

CasaVerdeLLC

Memo

**FOR
IMMEDIATE
RELEASE**

3801 E. 82ND STREET.
INDIANAPOLIS, IN 46240
T 317 413.8501
F 317 663.0722
info@casaverdellc.com

FROM: Joe Shoemaker, Associate Broker, Century 21 Realty Group I

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SUBJECT: Local Developer Begins “Green” Housing Project

On **July 18, 2007, 10:30 a.m. at 2129 North Park Avenue**, CasaVerde will begin construction on the first residence in Indianapolis built to the Leadership in Energy and Environmental Design (**LEED**) Green Building Certification System. In a reworking of the classic groundbreaking event, they are calling it a **“Ground Making”** in order to illustrate CasaVerde’s focus on “green building” and how high-performance structures contribute to a clean environment. The site plan was adjusted with the help of the City Planner’s office to save two specimen trees. The total energy use of these homes is calculated at less than half of a typically constructed home of the same size. Representatives from the Mayor’s office, from Indy GreenPrint and from the King Park Area Development Corporation will attend the event. The Project will consist of 3 single-family homes, each with its own private detached 2-car garage. Prices will start in the \$280’s.

The Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ is the nationally accepted benchmark for the design, construction, and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their building’s performance. LEED promotes a whole-building, comprehensive approach to sustainability by placing emphasis on the site and the building. LEED also recognizes performance in five key areas of human and environmental health: **sustainable site development, water savings, energy efficiency, materials selection, and indoor environmental quality.**

The Managing Partner is **Michael Greven**. Mr. Greven had critical roles in the implementation of Fall Creek Place, a Nationally recognized and highly successful urban redevelopment project. Michael, an experienced builder and LEED Accredited Professional says, “Our mission is to bring cost-effective, forward-thinking, practical and beautiful homes to Indianapolis. Sustainable, green development is here to stay. It’s primarily about efficient building practices with an emphasis on healthy living spaces and energy conservation. It doesn’t need to be complicated. Just smart.” **---CONTINUED---**

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CasaVerde brings the globally flourishing green building success story to the Metropolitan Indianapolis area and Central Indiana Region. Their ultimate mission is to change the way housing is built in order to reduce the economic cost to homeowners and the environmental stress on resources.

Formed in 2006, **CasaVerde LLC** is a collaboration among several partners. With skill sets ranging from construction management to the distribution of building materials, from executive coaching, remodeling and carpentry to marketing and real estate brokerage, the partners share a common goal: create a profitable residential development company by utilizing resource efficient design and construction practices to deliver a compellingly beautiful architectural product to its occupants. CasaVerde is now in dialog with key civic leaders and financial institutions in the effort to bring “Green” affordable housing to the Indianapolis area. It is their intention to demonstrate the economic viability of LEED-certified products at all price points. “Everybody wins with resource-smart design and construction,” says CasaVerde partner **David Kadlec**. “The homeowners save on their utility bills, they have a home with higher resale value and the community benefits by improved environmental quality.”

The Project will be marketed exclusively by **Century 21 Realty Group I** and **Joe Shoemaker**. A full-service brokerage specializing in residential Real Estate and land, Century 21 Realty Group Companies is the #1 multi-office Century 21 company in the world, with offices located throughout Central Indiana and Northern Kentucky.

Press Contact:
Joe Shoemaker
317 413.8501
joe@joeshoe.com