

GREEN ZONE Initiative

In this Green Zone EVERY Family Counts!

What is a Green Zone?

There's no safer place for your family than inside your home... right? Think about all the effort you put in to making sure your family is safe, healthy, and comfortable when outside. How often do you think about the risks your family faces from your home's indoor environment?

Most homes in your neighborhood have performance issues due to factors like age, environment, and building practices. **These issues reduce quality of life for families in the areas of Health, Safety, Comfort, and Finances.** GLES, a local non-profit organization, is focused on helping your family understand how your home is performing. Over the next 60 days we'll be offering no cost "visual check-ups" that are designed to:

- Provide your family with peace of mind
- Improve your family's quality of life
- Connect your family to home performance resources
- Support your local schools – we have a \$5000 fund raising goal for your community

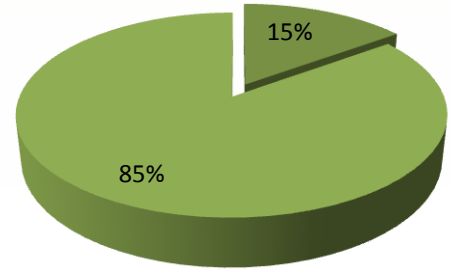
Why your neighborhood?

- More than 85% of families in your area are being affected and most don't even know it.*
- Your family may be part of the 85% at risk for these issues.

How do these issues impact your family?

Home performance either supports or hurts your family's quality of life. Poor home performance impacts everything from the air you and your children breathe to the activities you do together as a family. Below are some examples of issues we help families identify and address far too often...

- Family members suffering from breathing issues due to poor indoor air quality.
- Hidden threats such as elevated levels of carbon monoxide or fire hazards.
- Poor sleeping or living conditions from temperature or humidity.
- Giving up toys or vacations to pay high utility bills and maintenance costs.



*85% of families across the country struggle with reduced quality of life due to poor home performance.

Where do you think your family falls?

[] 15% [] 85%

Describe how do you feel your home could be reducing quality of life for your family in the following areas?

Health:

Safety:

Comfort:

Finances:

*Sources include: 2013 Harvard JCHS Remodeling Report, National Association of Home Builders citation of 2012 Eye on Housing Aging Report, The DOE's Introduction to Home Performance with Energy Star by Jason Bogovitch, and the DOE's History of the Weatherization Assistance Program.

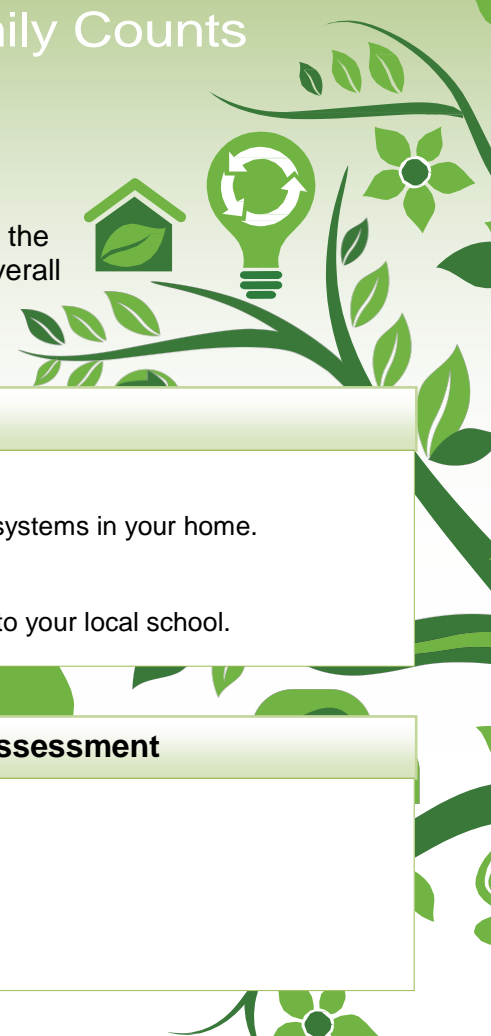


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What are we doing about this?

At Great Lakes Energy Service, our sole purpose is to stand beside you as your advocate throughout the entire process of addressing these issues. Read through the steps below to find out how your family can obtain peace of mind, improve your overall quality of life, and support your local schools in the process.



STEP 1 - Get a verified visual check-up at no cost to you

- To find out if your family is at risk, sign up for a no cost visual check-up.
- A VCU includes a brief interview with your family and a visual inspection of key systems in your home.
- Speak with a GLES Homeowner Advocate in your neighborhood to sign up.
- For every visual checkup performed in your Green Zone, GLES will donate \$10 to your local school.

STEP 2 - If needed, purchase a comprehensive home performance assessment

- We will recommend this step to all families that fall in the 85% category.
- Allow us to craft objective recommendations based on building science.
- As a non-profit we offer this service at the same price it costs us to provide it.
- The non-profit rate for this service is \$475.

STEP 3 - If needed, purchase home improvements from a preferred contractor

- We will provide one of our preferred and utility approved contractors with your home's test results.
- The test results include a defined scope of work designed to accomplish your family's goals.
- If you choose to use one of our preferred contractors we will also test their work upon completion.
- We will also help you access any local utility rebates to help cover some of the cost of work needed.
- An average of \$50 will be donated to your local school for every family that completes this step.

STEP 4 - Enjoy your peace of mind and spread the word

- Tell your neighbors about what we're doing in your area.
- Connect your GLES Homeowner Advocate to others that would benefit from this service.
- Help us deliver no cost visual check-ups for every family in this Green Zone community.