

Green Home Guide Website

Updated 1/11



*Quality You Can Trust...From
North America's Largest Roofing Manufacturer!™*

The USGBC's Green Home Guide Website



Green Home Guide

Where you find green home expertise, ideas and connections.

GREENHOMEGUIDE.COM



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New from USGBC GreenHomeGuide.com

The definitive site for homeowners looking to green their residences – and the professionals who can help them get the job done.

The screenshot shows the Green Home Guide website interface. At the top, there is a navigation bar with "Sign In" and "Sign Up" buttons. Below the navigation bar is the main header with the USGBC logo and the text "U.S. Green Building Council's Green Home Guide BETA". The main content area is divided into several sections:

- ASK A PRO:** A question box contains the text: "I am just starting to design a home and want to incorporate GREEN things. Do I start now or wait until I start working with a builder." The question is attributed to "Sharon DeBeder". The answer is provided by "David Bergman", a "David Bergman Architect" from "New York, NY".
- ASK A PRO TOPICS:** A grid of topic links including Bathroom, Bedroom, Courtyards, Energy Efficiency, France, Flooring, Furniture, Healthy Home, Home Basics, Kitchen, Landscaping, New Home, Nursery, Paint & Coatings, Solar & Alternative, and Stone & Tile.
- KNOW HOW:** A section with article teasers, including "Creating a Green Kitchen: From Resource Planning to Maintenance", "Choosing Kitchen Countertops: Our Top Picks", and "3 Ways to Make Your Home More Energy Efficient".
- Find a Pro Near You:** A search form with fields for "Enter a City" and "Enter a Zip", and a "SUBMIT" button.
- Welcome!** A section titled "The newest members of our Pro Directory" featuring profiles for "Nancy Ann Sustainable D-I" and "Vicki DeFriesa Silver Designers, LLC".
- Subscribe to Our Newsletter:** A button at the bottom right.

Home Guide PPT_2a_pg1.jpg

What is The Green Home Guide?

- USGBC's only consumer-oriented website, intended to be the green consumer's most trusted and comprehensive resource
- Designed to help consumers understand the what, why, and especially who, how, and where of green homes
- Connects consumers with green home professionals and their products



What can you find on the Green Home Guide?

- Knowledge base: articles from experienced Pros
- Profiles – “Green Facebook”
- *Ask a Pro* functionality

Find **green home** advice on...

[Solar Power](#)

[Energy Efficient Home](#)

[Green Remodeling](#)

[Green Builders](#)

[Green Architects](#)

[Green Contractors](#)

[Green Kitchen](#)

[Green Home Building](#)



GreenHomeGuide.com

Is USGBC investing in GreenHomeGuide.com?

- 55,000 unique visitors per month and growing
- Search engine optimized – google 'green home'
- Working with select few top contractors interested in 'green'
- Linked from USGBC.org = 350,000 visitors/month



Example “Know How”:



U.S. Green Building Council's
Green Home Guide

Connecting you to ideas, advice and green home professionals

[Sign In](#) or [Sign Up](#)

Search greenhomeguide.com



Welcome to Green Home Guide! [Sign In](#)

KNOW HOW

[ASK A PRO](#)

[FIND A PRO](#)

[RESIDENTIAL PROGRAMS](#)

Featured Topics

[All Topics](#)

[Bathroom](#)

[Countertop](#)

[Energy Efficiency](#)

[Flooring](#)

[Furniture](#)

[Healthy Home](#)

[Home Basics](#)

[Kitchen](#)

[Landscaping](#)

[New Home](#)

[Nursery](#)

[Paint & Coatings](#)

[Stone & Tile](#)

GREEN FLOORING ADVICE

Make Floor Refinishing Greener and Safer

By Victoria Schömer



You can avoid exposure to toxic dust and fumes by using a good dust mask that filters out particulates and a respirator that filters out chemical emissions. The National Institute for Occupational Safety and Health recommends using a NIOSH-approved half-mask respirator. [More...](#)

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Home

Account Settings

OpenIDs

Delete Account

Your Company

Company Profile

Manage Employees

My Profile

Personal Profile

Contribute

Answer a Question

Submit a Blog Post

How to Submit a Blog Post

At GreenHomeGuide, we're always looking for new sources of expertise on green residential. You, as a green home professional and member of our community, may have an article idea that you believe will benefit our audience. Tell us about it. If your idea meets an informational need, we'll post it to our blog.

How this works

1. Submit a blog post about anything related to green residential.
2. Topic ideas. The GreenHomeGuide blog is a great place for your:
 - green home project profile,
 - event announcement or review,
 - review (ideally based on field experience) of a green product, system, or method,
 - book recommendation or review
3. Our GreenHomeGuide staff will review your submission. Pending approval, the post will be edited for quality assurance.
4. If your post is approved it will be published in our blog, on the homepage and any relevant local pages.

Notes

- We review every submission; we will reject spam entries.
- Please only submit original, on-topic blog posts.
- Send images via email to willem@greenhomeguide.com.

Title

GreenHomeGuide, as described fully in our [terms of service](#), retains the right to republish all submitted content on other Web sites or in other media. In those instances, as the article's author, your byline will be fully displayed.

Example Profile...

Sign In or Sign Up



U.S. Green Building Council's
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Connecting you to ideas, advice and green home professionals

Search greenhomeguide.com



Welcome to Green Home Guide! [Sign In](#)

KNOW HOW

ASK A PRO

FIND A PRO

RESIDENTIAL PROGRAMS

Current Location

Cincinnati, OH
[Change](#)

Share on Facebook Buzz it! Share on Twitter



Jeremy Hensley

Camery Hensley Construction Ltd

USGBC member

1 Cherokee Trail
New Richmond, OH 45157

513-319-2664

<http://www.cameryhensley.com>

[Become a fan](#)

Service area: 200 miles

Description

Credentials

Services

As a member of the U.S. Green Building Council (USGBC), Camery • Hensley specializes in LEED-certified new home construction and renovations. We offer a variety of renovation and construction options to help you achieve a healthier, more energy-

Example "Ask A Pro" questions...



U.S. Green Building Council's
Green Home Guide
Connecting you to ideas, advice and green home professionals

[My Account](#) [Contribute](#)

Search greenhomeguide.com



Hi, Matt! You are signed in. [Sign Out](#)

[KNOW HOW](#)

[ASK A PRO](#)

[FIND A PRO](#)

[RESIDENTIAL PROGRAMS](#)

Your Account

[My Account Home](#)

[Account Information](#)

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[External Logins](#)

[Delete Account](#)

Contribute

[Write an Article](#)

[Answer a Question](#)

[Verify Answers](#)

Latest Ask a Pro Questions

[We're residing with fiber cement. The initial paint job is warranted for 15 years. How long can we expect subsequent paint jobs to last?](#)

[Answer](#) [Delete](#)

[What is the healthiest option when choosing a rain water tank??](#)

[Answer](#) [Delete](#)

[I live on Long Island NY. I have a 7.7Kwatt S facing PV system. Would an electric heat pump be the best option to heat and cool my home?](#)

[Answer](#) [Delete](#)

[We are designing a home in the Caribbean and need help with air conditioning options. Can you provide us with some advice?](#)

[Answer](#) [Delete](#)

[We want to install solar panels on our home we are building in Afton Wy, 83110, how much will it cost and who should I go to to find out more?](#)

[Answer](#) [Delete](#)

[Is granite/marble floors safer than hardwood or bamboo floors that contain aluminum oxides?](#)

[Answer](#) [Delete](#)

[Is laminate a good product to replace a basement floor with?](#)

[Answer](#) [Delete](#)

[Who makes a non-wood kitchen cabinet? I mean NO wood anywhere in the cabinet](#)

[Answer](#) [Delete](#)

[What type of waterproofing system is used under these Green Roofs and what is the expected life span of the actual roofing material used?](#)

[Answer](#) [Delete](#)

[Is solar panels for electricity viable to replace propane?](#)

[Answer](#) [Delete](#)

[Back to Top](#)

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What happens after I submit my Ask A Pro answer?

How to Answer an Ask a Pro Question

1. Select a question that, based on your experience, you are qualified to answer.
2. Your response must advance understanding and *must be based on your practical, hands-on experience*. Our readers are looking for actionable information and how-to instruction. An ideal answer not only tells them what to do, but it also explains to them why the recommendation is most appropriate.
3. We encourage you to include product recommendations and links to referenced Web sites. Please know, however, that your response cannot be unduly promotional. Our editors reserve the right to reject overly commercial material.
4. Please do not include personal contact information in your response. If the questioner desires further interaction, they will contact you via your company profile.

Ask A Pro Answer...



U.S. Green Building Council's
Green Home Guide
Connecting you to ideas, advice and green home professionals

Welcome to Green Home Guide! [Sign In](#)

KNOW HOW

ASK A PRO

FIND A PRO

RESIDENTIAL PROGRAMS

- All Topics
- Bathroom
- Bedroom
- Countertop
- Energy Efficiency
- Finance
- Flooring
- Furniture
- Healthy Home
- Home Basics
- Kitchen
- Landscaping
- New Home
- Nursery
- Paint & Coatings
- Roofing**
- Solar & Alternative
- Stone & Tile

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QUESTION

Are asphalt shingles recyclable?

Asked by Linus Murphy
Montgomery, AL

We are trying to recycle some of the demolition waste from our home renovation.

ANSWER

Answered by Martin Grohman
Wayne, NJ
GAF Materials Corp
December 20, 2010

Most people don't realize just how recyclable asphalt roofing shingles are.



Enrolling: Benefits to the Pro...

- Profile, geographically listed and searchable
 - Customers will find you based on how active you are answering questions, and where you are located.
 - Creates local leads
- Position yourself as a leader in the industry
 - Stand out from the crowd
 - Raise your online profile



Who is eligible?

- To qualify, your business must:
 - Have appropriate residential green credentials and/or expertise
 - *Such as GAF's Certified Green Roofer designation...*
 - Be principally engaged in residential green projects (vs. commercial)
 - Not be primarily involved in promoting, marketing or selling retail merchandise



How Much Does it Cost?

- Basic Listing is Free
- Enhanced Listing = \$1000/yr
 - Priority Placement in Searches
 - Expanded Profile
- Enhanced Listing is 80% off for CGR Program Members
 - \$125/yr

