



NEWS RELEASE

Contact: Darren Brinkley
Phone: 727-252-4235
Email: amber@realbuilding.com
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For Immediate Release:

GROUND BREAKING FOR LEED PLATINUM HOME

ST. PETERSBURG, FL (May 22, 2008) - **REAL building**, a green building consulting firm based in Tampa Bay, breaks ground on a home in St. Petersburg pursuing a LEED-PLATINUM level certification by the U.S. Green Building Council. A groundbreaking event is scheduled for Friday, May 23rd at 1:30 p.m. Mayor Baker, Councilmember Jim Kennedy and other City of St. Petersburg officials are scheduled to attend. The home is located at 363 89th Avenue NE in St. Petersburg, FL.

After successfully completing a LEED-GOLD level home in February (The first to achieve that rating in Florida), REAL building is currently working with homeowners of two Tampa Bay area homes that are seeking LEED Platinum, the highest level offered by LEED.

The first home, breaking ground on Friday, is situated on waterfront property in St. Petersburg. It will be the home of the McCain Family, Drew, Noelle and their daughter Taylor, who have been working with REAL building for the past 5 months to design their new home. The 1,950 square foot, 4 bedroom, 2-1/2 bathroom, home maximizes space by eliminating unneeded hallways and traditional rooms such as formal living and dining rooms, and instead features multi-functional rooms that may include an office and gym equipment but that also serves as a guest bedroom. In order to achieve LEED Platinum, the house will include features such as a high-tech-super, efficient-steel wall system, high-efficiency impact windows, energy-star roof, grey water and rainwater cisterns, dual-flush toilets, solar hot water and a whole-home solar photovoltaic system. The house is designed to maximize natural light and ventilation and use eco-friendly materials and finishes to improve the indoor environment and air quality.

“We spend 90% of our time indoors and where we live and work has a significant impact on our health and well-being,” said Michelle Moore, Senior Vice President of Policy & Market Development, U.S. Green Building Council. “Earning LEED Platinum certification is an achievement not only because it is the highest level available, but also because this status guarantees a healthy, high-performing home for years to come.”

“It’s appropriate that the region’s first LEED-certified Platinum home may be in St. Petersburg,” said Mayor Rick Baker. St. Petersburg has been recognized by the Florida Green Building Coalition as the first designated Green City in Florida, noted for its excellence in programs to conserve water, plant trees, preserve estuaries and sensitive lands, use fuel-efficient technologies, provide earth-friendly recycling programs and more.

“I’d like to thank Darren Brinkley and REAL building for its leadership and innovation in developing promising new businesses that reinforce our green initiatives, and the McCain family for becoming homeowners in a community that is leading the way as a Green City,” Mayor Baker said.

ABOUT REAL building: Launched in January 2007, REAL building strives to build in a more environmentally-friendly manner, limiting a homes impact on the environment, lowering its dependence on unsustainable energy sources, and utilizing green materials that are superior in strength and insulation to improve the overall performance of their homes. The principals of the company, founded by Darren Brinkley, exist in the acronym REAL: Responsible, Efficient, Attainable, and Livable. For more information, call (727) 388-9777 or visit www.realbuilding.com.

About LEED for Homes: LEED for Homes is a certification system that promotes the design and construction of high performance green homes. LEED for Homes awards points to projects within seven categories of environmental performance: Location & Linkages, Sustainable Sites, Water Efficiency, Indoor Environmental Quality, Energy & Atmosphere, Homeowner Awareness and Innovation and Design. A green home uses less energy and water and fewer natural resources; creates less waste; and is healthier and more comfortable for the occupants. To date there are over 550 homes that have been certified and over 13,000 that are in the certification process. USGBC is working with more than 700 local builders and LEED for Homes Providers who are administering LEED residential certification on USGBCs.