



For Immediate Release

### **Innovative Green Home Sells in First Week on Market**

*G2B Ventures announces the sale of Seattle's first home marketed with leading-edge Energy Performance Scoring*

**SEATTLE, Washington (May 18, 2010)** – G2B Homes, a subsidiary of Seattle-based G2B Ventures, today announced the sale of its first home retrofitted specifically for energy efficiency, a sale which took only a week to complete.

By using earth-friendly insulation, Energy Star-rated windows and appliances, sustainable methods and recycled materials, the Sequoia Home achieved a 4-Star BuiltGreen certification, one of the leading “green home” designations in the Northwest. Additionally, the home uses an iPad to provide valuable information to the homeowner, including real-time energy monitoring and an electronic home owner’s manual.

The Sequoia Home, named for the magnificent 70+ foot tree that graces its backyard, was originally built in 1926 but had fallen into disrepair before it was purchased by the G2B Homes team. “The house had some good bones, yet we wanted to go beyond the standard remodel,” said Aaron Fairchild, CEO of G2B Ventures. “This was the perfect time to bring in the latest methods and materials to turn this house from an energy hog into an energy miser, while providing a beautiful new look. And the market responded quickly!”

By using leading edge [energy performance scoring](#), the G2B Homes team was able to see where the house leaked the most and what sorts of methods would create the greatest energy impact for the project. The home was such a promising platform for energy efficiency that the Sequoia House was used as a classroom for teaching the latest in air sealing and insulation techniques to local contractors. “We wanted to connect with and inform other leaders in home efficiency,” said Sam Lai, President of G2B Ventures. “So we partnered with the Northwest EcoBuilding Guild and brought in professionals who will now go out into the workplace with enhanced knowledge on how to build a truly efficient house. The energy benefits will spread beyond this one home.”

The G2B Homes’ mission is to drive energy efficiency in existing homes, so the team will continue to remodel “energy fixers” in the Seattle area and push the envelope in green building methods and materials. “We are lowering the energy footprint in Seattle, one house at a time,” said Lai.

About G2B Ventures –

Headquartered in Seattle, G2B Ventures is a real estate investment and consulting group actively engaged in developing business opportunities with positive financial returns. Combining deep talent and over a decade of collaboration in finance, construction, sustainability and real estate into one brain trust, the G2B team creates a unique opportunity to apply a disciplined and transparent approach to residential energy efficiency. For more information, please visit [www.g2bventures.com](http://www.g2bventures.com).

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