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Joe Recchie, CEO of National Community Builders proves you can do well while doing good.

Columbus' leading green residential developer is putting his money on environmentally-friendly development.

FOR IMMEDIATE RELEASE

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(Columbus, Ohio) There's one thing that's always certain in the ever-changing landscape of business—innovation pays. Joe Recchie, CEO of National Community Builders is proving that point with the environmentally friendly Jeffrey Place development in Italian Village.

As an entrepreneur Recchie is accustomed to the idea of creating value where there was none and the rise of the Jeffrey Place development from a sea of dilapidated concrete and unsightly debris is a clear example of this pioneering spirit.

There's a lot of downtown development going on in Columbus, but Recchie is the only developer building with his head and his heart. As an enlightened capitalist, Recchie is incorporating social and environmental sensitivity into his business model for Jeffrey Place. Giving his development something other urban developments don't have—a commitment to eco-friendly practices.

Recchie's is the business model of the future working in Columbus *now*.

Jeffrey Place is a modern eco-conscious development in the heart of one of Columbus's most historic neighborhoods. Recchie made 159 presentations to the Italian Village Commission and engaged in an open dialogue with members of the community by holding numerous public charettes to discuss the design and quality of Jeffrey Place in an effort to maintain the integrity of the neighborhood.

In addition to the open dialogue with the surrounding community, Recchie has secured a Tax Increment Financing (TIF) and New Community Authority agreement with the city which creates cash flow that will fund future maintenance and redevelopment of Jeffrey Place.

With more than 41 acres consisting of 1120 units, designed by Acock & Associates, Jeffrey Place incorporates residential, retail, and commercial space in a walkable community with four acres of dedicated public parks and green space. Add to that the environmentally responsible design elements of the North Block condominiums, such as geothermal heating and cooling, the region's largest residential solar panel array, carport roofs planted with year-round

vegetation, and storm water runoff and retention irrigation and you have the most sustainable green building project in the city.

The North Block condominiums at Jeffrey Place are the only project in Columbus chosen by the U.S. Green Building Council for inclusion in its Leadership in Energy and Environmental Design (LEED) Neighborhood Development pilot program.

The LEED Neighborhood Development Rating System takes the benchmarks of its green building standards to a larger scale by evaluating the sustainability and environmentally conscious design of an entire neighborhood.

The North Block, slated to break ground this fall, is the first residential development of its kind in Columbus, setting a clear example for environmentally responsible building. The LEED Neighborhood Development Rating System seal of approval is just one more way for Recchie to demonstrate his commitment to being green.

“Look at the Dow Jones Sustainability Index, people are supporting socially and environmentally conscious businesses,” says Joe Recchie, CEO of National Community Builders. “And it’s the right thing to do.”

The North Block’s townhomes, lofts and retail spaces all meet, or exceed, LEED Neighborhood Development standards for reducing negative environmental impacts of buildings, improving occupant health and well-being, and sustainable site development.

The North Block condos are a striking symbol of Recchie’s commitment to doing good. But, by answering the call from consumers for more green products the North Block condos are an innovative opportunity for Recchie to stand out and do well in Columbus’s cluttered downtown housing market.

“Consumers understand this immediately, government may understand it at a different pace, but consumers understand it immediately, they’re way ahead of the policy-makers,” Recchie says.

Take one look at the stock market and it’s easy to see that eco-friendly companies are not only being environmentally and socially responsible, but they’re being profitable too.

Gone are the days when running a profitable company and being environmentally responsible were mutually exclusive. In fact, Recchie says it’s quite the opposite.

“This is the future,” Recchie says. “Environmental stewardship and creating valuable businesses go hand-in-hand.”