

DKM Builder Solutions

Reasons to Play

- Risk management
- Quality
- Reputation
- Differentiation
- Competitiveness
- Fewer warranty claims
- Environmental responsibility
- Demonstrated value added
- Homeowner satisfaction
- Referrals
- Repeats

Requirements to Play

- Organizational commitment
- Passion
- Specific goals
- Building science foundation
- Trade partner agreements
- Continuous reinforcement
- Verification
- Metrics & accountability
- Integration
- Design changes
- New scopes of work
- Training
- Re-training
- More training
- Continuous improvement
- Time to implement

- Safety
- Durability
- Comfort
- Sustainability
- Energy Efficiency



Contact Information
DKM Business Solutions, Inc.

14328 Arbor Ridge Drive
Charlotte, NC 28273

Office: **704-504-9115**
Faxdirect: 866-790-0886
Office fax: 704-504-0664

sales@dkm-solutions.com
www.dkm-solutions.com

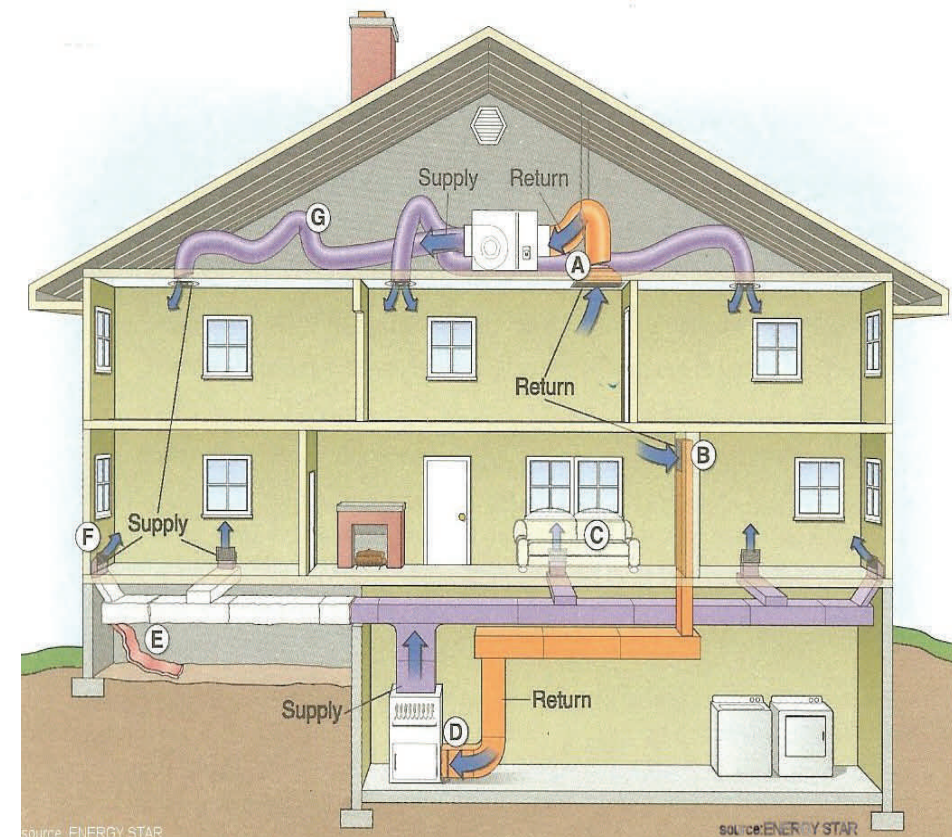
THE PROCESS OF HIGH PERFORMANCE

Call us today for an appointment to set the direction for your business.

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Contact us at 704-504-9115 or use the enclosed FAXBACK reply form.

BUILDING HIGH PERFORMANCE



source: ENERGY STAR

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A PROCESS APPROACH TO A HIGH PERFORMANCE STRATEGY

What do I Need to do to Meet the Definition?

Water management	Zero energy	Spot ventilation
Drainage plane	30% above code	HRV
Mechanical ventilation	HERS ratings	Air-to-air heat exchanger
14 SEER	HERS Index	HEPA filtration
Fresh air ventilation	IAQ	VOC content
Sealed combustion	Ducts in conditioned space	Formaldehyde free
Dust leakage	Insulation inspection	Pan flashing
Envelope leakage	Thermal envelope	Waste heat recovery water heater
0.35 CFM 50	OVE	Tankless water heater
Thermal by-pass	Comfort	Draining wastewater
Low-E windows	Energy efficiency	Recycled content
HVAC commissioning	Energy guarantee	Green
Manual J's	3rd party verification	LEED
HVAC rightsizing	3% of conditioned	EFL
Mastic	5% at rough	ENERGY STAR
90% AFUE furnace	5% to the outside at finish	Gold
Jump ducts	Continuous air barrier	Silver
Orientation	CO detectors	Platinum
Passive solar	Tight construction	Diamond
Active solar	Advanced framing	

Choosing High Performance

Market conditions continue to move toward high performance, energy efficient homes.

At the same time consumers are more aware and more demanding of the builder for a product that is energy efficient, comfortable, safe, and sustainable.

Questions for the builder are—



(1) *What is expected or demanded for high performance?*; (2) *What path do I need to take to demonstrate I am a high performance builder?*

There is no formal definition for high performance. The critical component is your strategy on what you build, and how you market and sell your product.

It is important to find the base design / components that match your strategic goals. It may be a specific program like ENERGY STAR, LEED, or Built Green®.

Regardless, of your design choices, you need an integrated plan that is based on sound building science.

You need to be sure your team are all on the same page, and you are marketing your benefits in high performance construction



DKM Builder Solutions is a division of the DKM Business Solutions group providing business consulting services in the construction segment.

Our focus is facilitating the strategic evaluation process for a builder interested in quantifying their high performance construction processes or developing a custom plan for building high performance.

The decision to *Build High Performance* is strategic, and requires a defined process for successful implementation.

Critical components are your strategic objectives, management commitment, resource allocation, and a full understanding of the cost to be a high performance builder.

This is more than hard construction dollars — it

includes the soft dollars for organization change, training, trade partner agreements and sales tools.

It also includes the cost of commitment, staying on message, and the cost of not making the change.

DKM will work with you to put a process in place designed to define and implement your objectives.

DKM will provide facilitation, direction, support, and general project management.

We will be a short term focused resource for your team.

We will be the catalyst that gets out of the way once you have an integrated process in place.

Call us today
704-504-9115
Or visit us at
www.dkm-solutions.com

Considerations

- “as-built”
- Baseline reference
- Goals & Objectives
- Competitive analysis
- Incremental changes
- BHP requirements
- Cost-benefit analysis
- Degree of difficulty
- Labeling requirements
- Business impact
- Training needs
- Prioritization
- Timeline
- Resource needs
- Risk analysis
- Cost-to-play assessment

