
CASE HISTORY: THE NEW AMERICAN HOME®



THE NEW AMERICAN HOME® is a ‘real-world’ laboratory demonstrating concepts, materials, designs and construction techniques that can be replicated -- in whole or in part -- in housing built any place and in any price range. Incorporating such elements as energy efficiency, indoor-air quality, safety, market value and other components of the building block is a principal goal of **THE NEW AMERICAN HOME** program. The TNAH mission is to show that “*housing performance*” can be incorporated into the most simple or most complex homes, and that it’s equally as important as aesthetics.

One of NAHB’s most successful and visible programs is produced and presented by the National Council of the Housing Industry – THE SUPPLIER 100 (NCHI). **The New American Home®** is built to showcase the NCHI members products and serves as the official showcase house of the annual International Builders' Show®, which attracts over 100,000 attendees. The Show is produced and sponsored by NAHB.

The design, construction and amenities are market-driven, and showcase the latest in innovative products for the future of homebuilding. The New American Home showcases NCHI members who donate the product that goes into the home, making it a highly visible in-kind sponsorship program.

NCHI cosponsors the construction of this house featuring products, technologies, and design ideas, with BUILDER Magazine. In addition, the house is featured exclusively in BUILDER Magazine, Homes and Gardens Television, and other selected consumer publications. The New American Home (TNAH) is also promoted to other national and local media (most major US newspapers) during the show, focusing on NCHI member products and generating much excitement in the industry.

Since its inception in 1984, The New American Home has the distinction of being both a show house and a for-sale product, balancing architectural design creativity and the bottom line. It is a collection of ideas for the industry to take away -- in large pieces, or bit-by bit -- and put into millions of homes across the country each year. During the International Builders' Show, The New American Home is open for scheduled tours to show attendees.

NCHI: The Supplier-Builder Connection

The National Council of the Housing Industry – THE SUPPLIER 100 (NCHI), a committee of NAHB, is dedicated to supporting the activities of NAHB and to keeping the housing industry healthy and flourishing.

Chartered in 1964, NCHI is comprised of nationally known product and service suppliers to the housing industry who are committed partners. Members support many of the functions and activities of NAHB’s committees and councils.

Through its efforts, NCHI serves all NAHB members and associations throughout the federation by advancing industry positions and showcasing the best the industry has to offer.

Member companies are trusted and recognized leaders in the construction field who have earned reputations for reliable service and innovative products. Approximately 43% of the exhibition space at the annual INTERNATIONAL BUILDERS’ SHOW® is occupied by NCHI members.

THE NEW AMERICAN HOME®

1984-2007

TNAH #1 - 1984

Location: Houston, Texas
Builder: Village Builders
Architect: Booth/Hansen & Associates
Size: 1,500 square feet
Price: \$80,000

TNAH #2 - 1985

Location: Houston, Texas
Builder: Gemcraft Homes
Architect: Fisher-Friedman Associates
Size: 2,000 square feet
Price: \$350,000

TNAH #3 - 1986

Location: Dallas, Texas
Builder: Stanford Homes
Architect: Robert A.M. Stern Architects
Size: 2,200 square feet
Price: \$250,000

TNAH #4 - 1987

Location: Dallas, Texas
Builder: Williams Fine Homes
Architect: Berkus Group Architects
Size: 3,600 square feet
Price: \$600,000

TNAH #5 - 1988

Location: Dallas, Texas
Builder: David Kennedy Homes
Architect: Walt Richardson/Richardson
Nagy Martin Architects
Size: 2,400 square feet
Price: \$240,000

TNAH #6 - 1989

Location: Atlanta, Georgia
Builder: John Wieland Homes
Architect: Charles Moore
Size: 5,400 square feet
Price: \$600,000

TNAH #7 - 1990

Location: Atlanta, Georgia
Builder: Manchester Properties
Architect: Claude Miquelle & Associates
Size: 2,500 square feet
Price: \$200,000

TNAH #8 - 1991

Location :Atlanta, Georgia
Builder: The Plummer Company
Architect: Berke & McWhorter Architects
Size: 2,500 square feet
Price: \$329,000

TNAH #9 - 1992

Location: Las Vegas, Nevada
Builder: Christopher Homes
Architect: Goldman/Firth/Boccatto Architects
Size: 4,900 square feet
Price: \$875,000

TNAH #10 - 1993

Location: Las Vegas, Nevada
Builder: Lewis Homes of Nevada
Architect: Johannes Van Tilburg & Partners
Size: 3,000 square feet
Price: \$360,000

TNAH #11 - 1994

Location: Las Vegas, Nevada
Builder: Heartland Homes
General Contractor: Birtcher Construction Ltd.
Architect: McLarand, Vasquez & Partners
Size: 5,200 square feet
Price: undisclosed

TNAH #12 - 1995

Location: Houston (Sugarland), Texas
Builder: Emerald Homes
Architect: Looney, Ricks, Kiss, Inc.
Size: 3,144 square feet
Price: \$186,000

TNAH #13 -1996

Location: Houston, Texas
Builder: Carmichael/Dame Builders
Building Designer: Carmichael/Dame Builders
Size: 7,385 square feet
Price: \$1,599,000

TNAH #14 - 1997

Location: The Woodlands, Texas
Builder: Dave Presnell Builder, Inc.
Size: 3,587 square feet
Building Designer: Clothier/Sullivan & Stevens Associates, Inc.
Price: \$419,900

TNAH #15 – 1998

Location: Glen Lakes, TX
Builder: Gage Homes, Inc.
Architect: Bloodgood Sharp Buster Architects & Planners, Inc.
Size: 4,873 square feet
Price: \$985,000

TNAH #16 - 1999

Location: Flower Mound, TX
Builder: Landstar Homes, Inc.
Architect: The Dahlin Group
Size: 3,858 square feet
Price: \$489,750

House #17 - 2000

Location: Frisco, TX
Builder: Custom Homes Group, LLC
Architect: The Evans Group
Size: 4,495 square feet
Price: \$975,000

TNAH #18 - 2001

Location: Atlanta, Georgia
Builder: Hedgewood Properties
Architect: Arc Design Atlanta
Size: 5,500 square feet
Price: \$1.26 M

TNAH #19 – 2002

Location: Atlanta, Georgia
Builder: John Wieland Homes and Neighborhoods, Inc.
Architect: Melanie Taylor Architecture and Gardens
Interior Designer: JP Limited
Size: 6,431 (heated) square feet
Price: \$ 1.25 M

TNAH #20 – 2003

Location: Las Vegas, NV
Builder: Amaland Development, LLC
Architect: RNM Architecture Planning
Interior Designer: Averybrooks & Associates
Size: Three Separate Town Homes
2,775 / 2,950 / 3,151 square feet
Prices: \$825- \$975,000/ea

TNAH #21 – 2004

Location: Las Vegas, NV
Builder: Merlin Contracting & Developing, LLC
Architect: Food for Buildings
Interior Design: Juin Ho, Inc.
Size: 4,755 square feet
Price: \$1.9 M

TNAH #22 – 2005

Location: Orlando, FL
Builder: Goehring and Morgan Construction
Architect: Bloodgood Sharp Buster Architects & Planners, Inc.
Interior Designer: SAXON-CLARK
Size: 5,900 (+-) square feet
Price: \$2.55 M

TNAH #23 – 2006

Location: Orlando, FL
Builder: Hannigan Homes, Inc.
Architect: WCI Architecture & Land Planning, Inc.
Interior Designer: SAXON-CLARK
Size: 10,023 sq. ft. (7,367 total A/C)
Price: \$5.3M

TNAH #24 – 2007

Location: Orlando, FL
Builder: Homes by Carmen Dominguez
Architect: Bloodgood Sharp Buster Architects & Planners, Inc.
Interior Designer: Robb & Stucky
Size: 4,309 sq. ft (a/c area including suite above garage)
Price: (TBD)

TRAH -2007

Location: Orlando, FL
Remodeler: PSG Construction
Architect: Lucia Kassik & Monday.
Interior Designer: Robb & Stucky Interiors
Size: 5,425 sq. ft. (a/c area including suite above garage)
Price: (TBD)

TNAH #25 – 2008

Location: Orlando, FL
Builder: Robertson Homes
Architect: The Sater Group, Inc.
Interior Designer: Robb & Stucky Interiors
Size: (TBD)
Price: (TBD)

TNAH #26 – 2009

Location: Las Vegas, NV
 Builder:
 Architect:
 Interior Designer:
 Size:
 Price:

TNAH #26 – 2010

Location: Las Vegas, NV
 Builder:
 Architect:
 Interior Designer:
 Size:
 Price:

NCHI MEMBER'S PARTICIPATION IN THE NEW AMERICAN HOME BY YEAR:

1984 (28)	1989 (35)	1994 (27)	1999 (32)	2004 (34)
1985 (22)	1990 (34)	1995 (33)	2000 (27)	2005 (40)
1986 (33)	1991 (30)	1996 (36)	2001 (37)	2006 (46)
1987 (51)	1992 (26)	1997 (29)	2002 (36)	2007 (in progress)
1988 (26)	1993 (34)	1998 (29)	2003 (35)	2008

BY MEMBER COMPANIES:

2-10 Home Buyers Warranty (01, 04, 05)
 Alcoa Building Products (95, 98)
 American ConForm Industries (94)
 American Gas Association (87, 88, 92, 93, 94, 95, 96, 04)
 American Iron & Steel Institute (94, 96)
 American Standard (84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95)
 American Woodmark Corporation/Timberlake Cabinet Company (94, 95, 97, 00,01, 02, 03, 05)
 AMP, Inc. (96)
 Andersen Windows, Inc. (84, 85, 86, 87, 88, 92, 93)
 Armstrong World Industries (84, 85, 86, 87, 89, 90, 91, 92, 93, 95, 96, 02, 03, 04, 05)
 Apriliaire (05)
 AVAD (05, 06)
 Better Homes & Gardens Magazine (92 – 01)
 Black & Decker Hardware / Home Improvement (87, 05)
 Bose Corporation (88, 89, 90, 91)
 Brick Industry Association (96, 97, 98, 99, 00, 01, 02, 03)
 Broan Manufacturing (84, 86, 87, 88, 89, 90, 91, 93, 94, 95, 96, 97)
 Bruce Hardwood Floors (87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 00, 01, 02, 03, 04)
 Builder Magazine (84 through 06)
 Buildnet, Inc. / SMARHOUSE (01)
 Carrier Corporation (97, 99, 01, 03)
 Celotex (84, 85, 86, 87, 90, 91, 92, 95, 96, 97, 98)
 CertainTeed Corporation (84, 86, 87, 90, 91, 95, 96)
 Closetmaid (05, 06)
 Congoleum Corporation (84, 86, 87, 89, 91, 95, 98, 99, 00)
 Copper Development Association (84, 85, 86, 87, 88, 89, 91, 92, 93, 04)

*IEG Valuation Service™ Verification Documents
 Case History: The New American Home®*



THE NEW AMERICAN HOME®

1984-2006

CraftMaster Manufacturing, Inc. / Premdor (02, 03)
Crossville Porcelain Stone / USA (00, 01, 02, 03)
Cultured Stone Corporation (97, 98, 99, 00, 01, 02, 03, 05)
Dal-Tile (96, 00, 01, 02, 03, 04, 05, 06)
Davis Color (04)
Delta Faucet (MASCO) (86, 87, 89, 91)
Dryvit Systems (90, 93, 94, 96, 97, 00, 060)
Duo Fast Corporation (99)
Du Pont – Tyvek (85, 86, 87, 88, 89, 91, 93, 94, 95, 96, 97, 98, 99, 00, 02, 03, 05)
Du Pont-Corlan/Zodiac (01, 03, 04)
Eaton Electrical; Cutler-Hammer (04, 05, 06)
Edison Electric Institute (95, 01)
Eljer Plumbingware (87, 89, 90, 91, 92, 93)
Formica Corporation (05, 06)
Fortune Brand Home Products (05)
Frigidaire Company (85, 86, 87, 88, 89, 90, 91, 97, 98)
GAF Corporation (87, 01, 02)
GAMA/ Vent Free Gas Products Alliance (01, 02, 03, 04, 05, 06)
GE Appliances (84, 85, 86, 87, 88, 89, 90, 93, 94, 96, 99, 06)
General Aluminum Corporation (99)
General Motors Corporation (01, 03, 05, 06)
Georgia-Pacific Corp. (84, 86, 87, 89, 90, 91, 93, 94, 95, 96, 97, 98, 99, 00, 01, 02, 03, 04, 05, 06)
Gerber Plumbing Fixtures Corporation (96, 97, 98, 99, 00)
GROHE America, Inc. (96, 97)
Hearth Patio & Barbecue Association (95, 96, 97, 98, 99, 01, 03, 04, 05, 06)
Hearth & Home Technologies (99, 00, 02, 05, 06)
Hilti, Inc. (04, 05, 06)
Home & Garden Television (84 - 06)
Hometeam Pest Defense, LLC (06)
Honeywell, Inc. (86, 87, 89, 90, 91, 92, 94, 95, 96, 97, 98, 99, 00, 01, 02, 04, 05, 06)
Hurd Millwork Company (05)
IBM – Home Director (00)
Icynene, Inc (03, 05, 06)
In-Sink-Erator/Emerson Electric (85 through 06)
Jacuzzi Whirlpool Bath (90, 92, 93, 94, 95, 96, 01)
Jeld-Wen, Inc. (06)
James Hardie Building Products, Inc. (98, 00, 02, 06)
Johns Manville International, Inc.
Kahrs International (06)
Kohler Company (84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 00, 01, 02, 03, 04, 05, 06)
Lennox Industries, Inc (92, 94, 96, 02, 03, 04, 05, 06)
Loewen (04, 06)
Louisiana Pacific Corporation (99, 00, 01, 02, 03, 06)
Lucent Technologies (99)
Lutron Electronics Co., Inc. (04, 05, 06)
Mannington Mills (86, 87, 96, 97, 98, 99)

THE NEW AMERICAN HOME®

1984-2006

Manufactured Housing Institute
Marvin Windows (84, 86, 87, 88, 89, 91, 92, 98)
Masco (86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 00, 01, 02, 03, 04, 05)
Masonite International Corporation (84, 86, 87, 90, 91, 95, 96, 97, 99, 01, 02, 04, 05)
Maytag Appliances/ Jenn-Air Company /Magic Chef (86, 87, 92, 99, 01, 02, 03, 05)
Moen, Inc. (85, 86, 87, 89, 90, 91, 9, 93, 96, 97, 98, 01, 03)
National Renewable Energy Laboratory / IBACOS - U.S. DEA (01, 02, 03, 04, 05, 06)
National Concrete Masonry Association (89, 90, 91, 92, 93, 95)
National Ready Mixed Concrete Association (98)
National Gypsum Company (Gold Bond) (84, 85, 86)
National Ready Mixed Concrete Association (94, 95, 96)
NEC (05)
Noveon, Inc. – Flowguard Gold (99, 01, 02, 03, 05, 06)
NuTone (85, 86, 87, 88, 89, 91, 93, 95, 96, 98, 99)
ODL, Inc. (05, 06)
Old Castle, APG West (04, 06)
Overhead Door (98, 99, 00, 01, 02, 04, 05, 06)
Owens-Corning Fiberglas (84, 85, 86, 87, 88, 89, 90, 91, 96, 97, 98, 99, 01, 02, 03, 06)
Pactiv Corporation (01, 03, 05, 06)
Peachtree Doors And Windows (99, 00, 01, 02)
Pease Industries (93)
Pella Windows (96)
Phantom Manufacturing (Int'l.) Ltd. (01)
Ply Gem Industries, Inc.
Portland Cement Association (89, 93, 94, 04, 05, 06)
Propane Education & Research Council (05, 06)
Progress Lighting (06)
Raytheon Appliance Group - Caloric, Amana, Modern Maid (89, 91)
Reemay, Inc. (93)
Riggs Workwear by Wrangler (06)
Rinnai Corporation (06)

Samsung Electronics America, Inc. (05)
S & S Mills, Inc. (95)
Schlage Lock Company (98)
Schuller International, Inc. (84, 86, 87)
Sears Contract Sales (86, 87, 89, 93, 95, 96)
Senco Products (84, 85, 86, 87, 88, 89, 90, 92, 93, 95, 97, 98, 00, 01, 02, 03)
Shaw Industries (99, 00, 03, 04, 05, 06)
Simpson Strong-Tie Co., Inc. (04, 05, 06)
Square D Company (90, 91, 92, 93, 94, 95, 96, 97, 99, 01, 02, 03, 04)
Sub-Zero Freezer Company, Inc. (99, 00, 01, 02, 03)
Superior Walls of America (01, 02)
Steel Framing Alliance (04)
Sterling Plumbing Group (94)
Sub-Zero Freezer (97, 98)

THE NEW AMERICAN HOME®

1984-2006

Temple-Inland Forest Products Corporation (95)
The Closet Factory (06)
The Stanley Works (91, 93, 96, 97)
Therma-Tru Corporation (97, 99, 01, 02, 03)
Thomson Consumer Electronics/RCA (95, 96, 97, 99)
Timberline Software Corporation (03)
Trane Company (84, 86, 87, 88, 95, 98, 00, 03)
Tyco Fire & Building Products (06)
ThyssenKrupp Access Corporation (06)
USG Corporation (84, 85, 86, 87, 88, 90, 91, 92, 02)
Velux-America (90, 93, 95, 96, 98, 00, 01)
Viking Range Corporation (98, 02)
Wayne Dalton Corporation (84, 85, 86, 87, 88, 89, 90, 91, 92)
Weather Shield Manufacturing, Inc. (94, 03)
Whirlpool Corporation (84, 85, 86, 87, 89, 91, 92, 93, 95, 97, 98, 00, 01, 02, 03, 04, 05, 06)
Wilsonart International (84, 85, 86, 87, 89, 90, 91, 92, 93, 95, 96, 99, 02)