



de young properties®



Brandon De Young

Executive Vice President

Our Journey to Zero Energy



Who & Where

Why

What

Selling ZE

Who & Where

- 3-generation, production home builder

Who & Where



THREE GENERATIONS OF
HOMEBUILDING

Who & Where

- 3-generation, production home builder
- San Joaquin Valley, California
 - Fresno/Clovis
- Roughly 130 homes/yr

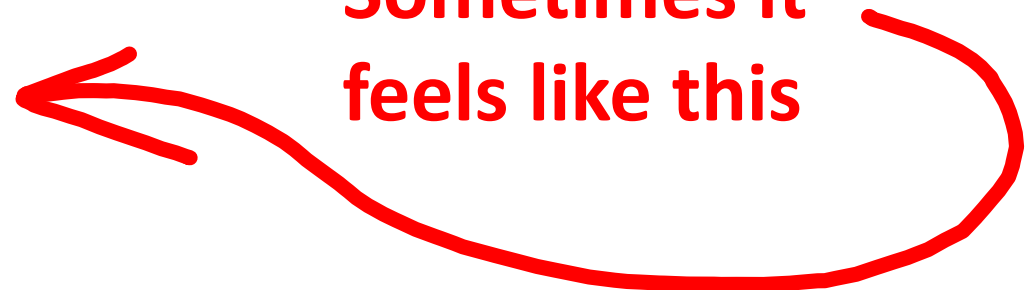
Why



Pull:

- Culture of Innovation
- Differentiation
- “The right thing to do”

**Sometimes it
feels like this**



Why



**Other times it
feels like this**

Push:

- California Title 24 Energy Code
- Buyer Demand

What

- **High-efficient / high-tech homes since 2008**
 - De Young SmartHome
 - EnergySmart & ControlSmart features
- **First Zero Energy (ZE) Home in 2013**
- **California's largest Zero Energy community of single-family homes in Clovis, CA**
 - RidgeView, 58 homes

Selling ZE

- **Geographic-specific** consumer value
 - **Reducing energy bill** is high priority in our climate

- **Zero Energy homes are the pinnacle** so we decided to become a leader
 - “Devil’s in the details”

Selling ZE



deyoungproperties.com/smarthome

Thank You!



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