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**ENVIRONMENTAL LEADERS SERENBE & SOUTHFACE ANNOUNCE
NEXT-GENERATION HOME WITH LAKE-LOOP GEOTHERMAL COOLING,
PHOTOVOLTAIC SOLAR POWER**

***The First Nest Cottage to serve as test site for DOE's Building America Program;
Opens July 10 with a Ribbon Cutting Celebration at Serenbe***

ATLANTA & CHATTAHOOCHEE HILLS, GA (7.6.2010) – [Serenbe](#) and [Southface](#) announce the grand opening of the first Nest Cottage at Serenbe, a highly energy-efficient new home designed by town-urbanist and home designer Lew Oliver and built by Martin-Dodson Homes. Currently serving as a laboratory for the U.S. Department of Energy's [Building America program](#), the Nest's first model home is instrumented to provide data on the cost savings and energy efficiency that are expected to result from its next-level environmental measures which include lake-source geothermal heating and cooling, solar photovoltaic arrays, and highly energy-efficient and water-conserving ENERGY STAR[®] appliances. The model officially opens on July 10 with a ribbon cutting celebration from 5 – 7 p.m. The public is invited to attend. Demonstrations with environmental home products will take place in the model; visit www.serenbenest.wordpress.com for updates and more details.

This first model home is one of 15 small-footprint Nest cottages nestled between Serenbe's organic farm and 6-acre lake, demonstrating durable, high quality green construction and thoughtful land planning.

Exceptional Energy Performance

Seeking Platinum certification under the [EarthCraft House](#) regional green building program, the prototype Nest model home, at 1,100 square feet, is expected to exceed 80 percent source energy savings over the Building America benchmark. Subsequent Nest cottages will benefit from research conducted by Southface on the first model cottage, resulting in even more cost-effective pathways to the 80 percent source energy savings goal.

The 2-bedroom, 2-1/2 bath, single-family model home will achieve its exceptional energy efficiency through building shell improvements and mechanical upgrades, and will have multiple environmentally responsible and progressive features including lake-loop geothermal heating and cooling; passive solar and solar-ready design; reclaimed wastewater for irrigation; ENERGY STAR and WaterSense[®] appliances and fixtures; "night sky" regulations for star-filled skies; minimal grading and disturbance of land; natural landscaping with edible fruit-bearing bushes and trees;

concierge recycling and compost service; underground utilities; and pre-wiring for 21st century technology.

“These cottages respond to an emerging value shift – homeowners realizing ‘home’ is more than a structure, and being immersed in a true community that includes neighbors as friends and surrounded by nature is of utmost importance,” says Steve Nygren, co-founder of Serenbe. “People are realizing that a smaller, cost- and energy-efficient home is smart and healthy. We have responded by offering a top quality, well-designed, amenity-rich cottage.”

Commented [Dennis Creech](#), executive director of Southface, “Serenbe’s forward-thinking decision to build the Nest in compliance with the Building America program means homeowners will benefit from much lower energy and water expenses while enjoying attractive homes that provide fresh-air ventilation, feature high-quality, durable materials, and are environmentally friendly.”

“Southface is also pleased to note the Nest Cottages are on track to become among the most energy-efficient EarthCraft single-family homes to be built in the ten-year history of the EarthCraft program. We congratulate Serenbe for its commitment to setting a new standard for energy efficiency and community development throughout the country.”

Nest Partners

The following companies have partnered with Serenbe, Southface, Lew Oliver and Martin-Dodson Homes to provide the latest in cost-efficient, energy-efficient and stylish products for the Nest model: American Standard, Beaulieu Carpet, Building Envelope Protection, Fleming, HCNRG Solutions, Icyne, Radiance Solar, Tremco, US Floors, Woodman Isulation, and Zumpano Enterprises. More information about the Nest partners can be found in displays in the model home.

About Building America’s Builders Challenge

Spearheaded by the U.S Department of Energy’s Building America program, the Builders Challenge presents a unique opportunity for homebuilders across America to build a new generation of high-performance homes using proven innovations, working toward the ultimate goal of providing cost-effective, net-zero energy homes by 2030. A high performance home would use at least 30 percent less energy than a typical new home built to code, and also meet the highest safety, health and quality standards.

About EarthCraft

Founded in 1999 as a joint program of the Greater Atlanta Home Builders Association and Southface, EarthCraft is a green building program that addresses the unique climate conditions of the Southeast, and includes more than 450 trained builders from across six states. All EarthCraft buildings undergo two independent 3rd party inspections to evaluate compliance with these program requirements:

- Advanced energy-efficiency capabilities, including ENERGY STAR lighting and appliances, that reduce energy consumption;
- Water conservation capabilities that save potable water;
- Resource-conserving design and materials to minimize impact on landfills;
- Healthy indoor air quality for occupant comfort;
- Good site location and planning for transportation convenience;
- An education program for homeowners to ensure optimum benefit from living in an EarthCraft building.

About Serenbe

Serenbe is a 1,000-acre community located just 30 minutes from Atlanta’s Hartsfield-Jackson International Airport, with a focus on balanced growth, sustainability, green building, organic farming, and smart environmental practices. Serenbe has private residential homes, commercial

space, art galleries, original shops, stables, the 20-room Inn at Serenbe with conference facilities, and Serenbe Farms with CSA program and Saturday markets. The community is home to three restaurants, all pioneers in the farm-to-table movement: Blue Eyed Daisy Bakeshop (the nation's smallest Silver LEED certified building), The Farmhouse (proprietress Marie Nygren), and The Hil (chef/owner Hilary White). www.serenbe.com.

About Southface

Since 1978, Southface has encouraged responsible solutions for environmental living. Driven by the Southeast's growing need to save energy and water, and preserve our natural resources, Southface has successfully fostered unique partnerships with business, government and nonprofit organizations. Southface's educational programs, research and technical assistance reach design and construction professionals, homeowners, government officials and others, promoting sustainable homes, workplaces and communities. For more information, please visit Southface at www.southface.org.

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