



SUNSET 2007 SAN FRANCISCO IDEA HOUSE



Architect: John Lum Architecture
Builder: Meridian Builders & Developers, Inc.
Interior Designs: John Lum Architecture and Meridian Builders & Developers, Inc.
Landscape Architect: Arterra LLP
Green Mechanical Design: Sustainable Spaces and Meridian Builders & Developers, Inc.
Home Smarts: Intuitive Environments

THE SUNSET 2007 SAN FRANCISCO IDEA HOUSE IS A FLAGSHIP BUILDING PROJECT ILLUSTRATING GREEN URBAN REDEVELOPMENT

- ◆ The San Francisco Idea House is at the forefront of green building – i.e., it is the **first and highest rated LEED (Leadership in Energy and Environmental Design) certified residential remodel** in the count.
- ◆ The San Francisco Idea House IS **one of 3 platinum homes in the country** and the first remodeled platinum home. The platinum rating is the **highest and most prestigious level of certification** available for green construction.
- ◆ **Meridian Builders & Developers, Inc.** worked directly with the US Green Building Council (USGBC) and **helped set LEED standards for residential home rebuilding.**

THE SAN FRANCISCO IDEA HOUSE SERVES AS THE MODEL FOR HIGH PERFORMING, ENERGY-EFFICIENT HOMES

The house is being used by several government agencies for **testing and education for 2 years and ongoing:**

- ◆ Environmental Protection Agency (EPA)
- ◆ Pacific Gas & Electric (PG&E) Energy Center
- ◆ San Francisco Department of Building Inspection (SFDBI)
- ◆ San Francisco Department of the Environment (SFDOE)
- ◆ U.S. Green Building Council (USGBC)
- ◆ Ongoing online monitoring from Fat Spaniel Technologies
 - The Idea House's **green and energy efficient systems are available 24x7 for individuals to view, test and interact** with the Idea House's high performance energy-monitoring capabilities
 - This kind of **interactive experience** gets people excited about the prospects of upgrading or owning their own high-performing, energy-efficient, healthy and comfortable home.



2007 SAN FRANCISCO IDEA HOUSE WILL BE FEATURED AS GREEN BUILDING MODEL HOME IN HIGH-PROFILE NATIONAL AND BAY AREA CONFERENCES FOR OVER 2 YEARS

- ◆ **Sunset Magazine Celebration Weekend**, May 19-20, 2007 Menlo Park CA
 - More than **20,000** visitors
- ◆ **Build It Green**, May 20, 2007 Marin and Sonoma Counties
 - Over **1,000** attendees expected
- ◆ **Sunset Magazine San Francisco Idea House Tours**, Nov. 2007-Jan. 2008
 - **40,000-50,000** visitors streamed through Idea House!
- ◆ **West Coast Green Residential Building Conference + Expo**, Sep 20-22, 2007 Bill Graham Civic Auditorium
 - Over **10,000** industry builders, developers and visitors expected
- ◆ **American Institute of Architects (AIA)**, May 2007 and 2008
 - Over **1,000** architects expected each year
- ◆ **Pacific Coast Builders Conference 2008 (PCBC)**, May 30-June 1 2007 and June 24-27, 2008 Moscone Center
 - **Over 33,000 attendees expected**. In 2008, the **San Francisco Idea House, La Casa Verde**, will be featured as conference '**Green House**'

SUNSET MAGAZINE PROMOTIONAL OPPORTUNITIES

In conjunction with Meridian Builders & Developers, Inc., project contributors were promoted in *Sunset* magazine, which reaches **over 5 million subscribers through their 5 Western region editions** of the publication.

- ◆ Identified in **4-color, full page ads** running in *Sunset* in August, September and October issues.
- ◆ **Named in *Sunset* October 2007 issue Resource Directory** with text box and contact information.
- ◆ Promoted with **signage in the Idea House and materials**— in each room, a display in the information center, a full page ad in the official program for the home, and a listing in the Idea House Resource Guide.
- ◆ **Promoted at the 10th annual Celebration Weekend** at *Sunset's* headquarters, which attracts 20,000 readers (May 19-20, 2007).
- ◆ **Invited to the Idea House VIP Reception**. Contributors may also host their own private event at the Idea House for customers and prospects.
- ◆ Featured on Sunset web site including a web link, virtual tours, floor plans, and multiple articles.

ADDITIONAL DONOR BENEFITS: EXCLUSIVE PROMOTIONAL AND EXPOSURE OPPORTUNITIES FOR 2 YEARS AND ONGOING

Wherever Meridian Builders & Developers, Inc. is represented, contributors get visibility too!

- ◆ **Contributor materials** at all Idea House Home Tours
- ◆ **Contributor logo** on all Meridian Builders & Developers' Idea House collateral and ads — e.g., in *Sunset Magazine* November 2007 and March 2008 issues, Idea House Resource Listing, Sponsor and Contributor Listing, and so on
- ◆ Opportunity for **Contributor representation and participation** at premier building conferences — e.g., Pacific Coast Builders Conference and West Coast Green
- ◆ **Contributor gets exposure in all Meridian Builders & Developers, Inc. collateral**
- ◆ **Contributor has access to Meridian Builders & Developers, Inc. industry mailing list**



SUNSET 2007 SAN FRANCISCO IDEA HOUSE

Features and Amenities

Main House = 3500 sq ft

- ◆ 4 BR, 3½ baths
- ◆ Indoor pool
- ◆ Steam room and sauna
- ◆ Wet bar
- ◆ Elevator
- ◆ Fireplaces – inside the house and in the yard. Will use custom inserts and create see through fireplace that hangs from 13' ceiling between living room and family room
- ◆ Outside Deck/Living Roof – completely landscaped yard with outdoor kitchen, ponds, waterfall and outdoor movie theater
- ◆ Dining Room – windows open completely
- ◆ Kitchen/Wet Bar – high ceilings, all concrete floors over wood and radiant heat
- ◆ Family Room – windows open completely onto Living Roof (6 x 22 ft)
- ◆ Living Room
- ◆ Pilkington Glass – full wall from floor to ceiling (not street facing)
- ◆ Laundry Room
- ◆ 2-car garage

Second Unit = 1200 sq ft

- ◆ 2 BR/2BA
- ◆ Entry way is open to ceiling for expansive feeling
- ◆ Master BR bath full wall of Pilkington glass
- ◆ Washer/Dryer room plus storage
- ◆ Powder Room
- ◆ Rest of space is combined Living Room/Dining Room/Kitchen
- ◆ Doors open onto roof garden
- ◆ 1-car garage