



Sunset San Francisco Idea House



San Francisco Idea House,
Mission District, 25th Street @ Alabama

Patty Block proposed and secured a \$2M joint venture with [Sunset Magazine](#) for Meridian Builders & Developers, Inc. *Sunset* selected Meridian to build their magazine relaunching [Sunset San Francisco Idea House](#). The project, for which Patty also secured over \$500K in green building supplier and service sponsorships/contributions, resulted in one of the [world's 12 greenest homes](#)! "You can't put a price tag on that!" said a former VP with Ogilvy PR, about the face-to-face market visibility, television, print, and online coverage – along with the Mayor's Office interest – achieved for Meridian Builders & Developers.

Green Building, Business Development and Marketing Best Practices

- [Living the Dream: Starting a Construction Company](#)
- [The Systems & Philosophy of a "Green" Construction Company](#)
- [Write a Good Business Plan for Your Construction Company](#)
- [How to Motivate Employees](#)
- [How to Be a Successful Woman Contractor](#)
- [The Biggest Advantage to Having Subcontractors on Staff](#)
- [Learn the Value of Delegation](#)
- [Hire Outside Legal Experts](#)



Robin Wilson
General Contractor
Meridian Builders & Developers
"Finding a Niche and Bringing Subcontractors on Staff"



Patricia Block
Marketing Professional
Block Consulting
Patty Block, Managing Director, Block Consulting, green building marketing best practices

- [Why the Green Building Niche Is Important](#)
- [Effectively Market Your Company](#)
- [Connect With Your Target Audience](#)
- [Direct Mailing: Close the Loop](#)
- [How to Hire a Marketing Professional](#)

- 10 weekends of Idea House tours and tens of thousands of visitors!
- Two *Sunset* cover stories, circulation >1 million
 - "Ideas to Steal! Our Greenest House Ever," Mar. 2008
 - "Inside Our Greenest Idea House," Nov. 2007
- [San Francisco Mayor](#) Gavin Newsom's Idea House Walkthrough, C|NET TV. The home's 45-foot wind turbine inspired the Mayor to launch an Urban Wind Task Force and leverage the city's natural energy-producing winds.
- "Living Green," TV broadcast on *View from the Bay*, San Francisco, KGO, Ch. 7
- "The Systems and Philosophy of a Green Construction Company," one of over a dozen [AllBusiness.com](#) videos (now on YouTube) featuring Robin Wilson, President and General Contractor, Meridian Builders & Developers
- "Urban Green: Sunset's Idea House Brings Energy Efficiency to Living in the City," *The Mercury News*
- "Sunset SF Idea House is Open!" Design Public blog...and much more!



"Working with the Wind,"
Mayor Gavin Newsom's tour
of La Casa Verde, C|NET