilings, outdoor living areas featuring a custom pool and pool house, a sauna, a fitness room and a number of other luxurious amenities.

*“I am proud of my building team and the reputation that J. Hall Homes has built in the community over the last 20 years.”*

“The owner came to me because he wanted green features in his home,” Hall says. “I helped him through the design process, and we were able to build his luxurious custom home in a responsible way, with a minimal carbon footprint.”

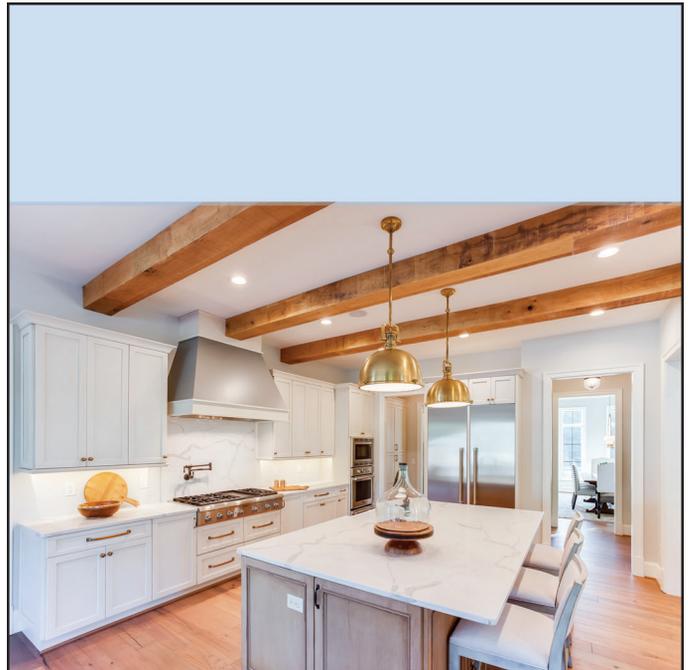
Despite the home’s large footprint, J. Hall Homes achieved a HERS score of 12 by incorporating a number of green features including a two-zone geothermal heat pump system, a geothermal hot water heater exchanger with an insulated 50-gallon water storage tank, LED lighting throughout, and air sealing. In addition, the home includes a 15-kilowatt solar array on its roof, blown fiberglass insulation in the attic, and exterior structurally insulated sheathing.

In addition to having low energy bills, the home’s owner received a \$45,000 tax credit for using solar and geothermal systems in his home.

## KEEPING IN TOUCH

Hall and the company spend a great deal of time with clients both upfront and throughout the building process educating them on both construction science and green building. “Our clients come

**/Elena Theobald Design/** Our clients trust us to create their dreams within reason. Working with Elena Theobald Design from beginning to end, maximizes efficient processes and time savings. Be it a traditional, modern or country home, we bring a trained eye to a new build or renovation. As a design/build team, we are able to harness our individual talents and insights to optimize project results and increase value to homeowners. The process is personal, and so every design element we consider is specifically tailored to our client’s lifestyle. Visit us at [www.elenatheobald.com](http://www.elenatheobald.com).



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Jeff Hall and the company spend a great deal of time with clients both upfront and throughout the building process, educating them on both construction science and green building.



out of the building process with a much better understanding of what is important to them, ultimately feeling more secure and confident about making final selections,” Hall says.

The company keeps in regular contact with customers both before, during and after construction using cloud-based online builder software. The system helps it manage project scheduling, specifications, change orders, communication with the client, purchasing and billing. Clients can make selections, see progress, browse photos and review financial decisions and more using the system.

A number of long-term trade partners help J. Hall Homes make its clients’ dream homes a reality. “I continually push my trade partners to change the way they do business by challenging them to incorporate new and innovative products, encouraging them to incorporate building science practices into their day-to-day work,” he adds.

The company also partners with local developers to locate lots. “I am proud of my building team and the reputation that J. Hall Homes has built in the community over the last 20 years with both my clients, trade partners, and other builders,” Hall says. ■

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