

# Case Study

## Eagle Roofing Products



### The Eagle Solar Roof enhances the green homes of The Gatsby Hollywood

- Project Name:** The Gatsby Hollywood
- Project Location:** Hollywood, CA
- Builder Name:** MasterCraft Homes
- Rofer Name:** DRI Residential
- Tile Product:** Ponderosa Gray Brown Range 5687
- Solar Product:** Eagle Solar Roof with SolarBlend™ from Suntech (34 Watt Panels)



Profile: Ponderosa  
Product No: 5687  
Name: Gray Brown Range  
Description: Gray Brown Range



SolarBlend™ Roofing Tile Gray 34 Watt

MasterCraft Homes' newest development, The Gatsby Hollywood, is a study in the future of residential new construction. Metro L.A.'s first certified green, all-solar Smarthome™ community is not only being noticed by potential homebuyers, but was also recognized by the city of Hollywood and the state of California for its pioneering sustainable design and materials.

MasterCraft understands that the way to differentiate their company and their homes in today's market is to

give homeowners something extraordinary. With The Gatsby Hollywood, not only are homeowners purchasing a uniquely beautiful home with all of the amenities they expect today, they're purchasing a home with the amenities of the future as well. That means a home that saves them money every month while having minimal impact on the environment. The Eagle Solar Roof with SolarBlend™ from Suntech was vital in the creation of these innovative, energy and resource efficient and attractive residences.

## Solar Roofing Tiles





The choice of the Eagle Solar Roof was made based on several factors. The quality of the concrete tile and solar products is superior and backed by the stable and successful companies of Eagle Roofing Products and Suntech, respectively. Eagle warrants its concrete tile for a lifetime, and Suntech stands behind the power output of the SolarBlend™ panels for 25 years. Selecting building integrated photovoltaics (BIPV) helps to maintain the aesthetics and integrity of the roof unlike traditional rack-mounted solar panels. With 10 years of free internet monitoring and help with questions or concerns only a phone call away, the support for MasterCraft’s homeowners is substantial. Finally, the benefits offered to MasterCraft were numerous. Eagle provides a turn-key solution that includes on-site technical support and training to ensure successful installations, paper work processing of applicable state and utility rebates and net-of-rebate materials pricing, full permit packages including electrical line diagrams and roof layouts, assistance with acquiring city approval, and sales and marketing support to help sell the benefits of the solar system to potential homeowners.

It is estimated that an individual homeowner at The Gatsby Hollywood who purchases a home with a 2.006 kW DC Eagle Solar Roof will reduce his/her monthly electric bill 23% while reducing green house gas emissions by preventing 51 tons of CO<sub>2</sub> from entering the atmosphere—the equivalent of planting 2,040 trees. Add to this the fact that solar homes appraise for significantly more than the cost of investing in one, and homeowners are covered even if they end up selling.

“At MasterCraft Homes, we build quality homes based on unique forward thinking designs,” said Ray Dorame, vice president of operations at MasterCraft Homes Group LLC. “Choosing the

Eagle Solar Roof for The Gatsby Hollywood allowed us to realize our vision for an award winning green community. We know that solar electric systems are intrinsic to our success—success that is not only measured through home sales, but through a strong reputation for caring for our environment and our homeowners.”

In addition to the solar system, The Gatsby Hollywood offers a host of other state-of-the-art green building materials and practices including: high performance windows; properly sealed ductwork that prevents leaks and saves hundreds of dollars on heating and cooling costs; improved insulation installation that maintains even temperatures throughout the home; 92% Efficiency Furnaces; tankless hot water heaters; and high efficiency dishwashers, faucets, shower heads and toilets. Also recognized as a ComfortWise® community, The Gatsby Hollywood exceeds California’s Energy Code requirements by at least 15%. Its use of Smarthome™ technology also allows residents to monitor energy usage, security and lighting systems from their PDA or office computer.

“For Eagle’s part, we are proud to be chosen as the solar solution for The Gatsby Hollywood,” said Jay Banister, national solar and marketing manager for Eagle Roofing Products. “The level of commitment required to create such truly green dwellings proves that MasterCraft Homes is one of the builders of the future.”

The Gatsby presents approximately 1,525-square-foot floorplans with two bedrooms, a den, three baths, attached two-car garages, and private rooftop decks. Prices start at \$749,000. For more information, visit [TheGatsbyHollywood.com](http://TheGatsbyHollywood.com).



*E n v i r o n m e n t a l l y R e s p o n s i b l e*

