



the *simple* **HOUSE**.com

3044 Wintercreek Drive Eugene, Oregon 97405

21 August 2008

Green●Awards  
2008 CONCEPT Entry Info

1. **OUR BACKGROUND** -- *thesimpleHOUSE*.com began as an idea to provide truly small, truly sustainable stock plans. Most of what we were seeing in the marketplace are modifications of old designs (recycled, yes, but boring). We believe people want truly sustainable homes. William Randall, is a licensed architect in Oregon, is senior principal in an award-winning architectural firm ([www.arborsouth.com](http://www.arborsouth.com)) and has been committed to sustainability since the 1970s. Ryan Rojas, a graduate of the University of Oregon is also on-board with a keen design sense and passion for environmental stewardship.
2. **OUR ENTRY** -- We are in our infancy, with our first plan, the FERN, being available in September 2008. Our idea, simply, is to pull out the stops on sustainability. From the overall design to the light switches, our goal is to make these homes absolutely as sustainable as possible and do it within a reasonable budget.
3. **OUR DELIVERY** -- Instead of shipping paper plans, generating paper waste as well as the carbon issues related to shipping, we will deliver plans via download pdf to our customers, who can then print them out, or, in the case of some jurisdictions and contractors, upload and avoid as much of the paper waste as possible.
4. **OUR RESPONSIBILITY** -- As we stated above, we are utilizing good design and careful material selections to maintain our high standard of sustainability. We are carefully scrutinizing each component of these homes to determine if the method, material or element is truly sustainable. In other words, just because it says it's green, doesn't mean it's green. We also are utilizing the power and efficiency of our digital world to communicate and deliver our product.
5. **OUR PHOTO** -- I am attaching a pdf and jpeg of our marketing flyer. Since we are still in our infancy, this is currently all we have. As I stated earlier, the first plans will be available for download September 2008.

Thanks for your consideration!

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