



For Immediate Release

### **HOW TO SCORE: ENERGY EFFICIENCY METRICS KEY TO GREEN HOUSING RETROFITS**

*Seattle-based investment fund announces selection of Energy Performance Score for its green residential retrofits*

**SEATTLE, Washington (Sept 23, 2009)** – G2B Ventures, a Seattle-based investment firm, has selected the Energy Performance Score (EPS) as its energy auditing tool to be used in its [Efficient Real Estate Fund](#) portfolio, and will be used to verify the effectiveness of its energy efficiency program.

[The scoring tool](#), developed by a Portland, Oregon team headed by Earth Advantage Institute, provides a “miles per gallon” rating for home energy efficiency and is unique in its ability to provide a way for home buyers to rate homes across the board for their energy use.

Energy efficiency is an increasingly important factor in both the cost and comfort of a home. Until now, it has been difficult for homeowners to know how to evaluate the energy performance of different types of homes or the performance implications of the plethora of green building programs.

“The G2B Ventures team is showing significant market leadership in selecting the EPS for measuring energy efficiencies gained in its residential retrofit program,” said Tom Osdoba, Managing Director, Center for Sustainable Business Practices at University of Oregon. “This is the most robust methodology that provides a reliable metric that can be used to compare the energy efficiency of one house over the other.”

The Energy Performance Score’s effectiveness was recently tested in a [pilot study](#) of 300 homes in the Portland area, sponsored by Energy Trust of Oregon. The tool showed better predictability and accuracy than other tools traditionally used in energy efficiency audits. Additionally, administering the EPS can be done in as little as two hours.

“We want to push the envelope in the building sector, most specifically home energy performance in the residential space,” said Aaron Fairchild, Principal Fund Manager for G2B Ventures. “We believe the real estate market will benefit from home buyers knowing how efficient a given home is – especially when they can then relate the score to another home for an apples to apples comparison.” If a seller’s home is currently inefficient, they can take measures to improve the scores, and use the improved performance as a valuable selling point. Home buyers and sellers win with this type of information.

About G2B –

Headquartered in Seattle, G2B Ventures is an investment group actively engaged in developing business opportunities. Combining deep talent and over a decade of collaboration in finance, construction, sustainability and real estate into one brain trust, the G2B team applies a disciplined and transparent approach to property acquisition and energy efficient retrofits. For more information please visit [www.g2bventures.com](http://www.g2bventures.com).

About Earth Advantage Institute –

Earth Advantage Institute works with homeowners, homebuyers, builders, and developers to bring the most energy efficient, sustainable, and healthy homes to the market. The organization is an independent, nonprofit resource group that certifies homes and communities based on conformance to ENERGY STAR®, Earth Advantage®, or LEED® for Homes standards. Earth Advantage Institute also offers education classes and has a showroom at its national center in Portland, Oregon. Information about the Energy Performance Score can be found at <http://www.earthadvantage.org/energylabeling.pdf>.

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