

# Madrid's new company building energy efficient home

*Greenovative hopeful it will help market solar business*

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Who wouldn't want to pay just \$50 a month for electricity to run their home?

Larry Madrid, with startup company Greenovative Homes LLC, is betting that by building an energy efficient 2,000 square foot home — costing about the same amount to construct as a conventional dwelling — someone will buy that new home.

"If I can build a 2,000 square foot home in this economy and attract buyers, it will become a viable test," said

Madrid. "You have to come up with a really different way of building houses."

"We searched for and discovered some very good technologies for making a house highly energy efficient."

So how will Madrid, Bartow Chamber of Commerce president and owner of Madrid Engineering, cut electricity use

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to about \$50 a month and make the \$250,000 home planned for the Magno-lia Walk, off E.F. Griffin Road, marketable?

Madrid will use patent pending technology, with insulation incorporating three different technologies to keep heat away, while insulating walls. Construction is expected to start within a month and should take about three to four months.

Five to six-inch thick wood frame walls with 2-by-6 inch frames, rather than using 2-by-4 inch supports and Extended Polystyrene Foam (similar to Styrofoam, but much stronger) will keep cool air inside and hot air out.

Installing panels, rather than using conventional block material, will cut the time and labor associated with construction, and in turn, the cost to build the house.

Low-e windows reflect the emissivity of the sun's rays, while rejecting heat, but still allow light to enter.

By using highly efficient air conditioning units that are much more efficient than those sold a decade or two ago, the homeowner will save energy and cash in the long run.

You may have to pay a little bit up

front for the latest air conditioning technology, but save energy because it's more efficient, said Madrid.

The company submitted plans to build 100 green homes in New Orleans after Hurricane Katrina hit, but developers there chose green buildings costing less.

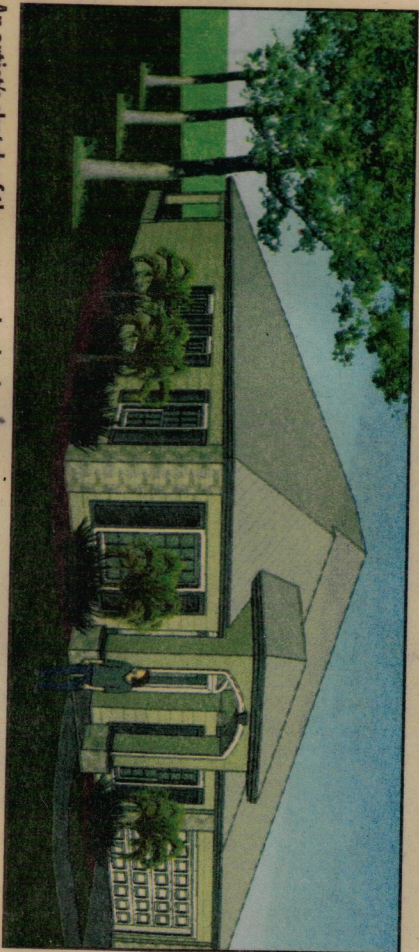
The Greenovative Design homes would have been "strong and robust" and designed to withstand winds of up to 165 mph, said Madrid.

"Being green includes being durable," said Madrid. "I have a desire to help people as well as (realizing) a business opportunity — it's almost a ministry."

Plans for a second green company, also formally started at the same time, Greenovative Design and Engineering LLC, included construction of a 15 to 20 acre solar collection system, located within the service area provided by the City of Bartow.

Madrid said the project stalled when the budgeted amount of allotted capital was consumed and he experienced managerial differences with a partnering corporation.

The \$10 million solar collector project is on "the back burner," said Madrid. The city would run the facility and buy the generated power.



An artist's sketch of the proposed solar home.