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GOVERNOR BALDACCIO TO WELCOME MAINE'S FIRST LEED MODULAR HOME

Governor Baldacci will lead the celebration at the Grand Opening of what will be Maine's first LEED Certified modular home.

Keiser Homes of Oxford, Maine, and Coastline Homes, with locations in both Ellsworth and Hollis, Maine, are excited to announce that Governor Baldacci will participate in the Grand Opening of what will become Maine's first LEED certified modular home.

The Grand Opening celebration will occur on October 14th, beginning at 11 am, at the Fuller Brook eco-community in Kittery, Maine. "We greatly appreciate the Governor's attendance at this event," stated Wayne Wright, Coastline Homes' President. "We believe that LEED Certified homes are a way to help meet the energy challenges faced by Maine homeowners. We know that this is a goal of the Governor's as well and we are happy that together we can celebrate a step forward in the area of energy independence."

Leadership in Energy and Environmental Design (LEED) "is a third-party certification program and the nationally accepted benchmark for the design, construction and operation of high performance green buildings...LEED promotes a whole-building approach to sustainability by recognizing performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality."¹ LEED is the most recognized green building certification program and is widely accepted as the gold standard for environmentally-friendly construction. As part of the LEED certification process, the home must meet Energy Star guidelines, providing highly insulated walls and ceilings, among other measures, which will significantly decrease (20% +/-) the energy required to heat and cool the home.

During a period of decreased home sales and increased energy prices, Keiser and Coastline decided to take the lead in addressing both market conditions in a proactive manner. "Rather than simply waiting for the market to turn, we decided to develop a better home, one that benefits both the homeowner and the environment, and gives people a compelling reason to buy a new home," said Keiser's President David Cuttler. "The Governor's support of the LEED home and of two Maine housing companies is a significant vote of confidence in this course of action."

According to a recent survey, 70% of buyers are either more or much more inclined to purchase a green home over a conventional home in a down housing market and more than 80 percent of respondents said they believe that green homes are not just more economical, but offer better and healthier places to live².

¹ U.S. Green Building Council, "What is LEED", [USGBC: LEED Rating Systems](http://www.usgbc.org/DisplayPage.aspx?CMSPageID=222)
<http://www.usgbc.org/DisplayPage.aspx?CMSPageID=222>, accessed July 11, 2008

² U.S. Green Building Council, McGraw Hill Construction, "Home Buyers Increasingly Thinking and Buying Green",
<http://www.usgbc.org/Docs/News/Green%20Homes%20Affordable%20and%20In%20Demand%20-%20Press%20Release%20for%207-24%20am.pdf>, accessed September 11, 2008



Keiser and Coastline hope to meet the demand for green homes, but have also found that building LEED homes contributes to the health of their business in other ways. “We have discovered certain products, such as low VOC paints, that we originally incorporated into the LEED home, but have since taken steps to use in all of our homes,” explained Mr. Cuttler. This innovation benefits not only the companies involved, but also Maine homeowners and the environment. “Governor Baldacci has taken a leading role in addressing the needs of Maine citizens during a difficult time. Coastline and Keiser are proud to help contribute to that same effort in our own way,” concluded Coastline’s Wright.

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