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EcoClassic Homes Launches in Southeast and West Coast Markets

*Homebuyers Get Future Thinking, Cost Efficiencies and Timeless Appeal in New State-of-the-Art,
Systems-Built, Green Housing Options*

Atlanta, GA – EcoClassic Homes™, a New World Home® Master Licensee, is now offering an updated selection of ultra energy-efficient, sustainable homes dedicated to integrating regionally-inspired design and next generation green products and manufacturing methods.

Evolved from the principles developed by New World Home, EcoClassic Homes provides a variety of LEED-certifiable housing options at prices that can fit most budgets. EcoClassic is expanding its portfolio to include not only detached single-family homes, but also attached single-family options including townhomes and duplexes, and multi-family options. The company is also designing a new line of live/work homes with the owner's commercial space on the ground floor and residential space above, representing the ultimate green commute – just a short trip down the stairs to work. Every size and style of home posts unsurpassed energy-saving performance. Plus, the design of the EcoClassic Homes building system can produce a move-in ready home in about 100 days.

These homes introduce a variety of regionally-appropriate, timeless housing solutions to the housing markets in the Southeast and West Coast that are uniquely designed and engineered. They are greener, healthier, more cost-effective to operate and maintain, as well as being more sustainable, enduring and valuable than other housing options.

EcoClassic homeowners can save more than 50 percent on their energy costs and reduce their water consumption by tens of thousands of gallons per year over the operation of a similarly sized, code-built house. They also enjoy superior indoor air quality thanks to the use of advanced mitigation techniques and zero-VOC and urea formaldehyde-free materials.

With offices in Atlanta and Los Angeles, EcoClassic Homes is helmed by an experienced executive team, including Chief Executive Officer Michael A. Natbony, President and Chief Operating Officer Steven R. Fader and Chief Marketing Officer Jason R. Scheidt. Natbony and Fader are pioneers in the evolving field

of systems-built homes, having helped establish and guide New World Home through its introduction to the market. Now, in response to increased demand, they are taking their expertise to new regions and to new products.

“We have used the best practices that we have introduced, tested and perfected throughout our careers as a foundation to deliver an even broader variety of homes now being requested by our customers. EcoClassic is working with homeowners, architects, specialized vendors, developers, builders and an increasing array of organizations including academic institutions, government agencies and non-profit groups to create truly enduring housing options and more sustainable communities,” Natbony said.

Fader said he is eager to take his extensive home building and New World Home experiences to the next level. “By leveraging a strong base of experience and principles, EcoClassic Homes employs a proprietary, whole-systems design that can enhance market demand and create value,” he noted. “I’m excited about the projects we’re currently working on. This approach to modular building science integrates state-of-the-art products and proven practices that we’re confident will provide many benefits that make tremendous sense for the homeowner at competitive pricing.”

Scheidt is new to the company, and spearheads its branding and marketing activities. “The minute I first stepped in to one of these incredible homes, I knew I had to be part of this innovative team. It thrilled me that such high levels of green performance could be so well executed in such classic and enduring designs. To us at EcoClassic, that’s what sustainability really means – homes that continue to be appealing and practical for generations to come.”

EcoClassic’s single-family homes are offered in three categories:

- **Select Homes** – The up to 2,000-square-foot classic homes make green living surprisingly affordable and attractive.
- **Signature Homes** – Ranging in size from 2,000 to 3,500 square feet, these flagship homes offer more room and more amenities while still being ultra-efficient.
- **Custom Homes** – Choose from among an almost inexhaustible variety of options and a wealth of expertise to create the healthy, green, efficient home of your dreams.

Attached and multi-family options are also joining the EcoClassic Homes’ offering:

- Live/work complexes
- Duplexes, triplexes and other attached dwellings
- Townhomes
- Institutional housing for students, faculty or campus visitors

For more information on EcoClassic Homes, visit www.ecoclassichomes.com, follow us on Facebook (www.facebook.com/ecoclassichomes) and Twitter ([@EcoClassicHomes](https://twitter.com/EcoClassicHomes)), or call 1-855-602-8898.

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