

# 2017 GreenBuilt Home Tour RECAP

The 2017 GreenBuilt Home Tour, organized by USGBC-Illinois, featured 10 award-winning and nationally recognized Illinois area homes, which highlight sustainable building practices that are attractive, practical, and affordable. The purpose of this two-day tour demonstrated how the built environment can contribute to a healthier community, and to encourage the development of energy efficient and environmentally friendly homes.

**The following is an impact report from our GBHT hosted on July 22-23, 2017.**

## 10 GREEN HOMES

Each site has undergone third party verification and testing to ensure the home was built to national standards.

## 20+ PROGRAM SPONSORS

Including Barriere Construction, CertainTeed, Crystal Cabinet Works, DVELE, Ecotelligent Design, Evolutionary Home Builders, Miele, Mitsubishi Electric Cooling & Heating, Ozinga, PAC-CLAD, Shardon Builders, Stego Industries, Zola Windows and more...

## 5 EARNED MEDIA STORIES

The Chicago Tribune, Evanston Now, Mighty House Radio Show and more.

## 29,900+ Webpage Views

May 1 – August 1. Including 7,570 sessions, 4,900 users, 3.9 pages per session, avg. visit 3:08 min., 37% returning visitors, 63% new visitors

## What people are saying...

- *"Both of the tours were awesome!! Getting to talk to the builder and the vendors, learning about all that went into each of these homes... Tremendous!! It was a very "hands on" experience!! Everyone was so knowledgeable and intimately familiar with their respective home. I also liked the note cards with information about the build posted throughout each of the homes. We came away learning so much!!"*
- *"This was an opportunity to get a detailed explanation about the features that I wanted to learn about. It was great to see the actual application and the science behind it. I feel that I connected with a knowledgeable resource for the future."*
- *"The guides were highly knowledgeable, and each tour presented unique aspects that differed from tour to tour, so we learned a lot."*
- *"Exciting to see what you can do with an existing home! It was just amazing - inside and outside!"*

## 30+ PARTICIPANTS

Builders, Architects, Consultants, Energy Providers, Contractors, Suppliers, Designers, and more

## 400 + ATTENDEES

Who during the course of the weekend made over **900 visits** to homes featured on the tour. **150 tickets** sold during the weekend of the tour. **240+ total tickets** sold to attendees, including **160+ individual tickets & 75+ passports.**

## 20,500+ via Facebook & Twitter

60+ unique posts/tweets, 20,500+ views, 11 Facebook live videos with 3,300+ views.

## 80 VOLUNTEERS

Supported the tour, contributing over 300 hours of volunteer time and are interested in learning more about green building.

Visit the GreenBuilt Home Tour website for more information: <http://greenbulthometour.org/>

## Participating Homes

- [Acorn Glade Passive House](#), 4737 Puffer Rd., Downers Grove, IL 60515
- [All Electric Riverfront Eco Home](#), 2557 W. Pensacola Ave., Chicago, IL 60618
- [BrightLeaf Eco 3](#), 1114 S. Stone Ave., La Grange, IL 60525
- [Charles Heppner Artist Studio](#), 8628 S. Marquette Ave, Chicago, IL 60617
- [Commuter's Craftsman](#), 1908 Hitchcock Ave., Downers Grove, IL 60515
- [Ellis Passivhaus](#), 5485 S. Ellis Ave., Chicago, IL 60615
- [Evanston's First LEED Home](#), 1426 Mulford St., Evanston, IL 60202
- [+Plus House](#), 919 W. Cullerton St., Chicago, IL 60608
- [Swainson's House at Serosun Farms](#), 45W489 Berner Road, Hampshire, IL 60140
- [West Town GreenStar Retrofit](#), 2219 W. Cortez St., Chicago, IL 60622

## Tour Partners

- ISEIF
- Rebuilding Exchange
- Green Home Institute
- Passive House Alliance Chicago
- Home Builders Association of Greater Chicago
- Elevate Energy

## Participating Companies

- Ailey Solar Electric, Inc.
- Andersen Windows
- Barriere Construction
- BrightLeaf Homes
- CertainTeed
- CILL DARA
- Crystal Cabinet Works
- DVELE
- Eco Achievers
- Ecohabitat, LLC
- Ecotelligent Design
- Evolutionary Home Builders
- John DeWald & Associates/Serosun Investments, LLC
- Kenwood Property Development
- Kipnis Architecture + Planning
- Kohler Company
- Miele
- Mitsubishi Electric Cooling & Heating
- Ozinga
- PAC-CLAD
- +Plus House
- Shardon Builders
- S.N. Peck, Builder, Inc.
- Stego Industries, LLC
- Tom Bassett-Dilley Architect, Ltd.
- Windfree Solar
- Zehnder America
- Zola European Windows

## Tour Photography

- Jennifer Rosse