



# Passive Inspired **MODERN HOMES**



CLARUM HOMES

# WHY BUILD A CUSTOM HOME?

Clarum specializes in building passive-inspired modern homes. There are many advantages to building a custom home. The most obvious is creative control and customization. You get to choose the features, materials, design, counters, cabinets, electrical layout, windows, trim, and more. You also can build on a site of your choosing.

## PROBLEMS WITH TRADITIONAL CONSTRUCTION

In contrast, when you purchase a pre-built home, there is no opportunity to customize the home for the way you live. In addition, you have no way of knowing if the builder cut corners. “Builder grade” may mean leaks and cracks in your home that can drive up utility costs. Or, the home may be air-tight without proper ventilation—this creates an environment ripe for mold growth and traps indoor air pollution. In contrast, a custom home is built to your high standards.

Of more concern are the materials that have been incorporated into traditionally constructed houses. Unfortunately, most houses are loaded with chemicals and toxins that pollute indoor air quality and harm our short- and long-term health. The typical American home is built with materials that are laden with toxic chemicals like formaldehyde and VOCs.

## BENEFITS OF A CUSTOM HOME:

- Retain creative control and customization choices
- Ensure your home is built to your high standards
- Build in the location you choose
- Create a partnership between you and your builder
- Save money in the long term through greater energy efficiency
- Safeguard your home from toxic building materials





# WHY CHOOSE CLARUM HOMES?

## OUR DIFFERENCE

Clarum Homes is different than other home builders. Our difference is rooted in our core purpose: **we work to transform the way you live.** This means a relentless commitment to lead the way in passive home-building innovation. Our professionals blend modern design, unsurpassed energy-efficient technology, and sustainable building materials. This results in homes that are not only gorgeous, but also healthy for occupants and amazingly comfortable.

Our building process is enjoyable for everyone who is involved. We bend over backwards to provide exceptional client service, ongoing communication, and great listening skills. From our project managers to our on-site clean-up crew, our team is fully engaged in our work. This transforms the entire building experience into one of engagement, excitement, and enthusiasm.

## DEDICATION TO SUSTAINABILITY

Clarum Homes has been building exceptional custom homes in Northern California since 1994. Our pioneering dedication to sustainability and our early commitment to the green building movement quickly made Clarum Homes a leader in high-performance construction. We continue to lead the way in building beautiful high-performance custom homes that minimize resources, reduce harm to the environment, and create healthier living spaces.



“EACH CLARUM HOME IS A HAND-CRAFTED TESTAMENT TO PERFORMANCE, SUSTAINABILITY, AND ELEGANT LIVING.”

❖ JOHN SUPPES

## KEY BENEFITS OF WORKING WITH CLARUM HOMES INCLUDE:

### Green building technology:

As leaders in this field, Clarum stays on the forefront of sustainable construction practices to bring you the best products and techniques.

### Energy savings:

Our high-performance homes deliver ongoing savings on your monthly utility bills—passive technology yields up to **90% less energy consumption** over conventional houses.

### Healthy indoor air:

We use nontoxic materials throughout our homes for a healthier living environment. A heat recovery ventilator maintains an ongoing flow of fresh air while balancing heat and humidity.

### Comfortable and quiet:

Passive homes are tranquil sanctuaries with even, comfortable temperatures due to their ultra-quiet ventilation system, super-sealed building envelope, and maximized insulation.

### Accountability and quality control:

We communicate with you throughout construction with regular meetings and an online tracking system that shows you our ongoing progress with photos, schedule, and updates.

### Proven, established processes:

Our well-planned approach to project management and our secure, online project tracking system allows us to address project documents efficiently and maintain tight timelines.

### Efficiency and cost control:

Working with you, we create detailed, accurate budgets and construction plans. This saves you time, money, and stress.

With global climate change and rising utility costs, there has never been a smarter time to build a high-performance, energy-efficient home. And, rest assured that Clarum Homes never sacrifices beautiful aesthetics—you can have the home of your dreams that's built sustainably.

## HIGH-PERFORMANCE HELPS OUR PLANET AND YOUR WALLET

The Home Energy Rating System (HERS) rates a typical existing home at 130. In contrast, Clarum's high-performance homes are close to net zero.



If every home built in the U.S. between now and 2030 achieved an energy rating of 40 on the HERS, it would be the equivalent of saving **158 500MW power plants!**



At a HERS energy rating of 40, you'd save about **\$1,616 per year** in energy costs relative to a typical existing home. (Clarum homes save you over 90% of your utility costs).

Data compiled by the U.S. Department of Energy, EnergySmart Home Scale (uses HERS index).



To learn more, call or visit us online!  
**650-319-6995** ♦ **CLARUM.COM**