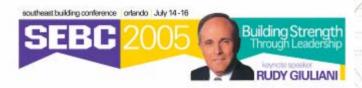
High Performance Housing





South East Building Conference 2005



Orlando, Florida

Thursday, July 14th, 2005

Jay Fechtel, The Fechtel Company

Introduction





- The Fechtel Company Since 1988, employs eighteen people
- Design/Build custom homes in the Tampa, Florida area
- Homes are priced from \$1.2 to 4 million, seven to ten per year
- Have implemented high-performance housing techniques since 1999

What I'll Cover





1. Why build high-performance housing?

2. What we do and how we do it –
Building with all things
considered





1. Happy Clients

- Durability and Comfort
- Time Spent In The Home
- The Golden Rule





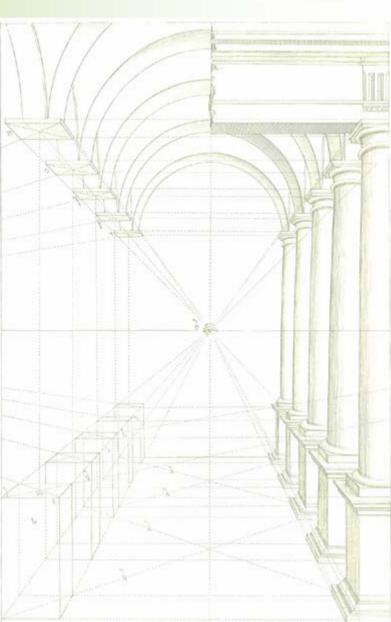
- 1. Happy Clients
- 2. Innovation
 - Product Differentiation
 - In The Search Of Excellence







- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
 - Media Coverage



Media Coverage









- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
 - Media Coverage
 - Awards







- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
- 4. Good Stewardship
 - Philosophical: Resource Management
 - Practical: Waste Not, Want Not





- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
- 4. Good Stewardship
- 5. Lowers Risk/Liability
 - Popular Legal Issues







- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
- 4. Good Stewardship
- 5. Lowers Risk/Liability
 - Popular Legal Issues
 - Eager Professionals
 - Personal Experience

Practical Application







What We Do...
...And How We Do It

Design & Systems Synergy

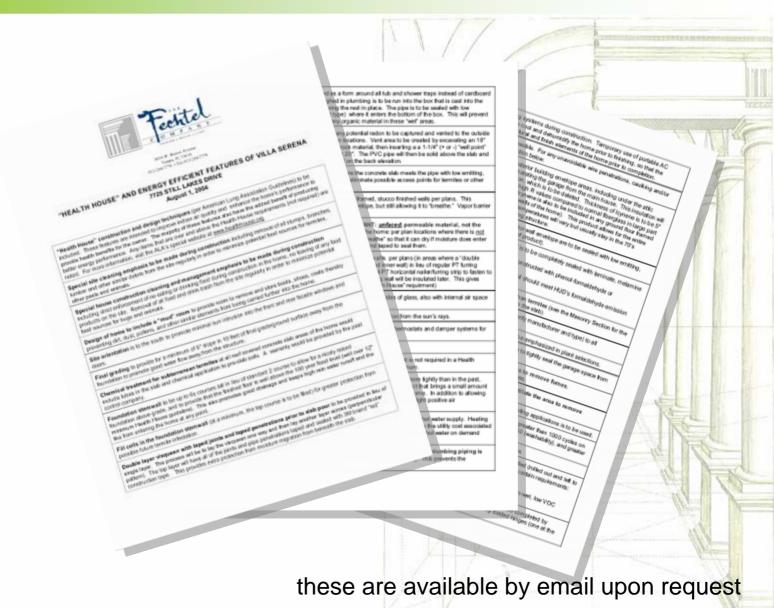




High-Performance Standards





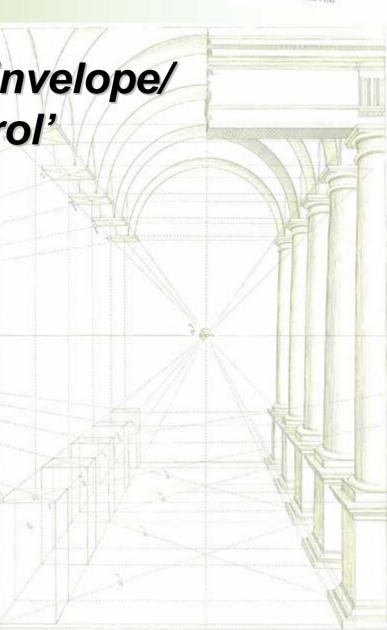






1. Good 'Building Envelope/ Moisture Control'

Roofing







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- Roofing
- Windows and Doors







1. Good 'Building Envelope/ **Moisture Control**

- Roofing
- Windows and Doors
- Balcony Decks







1. Good 'Building Envelope/ Moisture Control'

- Roofing
- Windows and Doors
- Balcony Decks
- House Wrap









1. Good 'Building Envelope/ Moisture Control'

Insulation









2. Indoor Air Control

Outside Air Makeup By Direct Vent





2. Indoor Air Control

- Outside Air Makeup By Direct Vent
- Outside Air Makeup By Air-Purifying Dehumidifier - Positive Pressure







2. Indoor Air Control

- Outside Air Makeup By Direct Vent
- Outside Air Makeup By Air-Purifying Dehumidifier
- Enhanced Air Filtration





3. Resource Efficient Systems

- Energy Efficient HVAC Systems
- Water-Conserving Appliances
- Tankless and Solar Water Heating or Heat Recovery With Gas Water Heating
- Smart Fan and HVAC Control
- Lighting and Home Control
- Reclaimed Material





4. Site Planning

- Passive Solar Siting
- Work With The Site Trees, Etc.







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- Passive Solar Siting
- Work With The Site Trees, Etc.
- Landscape And Irrigation Design -Xeriscape Principles

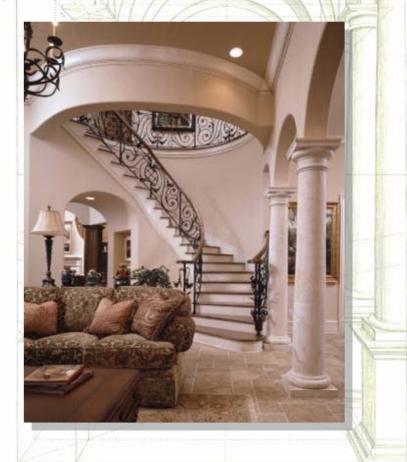




5. Aesthetic Sensitivity and Design

Functional Sculpture









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Functional Sculpture

High Performance Doesn't Mean Ugly







5. Aesthetic Sensitivity and Design

- Functional Sculpture
- High Performance Does Not Mean Ugly
- Good Design = Good Emotional And Physical Health
 - Mud Rooms
 - High-Traffic Spaces Should Not Irritate
 - Lines of Sight

Conclusion





Why Build High-Performance Housing?

- 1. Happy Clients
- 2. Innovation
- 3. Good Marketing
- 4. Good Stewardship
- 5. Lowers Risk/Liability

What We Do, How We Do It

- a.) Good Building Envelope/Moisture Prevention
- b.) Indoor Air Control
- c.) Resource Efficient Systems
- d.) Site Planning
- e.) Aesthetic Sensitivity and Design

High Performance Housing is Good Business!