

### Green Building is Smart Building

*Emphasis is on making homes healthy, comfortable and efficient*

These days, no matter where you turn, you are bound to bump into someone who is “going green.” It may be your grocery store, local government, favor-



*Permeable concrete pavers at driveways and other solid surfaces help to absorb rainfall, which is then released slowly, reducing runoff.*

ite charity or neighbor. But what does “going green” mean? When it comes to residential construction, it boils down to smart building.

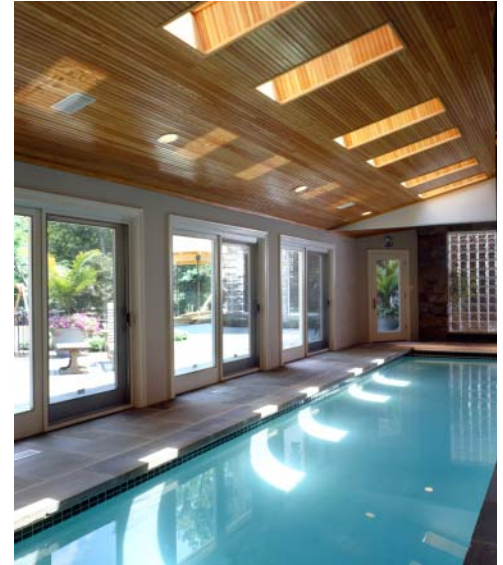
According to the National Association of the Remodeling Industry, “Green remodeling is an all-encompassing approach that emphasizes making a home healthy, comfortable and efficient.” Defined in this manner, few homeowners would want anything less. Achieving these results, however, is not as easy as it sounds. Done properly, green building requires a complex formula consisting of quality materials, sound design and construction practices, a thorough understanding of how the home’s systems interrelate and numerous other variables.

Though not called green building at the time, BOWA Builders embraced this philosophy and approach to residential construction long ago. As best practices evolved, BOWA’s long-standing commitment to delivering quality projects, building durable structures and ensuring our clients’ comfort has led to our using what have come to be known as environmentally conscious materials and practices.

Ultimately, we adopted these principles as the standard for BOWA’s remodeling projects because they produced superior results for our clients. Now that recent studies show that retrofitting existing homes with these same environmentally conscious features is four-to-eight times more cost- and carbon-efficient than incremental improvements to newly constructed homes, it is evident these




*Using Appalachian hardwoods from nearby forests supports local industry and helps to minimize transportation energy*



*Dehumidification equipment is coupled to the pool water system, delivering free pool heating and increasing dehumidification efficiency.*

standards can also make a positive impact on our environment.

Today, BOWA Builders has more than a decade of experience in green building, the area’s foremost subject experts on our team, and an innovative incentive program designed to encourage homeowners to elect environmental upgrades that go beyond our already-high standard specifications (*see page two*). We are pleased to be able to draw on this experience and expertise to educate homeowners and industry professionals throughout the region on the benefits of green building and remodeling. 

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### Added Incentive to "Go Green"

We are pleased to announce that BOWA Builders recently launched a program designed to help clients "go green." The new *BOWA Environmental Incentive Program (EIP)* rewards clients who elect BOWA-recommended environmental upgrades for their 2009 construction projects by rebating our fee on up to \$100,000 in related costs.

By reducing the cost of going above and beyond our already-high standards for things like insulation, windows or HVAC systems, we hope to encourage clients to choose even higher performance materials. BOWA's program also covers green design services; alternative energy systems, such as solar or wind; and more environmentally conscious upgrades.

After just a few weeks, the *BOWA EIP* has already generated tremendous interest throughout the community. Given the response, we expect this new program and our commitment to educate homeowners and industry professionals on the benefits of green building and remodeling can have a measurable impact on our environment.

If you are interested in learning more about the *BOWA EIP* or other aspects of green construction, let us know. 



### It's That Time of Year Again!

With summer upon us, it is time to follow our seasonal maintenance checklist to help protect your home and family.

#### Interior

- Check smoke detector batteries.
- Check carbon monoxide detector batteries.

#### Exterior

- Clean debris from gutters and downspouts.
- Ensure positive drainage away from house.
- Caulk and re-touch exterior paint.
- Power wash outdoor deck or patio surface.

#### HVAC

- Clean and/or replace filters.
- Turn humidifiers off (turn water off at valve and adjust humidistat to "off").
- Clean and check condensate pipes and/or pumps.
- Get a full system check by a specialist.
- Adjust dampers to correct position for cooling season.

### HAVE PLANS FOR A CHARITY EVENT?

*If you have plans for a fundraiser or awareness event in your BOWA-built space, let us know.*

*As part of our community outreach program, BOWA Builders is looking to support our clients in their philanthropic efforts by partnering to sponsor charitable events.*

*We have proudly worked with clients on events benefitting a variety of local and national charities, and look forward to supporting many more.*

*For additional information, call your BOWA contact.*



# Awards & RECOGNITION

## WHOLE-HOUSE RENOVATION *Arlington, VA*



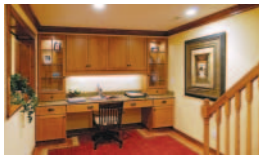
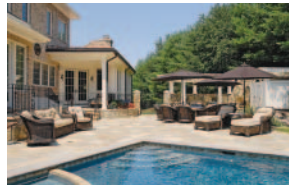
**First-Place Winner**  
 2008 Custom Builder Awards of Excellence - MNCBIA - Custom Addition

**Outstanding Award Winner**  
 Washington Spaces 2008 Design Competition - *Best of Remodeling* - Residential Interior over \$750,000

**Bronze Award Winner**  
 Professional Remodeler - *Best of the Best Design Awards* - Addition over \$200,000

## LOWER-LEVEL & OUTDOOR RENOVATION *Potomac, MD*

**Outstanding Award Winner**  
 Washington Spaces 2008 Design Competition - *Best of Remodeling* - Exterior over \$750,000



## LOWER-LEVEL RENOVATION

*Great Falls, VA*

**First-Place Winner**  
 2008 Monument Award - NVBIA/MNCBIA - Outstanding Feature

## ADDITION & RENOVATION

*Washington, DC*

**Outstanding Award Winner**  
 Washington Spaces 2008 Design Competition - *Best of Remodeling* - Residential Interior \$500,000 - \$750,000



## WHOLE-HOUSE RENOVATION *Potomac, MD*



**First-Place Winner**  
 2008 Monument Award - NVBIA/MNCBIA - Residential Remodeling over \$750,000

**First-Place Winner**  
 2009 Custom Builder Awards of Excellence - MNCBIA - Whole-House Renovation

## COMPANY/EMPLOYEE HONORS

**PROs Awards** - Co-sponsored by MNCBIA and NVBIA, the PROs Awards honor those in the Washington, DC area who are responsible for turning residential construction vision into reality. Nominees were evaluated on their accomplishments, and ability to overcome challenges. BOWA's winners in the following categories set the standard for excellence in the industry:

- Best Accounts Payable Representative*
- Best Field Technician - Construction*
- Best Project Manager*
- Best Production Manager*



## Project Cost Savings Award

*New award focuses on delivering greater value*

At BOWA Builders, we have always been committed to providing our clients an unmatched level of service, craftsmanship and value. Over the years, we have challenged ourselves to make advancements in each of these areas in an effort to better serve our clients. Our new *Project Cost Savings Award* is one example of how we strive to deliver on this promise.

The *Project Cost Savings Award* is an internal award designed to highlight the best examples of construction-related savings. By engaging our employees, sharing best practices and recognizing successes we can identify opportunities to produce projects more cost effectively and provide greater value to our clients. The quarterly award goes to the employee who suggests the best idea.

Following are a few of the recent nominations:

- On a whole-house renovation project, the lighting designer originally selected a recessed lighting fixture that cost more than \$1,200 per unit. A BOWA project coordinator worked with the

designer to select a comparable alternative. With over 50 fixtures, the less-expensive unit saved the client more than \$35,000.

- On a large custom home project, the production team recommended panelizing the framing. Compared to the traditional stick-framing process, the panelization decreased the required labor and duration, resulting in a savings to our client of over \$100,000.
- On a two-story timber frame barn project, a senior carpenter recommended reconsidering the process used to install the 3 x 8 tongue-and-groove flooring. By reducing the frequency with which the hydraulic jacks needed to be reset, the more-efficient method resulted in a client savings of \$10,000 and provided the same quality result.



These examples clearly demonstrate the significance of our team's vast experience in value engineering, project planning, construction methodologies and countless other aspects of residential construction. The *Project Cost Savings Award* provides an opportunity to capture these ideas, share them with the entire BOWA team and, ultimately, deliver greater value to our clients. ↑

### Purchase Consultations Provide Expert Advice to House Hunters

For years, clients and their realtors have turned to BOWA Builders for assistance in evaluating properties before deciding to purchase a new home. Maybe they loved the neighborhood and price, but the home didn't quite meet the family's current or long-term needs. Or maybe there were repairs needed but they didn't know the extent of the work required. In each instance, BOWA's experts were able to meet with the client, review the property and provide the guidance needed to help them discover the home of their dreams.

If you are looking to take advantage of today's real estate market, let us help:

- **Pre-Purchase Evaluation**

After learning about your needs and goals, we can make recommendations on whether the home can be modified through renovations, additions or minor alter-

ations to suit your family's lifestyle and budget goals.


- **Home Inspection Report Analysis**

We can review the Home Inspector's report and guide you on the costs to remedy known issues. Our experience is that many of the issues that seem to be "red flags" to buyers are in fact straightforward work for an experienced professional.

- **Realistic Project Planning**

If you decide to move forward, we can work with you to identify priorities and develop a master construction plan, which will accomplish your goals with a manageable budget and timeline. Over the years, we have found that many clients appreciate a phased approach to construction, which focuses first on top priorities, and allows them to begin enjoying their new home as secondary priorities are addressed or planned for the future.



If there is anything we can do to assist in your quest for the home of your dreams, let us know. 



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