

# Baywood Homes: It's Easy Being Green

By Michael McKay

Baywood Homes is no stranger to excellence. With over 25 years of building experience and as a longstanding excellence-rated member of Tarion, Baywood Homes is a leader in construction standards, purchaser and employee satisfaction. The recipient of many industry awards and nominated for Home Builder of the Year, it is no surprise that it is now turning their attention to Energy Star.

According to Natascha Pieper, Director of Sales and Marketing for Baywood Homes, the marketplace is now demanding more efficient, environmentally friendly homes. With environmental products and services flooding the market, consumers are looking to buy green and making it a primary consideration in their buying decisions. Now more than ever, builders need to cater to this new consciousness and be more responsible, which is why Baywood feels Energy Star is such a great program.

"People have been gravitating toward energy-efficient appliances and products for years and now they are looking to find the

same efficiencies in the homes they live in," says Natascha. "With a home being the single largest purchase they may ever make, the benefits of buying a green home need to be apparent. As a progressive builder, the Energy Star program we offer not only helps people feel good about their choice of home, but will save them money as well so it's a win-win."

Baywood's first complete Energy Star community, Chambray Hills, was launched in Barrie in late 2007. They are also offering Energy Star homes in Bowmanville, Oshawa and soon Wasaga Beach. They have even built a "Discovery Home" as their sales office at their Napa Valley site in



**Natascha Pieper, Director of Marketing and Sales Baywood Homes**

Bowmanville. This home features cut-outs and displays so purchasers can see firsthand the structural and material benefits of an Energy Star home. Buying a Baywood Energy Star home means investing in a high-efficiency HRV system, a high-efficiency, two-stage furnace with an ECM motor, a Tyvek air barrier building wrap, airtight exterior and attic electrical boxes, low-expansion foam around all windows and doors, sealed duct work, upgraded insulation above and below grade, low-E argon gas windows and exterior doors, and compact fluorescent lights throughout, making for a better built, more user-friendly and efficient home.

"As a builder that is committed to the Energy Star program, one of the most important factors is ensuring our trades and suppliers are knowledgeable of the new building systems we're putting into place," says Natascha. "Energy Star necessitates that staff and contracts be properly trained. Education ensures our Energy Star homes are built to the highest standards."

Equally important is educating the public. It's important to let the consumer know that they are doing something good for the environment, saving money by reducing their

**VIA CON MASONRY**

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energy consumption and being rewarded with a healthier home, including cleaner air, less noise pollution and more comfortable, consistent temperatures.

Baywood is not only building Energy Star homes but they recently began designing a

custom home in Toronto that is being built to achieve LEED Gold in the CaGBC LEED for Homes Case Study Pilot Program. This pilot program will give them insight into LEED building practices and will be a valuable tool in helping them adopt new and innovative green building practices. This single-family detached home will feature upgraded insulation in the attic, walls, basement walls and exposed floors. It will also feature an engineered and commissioned HVAC system, a dual-purpose condensing boiler at 90% efficiency for space and domestic water heating, an integrated air handler-fan coil with an ECM motor and HRV, radiant floor warming in the basement and a solar thermal hot water pre-heating system. The electrical systems will feature Energy Star air conditioners, appliances, light bulbs, a real-time electricity-use monitor and to save on electrical costs, a natural gas kitchen range and drier.

Baywood is also building their first LEED-registered condominium in Toronto. The Bohemian Embassy on





Queen Street West incorporates many green, sustainable features that make it a testament to Baywood's commitment to building green.

For more information on Baywood Homes, go to [www.baywoodhomes.com](http://www.baywoodhomes.com). ■

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