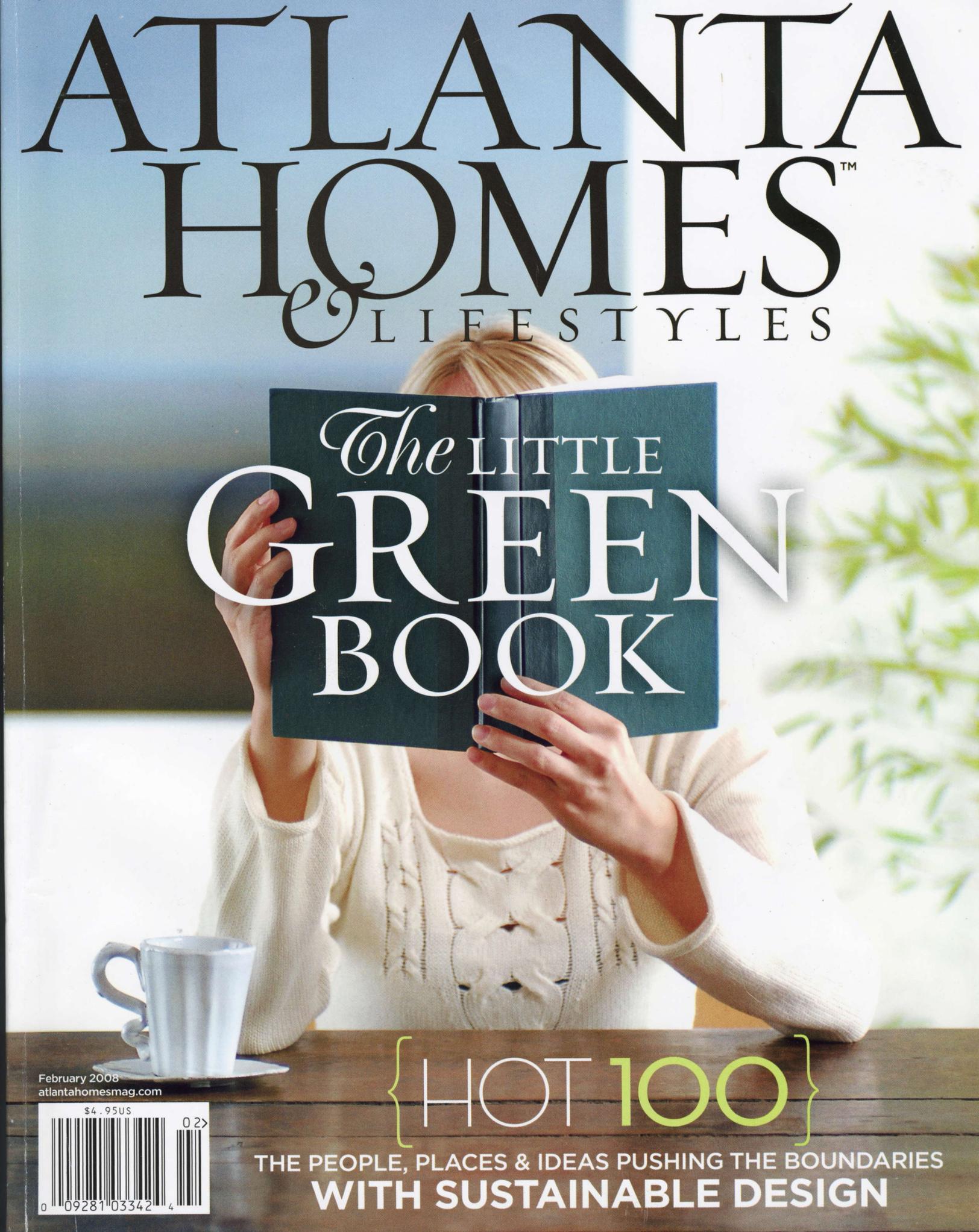


# ATLANTA HOMES™ & LIFESTYLES



*The* LITTLE  
GREEN  
BOOK

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{ HOT 100 }

THE PEOPLE, PLACES & IDEAS PUSHING THE BOUNDARIES  
WITH SUSTAINABLE DESIGN

## Eco-Logical

Jeff Dinkle builds fiscally- and energy-efficient luxury custom homes



Jeff Dinkle of EcoCustom Homes in front of Forrest Manor, the \$1.7 million home on the market in Sandy Springs.

**Jeff Dinkle** believes luxury living and being green are synonymous. The \$1.7 million home he's building in Sandy Springs is one of the most expensive, energy-efficient and eco-friendly homes on the market in Atlanta. He started building high-end homes with a green slant about four years ago, after creating residences in the \$300,000s and less price range. That afforded him the luxury, he says, of trying out newer products, such as rainwater harvest systems, tankless water heaters and top-of-the-line HVAC systems.

"I think if you can afford it, you should be setting an example. Why shouldn't they be the most efficient houses out there?" he asks. His company, EcoCustom Homes, boasts clients who include executives with The Home Depot and CNN, Internet entrepreneurs and attorneys. The home at 4777 Lake Forrest in Sandy Springs features Spider insulation, a formaldehyde-free fiberglass spray product, and 3,500-gallon cisterns for capturing and using rainwater. "Our attitude is we're trying to educate the upper-end market, saying, 'Well, if you have \$1,000 power bills, you could have \$500 power bills,'" says Dinkle, who grew up in Atlanta. "It may cost a little more, but still in the long run you're saving way more energy than a smaller home that may only save \$50."

### FIVE MUST-INSTALL, FISCALLY- AND ENERGY-EFFICIENT PRODUCTS:

1. Compact fluorescent light bulbs. "That's the best thing anyone can ever think about doing in a house," Dinkle says.
2. Low-VOC (volatile organic compound) paint
3. Storm-water detention systems and drought-tolerant native plants
4. High-efficiency HVAC systems
5. Insulation, whether it's a spray foam (he recommends Icynene), a blown product such as cellulose (made from recycled newspaper) or Spider, depending on your budget. —Lori Johnston

### { GREEN HOMES: INCREASING MARKET VALUE }

Searching for green homes on the market just got easier thanks to **Listed Green**, which bills itself as a green Multiple Listing Service. The site lists EcoCustom Homes' properties ([ecocustomhomes.com](http://ecocustomhomes.com)) and others in Atlanta and beyond. [listedgreen.com](http://listedgreen.com).

To differentiate themselves in the market, more than 20 Atlanta Harry Norman, Realtors agents have earned **EcoBroker** certification, after completing curriculum by EcoBroker International, a Colorado-based company. The designation indicates a heightened awareness of environmental issues in real estate, from radon, asbestos, lead, water, mold and indoor air quality to sustainable energy options. [ecobroker.com](http://ecobroker.com).

Atlantan Jeff Cole, also known as "The Energy Loan Guy," and HomeFirst Mortgage Corp. have created **myEnergyLoan.com**, a program company officials say has fewer limitations than the government-sponsored energy-efficient mortgages and provides lower interest rates and closing costs to green property buyers.

GREEN MORTGAGES: Find out what the buzz is all about.

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