

GREEN ADVANTAGE®

Certifying Green Builders Nationwide

*USBN Washington Metro Green Job Fair
Green Training for High Performance Construction
February 27, 2009*



540.822.9449

www.greenadvantage.org

Topics

- Introduction to Green Advantage
- Benefits of GA Certification
- Getting Started



Introduction to GA

What You Should Know

What We Do

- Provide third-party green builder certification
- Certify contractors, sub-contractors, tradespeople, and others in the building trades





What We Do

- Three Certification Types
 - Commercial
 - Residential
 - Commercial & Residential

History & Growth

- Founded in 1998 with recognition and support from:
 - US Environmental Protection Agency
 - The Nature Conservancy
 - SAIC (Science Applications International Corporation)
 - University of Florida
- Staff of two – Grady O’Rear (CEO) and part-timer
 - Now at 20
- Over 3,000 GACPs
 - Plan for 12K in 2009 alone



The Organization

The Organization...

- Governing Board
- Certification Board
- Advisory Board
- Knowledgeable staff



...Represents

leading expertise within green building (applied & research), marketing, psychometrics, policy, and education

Audience

A U D I E N C E	■ Contractors	90%
	■ Sub-contractors	
	■ Tradespeople	
	■ Architects	significant growing interest
	■ Engineers	
	■ Developers	
	■ Realtors	emerging interest
	■ Attorneys	
	■ Planners	
■ Code Officials		



Benefits of GA Certification

Preparing for the Exam

Benefits



Why Green Advantage?

- ❑ *Nationally* recognized *third-party* certification
- ❑ *Affordable* credentialing of field personnel
- ❑ *Complementary* to national building certification programs, such as LEED®
 - Focuses on different target market
 - ❑ Contractors, subs – folks building walls, running conduit, operating backhoes

Benefits

Why Green Advantage?

- ❑ Examines *current and relevant* concepts & best practices that are
- ❑ *Trainings* offered by authorized training organizations
- ❑ Commercial, residential, commercial/residential *certifications*

Benefits

Certification can help to...

- ❑ Differentiate your business in a tight market
- ❑ Prepare for market demands
- ❑ Transform the building industry
- ❑ Reduce number of callbacks
- ❑ Provide LEED innovation credit
- ❑ Increase LEED credits



Benefits

- Differentiating your business in a tight market
 - Using the Green Advantage logo and signifier on marketing materials
 - Posting company and contact information on the Green Advantage web directory
 - Contributing articles and photos of your green projects to GreenLight



Benefits

- Responding to market demands by...
 - Staying ahead of government regulations
 - Responding to growing consumer demand for credentialed green builders
 - Responding to bid specification
 - Positioning for the projected 5 million new green jobs



Getting Started

Educate Yourself, Educate Your Community

A Green Workforce

Building a Green Workforce



Training: Getting Started

Training from a GA-authorized organization

- GA web site
 - View course descriptions, locations
 - Register for course
 - Download study guide
 - Take and pass course and exam
 - Certification lasts 3 years – then recertify
- Nationwide, year-round schedules
 - Public Workshops
 - Private in-house Workshops
- Highly qualified instructors
- Affordable
 - ~\$125/exam



Training: Getting Started

Becoming an authorized training organization

- Contact GA
- Meet organization & faculty standards
- Fill out application
- Pay annual fee
- GA sends Curriculum Development Guidelines to ATOs
 - Can license training from another ATO

Areas of Emphasis

Certification Emphasis Areas

- Green Building Rationale
- Land Use & Site
- Energy
- Water
- Indoor Environmental Quality
- Materials



Future Directions

- ❑ Tiered levels of certification
- ❑ Organizational certification
- ❑ International certification
- ❑ Exams and study guide in Spanish
- ❑ Expanded network of authorized training providers



Contact Us

Contact....

info@greenadvantage.org

...to get started





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