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Home Builders See Big Picture in Sustainable Building, Says February's BUILDER Magazine

The housing market's decline has not clouded the big picture for some home builders, February's [BUILDER Magazine](#) reveals in its coverage of sustainable building products and its Tradewinds show home at the International Builders' Show.

Washington, D.C. February 28, 2008—The housing market's decline has not clouded the big picture for some home builders, [BUILDER Magazine](#) reveals in its February issue. The cover story, "[Back to the Future](#)," examines the role sustainable building products play in BUILDER's 2008 show home, Tradewinds.

Many home builders visited Tradewinds during February's International Builders' Show, where they learned that not all sustainable building is based on modern technology. Tradewinds employs ancient architectural geometry to harness sun and wind power, while using more modern sustainable building products such as Energy Star appliances to meet current lifestyle demands. The result is a home builders can appreciate for its wide housing market appeal.

"Tradewinds proves that home builders don't need to reinvent the wheel to meet the growing demand for sustainable building," says Editor in Chief Denise Dersin. "Home builders throughout history employed numerous techniques to conserve resources, and many are still relevant to housing today."

Another feature, "[World Changers](#)," provides an uplifting look at an industry suffering from housing market decline. The article highlights 2008's Hearthstone BUILDER Humanitarian Awards recipients – home builders who have helped those in need. One home builder, Jeff Rutt of Pennsylvania-based Keystone Custom Homes, started a microfinance organization to help the impoverished in countries around the world. Tom Gipson of Thomas Gipson Homes in Raleigh, N. C. led Habitat for Humanity's single largest home building event.

Two articles in this month's BUILDER tackle the housing market's decline. In "[Navigating the Downturn](#)," home builders reveal their take on the current housing market and how they are staying afloat. "[Cash Flow](#)" offers advice to help home builders maintain cash reserves.

On the [BUILDER Online](#), [BuildTV](#) continues its roundtable discussions led by BUILDER Editorial Director Boyce Thompson, in which home builders from three diverse regions discuss the housing market. February's BUILDER Business Update e-newsletter features an online presentation from industry consultant Chuck Shinn on bank relationships and successful sales techniques. For more BUILDER features, past BUILDER issues and other information, visit [BuilderOnline.com](#).

About Hanley Wood

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