

March 28, 2009
FOR IMMEDIATE RELEASE:

“Behind The Sheetrock” Tour/ Open House

HOUSTON, TX.- The house is an ICF (insulated concrete form) home that, in it's entirety, represents a complete ***Building SYSTEM***, in which the technologies have been considered and married to yield synergistic benefits. (E.g. the heat from the HVAC compressor will be scavenged to heat water.) The emphasis of the building system is toward strength, durability, longevity, efficiency, security and comfort. Consequently, this will be the first IBHS 'Fortified' Certified home as well as one of the first LEED platinum homes in Houston. Furthermore, the home will be extensively studied by Texas A&M University (who was also instrumental in the design process) who will quantify the efficiencies of the System.

Additionally, while cost seems to be lost when 'green' come into building; in this project, cost has been a major consideration in the development of this ***Building System***. It is our opinion that a super-green house that costs more than anyone except the very affluent can afford only really gets you bragging rights. It doesn't benefit society, the city, nation or planet. A home that can be replicated and is cost competitive drives the entire market and benefits everyone. It raises awareness and educates the public. This in turn increases demand for better construction. Thus, while probably not yet applicable for the track home industry, this home is cost competitive with many of the homes built in Houston today. Furthermore, the more something is done, the more likely we will see economy of scale and bring the efficiencies of this System to more modest houses.

Thus we see this as a potential precedent setting home that could well push the Houston residential building industry toward greener, safer, stronger, durable and sustainable highly efficient construction.

We invite you to come to the 'Behind the Sheetrock' tour of this house. Durable Residential Builders is proud to present our ***Building System*** during radio shows on AM 950 “Home Work Houston” from 9-11am and AM 700 “On The Air” with Gary Parr from 3-4pm. This is also a USGBC local Houston event. We also offer the home to the public and anticipate the participation of many industry leaders, Texas A&M University, USGBC, etc. onsite at this event. The project is located at 3703 Drummond St., Houston, Texas (off Stella Link at the intersection of Drummond and Edloe), and the Open House will run from **9am-5pm on Saturday March 28, 2009.**

For further information on the house: www.durableresidentialbuilders.com

Speakers:

Ker Thompson, Jim Kuchenbrod of DRB, Texas A&M personnel, and industry reps.

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