



## GREEN YOUR HOME

Most remodelers nationwide—at an estimated 94 percent—say they're being hired to implement one or more types of energy-saving upgrades in their projects, according to a recent study commissioned by the National Association of the Remodeling Industry and conducted by Consumer Specialists Marketing Consulting.

In the western portion of the United States, which includes California, the most popular energy-conscious upgrades are:

- 1 Energy-efficient windows
- 2 Added insulation in walls and attics
- 3 High-efficiency furnaces
- 4 Energy-efficient lighting and air conditioning (tied)
- 5 Improved duct insulation



"HOMEOWNERS ARE UPDATING THEIR 1960S SAN DIEGO PLUMBING TO USE LESS WATER."

# ENERGY-EFFICIENT UPGRADES

## WHAT'S HOT IN REMODELING

BY JENNIFER McENTEE

Energy-efficient upgrades are a major consideration for today's homeowners, as polled by the National Association of the Remodeling Industry.

Todd Jackson, president and CEO of Jackson Design and Remodeling, believes homeowners see the energy-efficient upgrades as both Earth-conscious and money-conscious. Better insulated windows and walls mean greater noise reduction while also reducing heating and cooling costs.

Additionally, homeowners are often compelled by state guidelines and incentives to remodel with greater energy conservation in mind, adds Miramar Kitchen & Bath owner Nicole Donnelly.

"Everything is so much more efficient now," she explains. "And with water restrictions required because of the drought, homeowners are updating their 1960s San Diego plumbing to use less water, from high-efficiency toilets to shower heads."

While energy-efficient upgrades may not be the most visible aspect of a remodel, homeowners are increasingly seeing the benefits of thinking green. "Green" thinking and building can be as simple as donating removed cabinets instead of adding them to the landfills, Jackson adds. "It's the difference between just ripping something out and instead unscrewing them from the wall so someone else might use them."