

As Seen In... *Woman's Day, Redbook & Good Housekeeping, September 2006*

Special Advertising Section

Lifestyle:  
Seattle

## Energy Efficient Homes With Substance and Style

### Martha Rose Construction

#### Why Purchase Five-Star Built Green?

- Healthy indoor air quality
- Save money on all utility bills
- Lower overall home maintenance
- Improved environmental impact
- Added comfort

In today's era of skyrocketing utility costs, Americans are seeking ways to conserve energy and save on water usage while still living in comfort. As modern composite building products have replaced old-fashioned wood and other inert materials in new homes, families are looking for ways to stay healthy despite high pollution levels inside most new construction homes.

To address these issues, Martha Rose, president of Martha Rose Construction, Inc., is committed to building all of her homes to the most rigorous, Five-Star Built Green™ standards, which include ENERGY STAR® certification. The Built Green program was initiated by the Master Builders of King and Snohomish Counties to help builders construct more environmentally-friendly homes. The Energy Star federal program certifies that homes, including their equipment and lighting, exceed efficiency levels required by local codes by at least 15 percent.

Martha Rose new homes actually exceed Washington State's Energy Code by 35 to 50 percent. "We use high-density insulation; high-efficiency radiant heat; Energy Star lighting, appliances and windows; and passive and active solar

**MARTHA ROSE**  
CONSTRUCTION, INC.

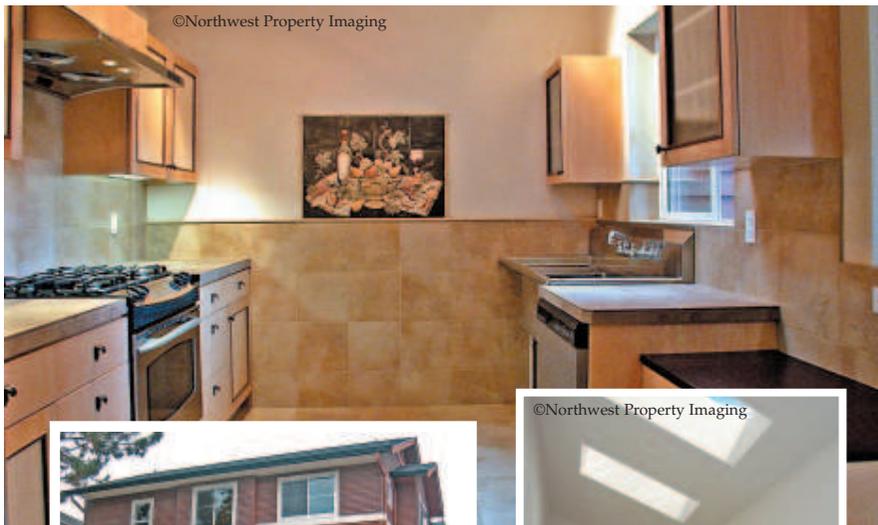
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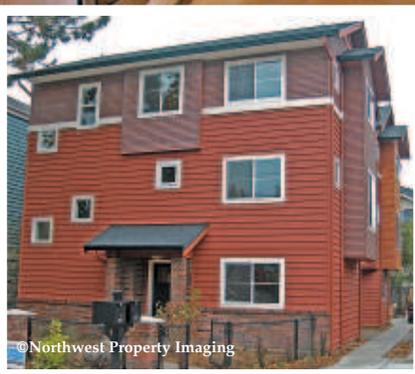
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energy. Solar hot water heaters and photovoltaic systems are either installed outright or "roughed-in" for easy installation later.

"I never expected to find energy efficiency and environmentally-friendly materials in a new home that also has the look and feel of an older home," says a recent buyer of a Martha Rose home. "With comfortable front porches, higher ceilings and detached garages, our homes are wonderful places to live," says Rose.

Martha Rose homes are built with natural and durable materials. Time-tested, kiln-dried, pre-primed cedar siding protects the exterior of the home from the elements. Inside, real wood is used for trim and shelving. Paints and other finishes, including carpets, have low or no levels of volatile organic compounds (VOC's). "We're on a mission to eliminate formaldehyde and other noxious fumes from our homes," says Rose. "I am one

of the 14 percent of our population that has chemical sensitivities and allergies."

Other cutting-edge features of Martha Rose Construction homes include the use of heat recovery ventilators, dual-flush toilets and rain-water harvesting systems (used for irrigation).

To reward her leadership in the Seattle home-building community, Martha Rose received the Seattle's 2005 Built Green Design Competition Award for a small mixed-use building and the Master Builders' 2006 Built Green Hammer Award for building all new homes within the Built Green program. The Environmental Protection Agency also gave Rose a plaque of commendation for her commitment to build 100 percent of her homes to the Energy Star guidelines.

To learn more about Martha Rose homes available for sale, please go to [www.MarthaRoseConstruction.com](http://www.MarthaRoseConstruction.com)

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# *Lifestyle:* Seattle

From setting up housekeeping to traveling the open road, enjoying a night on the town or looking forward to a well-earned retirement, life presents many exciting twists and turns.

To help make life's adventure more enjoyable, Seattle residents can call upon the area's first-class professionals in many fields. Retailers, designers, artisans and many others offer products and services to help you live the lifestyle you've always wanted and get the most out of each day.

In the following section, you will read about a few of the many reasons the Seattle area is a great place to call home.



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