



# MOUNTAIN HOME

Montana Vacation Rentals







# Where we started...

- Vague office recycling program
- Non-budgeted support of community organizations
- Other haphazard practices

# What we've done so far...

- Committed, organized office recycling program with almost no refuse currently landfilled .
- Annual purchase of carbon offsets for all Mountain Home business travel.

- Donating stays at our properties to community fundraisers
- Added one paid day to company benefits package for community service
- Sharing our business' sustainability successes with the rest of the vacation rental industry

- 1% of gross annual commissions now budgeted to be donated to a local conservation organization
- Green Homes Program – encouraging all of our homeowners to voluntarily commit to certain standards to make their rental more environmentally friendly

# Purchasing carbon offsets

- Offset all of our 2006 transportation
- 30,000 car & 6,000 air miles – employee commutes & business driving, cleaners' trip, air travel to trade shows
- \$175 donation to [CarbonFund.org](http://CarbonFund.org)
- We'll do it again for 2007

# Donating stays to charities

- Now donating about 15 stays per year
- For a total of 60 nights donates
- Voluntary program now
- Hope to make mandatory for our owners

# Volunteering day for staff

- 1 paid day per year for community service
- Hasn't been used by any staff to date

# Sharing sustainability with my industry

- Vacation Rental Managers' Association is 600 businesses, 125 thousand rental homes
- Shared the concept and some specifics with 75 businesses
- Doing it again next year!

# Supporting a local organization

- Mountain Home has committed to tithing at least 1% of our annual gross commissions to a local non-profit organization.





**THE  
GREEN  
HOME  
PROGRAM**

# To be a Mountain Home Green Home owners commit to...

- Using gentler cleaning products
- Supplying only recycled fiber, non-chlorine bleached paper products
- Offering recycling to guests
- Converting 75%+ of lighting to compact fluorescent

## Installing Compact Fluorescent lighting

What we are asking as a commitment in 2007 is to have at least 75% of the home's lighting in compact fluorescents.

Compact fluorescents have gotten snazzy in the last few years. In addition to the coiled version that people are familiar with, you'll also find ones that look like regular incandescent bulbs, and they have a much wider range of applications – from outdoor flood lamps, and vanity globes to fridge lights. You're likely to find whatever you need.

Hometown hardware stores, as well as Lowes, Home Depot and WalMart are all now carrying pretty extensive selections. If you can't find just what you're looking for in a store, try [www.bulbs.com](http://www.bulbs.com) or another of the huge on-line bulb retailers.

Prices are significantly higher than for incandescents but remember these two things – CFLs last 7 – 12 times longer (no grumpy guests complaining about burned out bulbs) and they use up to 75% less energy. So the payback is easily there over the life of the bulb. And to make the cost even easier on the wallet, NorthWestern Energy is offering its Montana customers rebates on CFL bulb purchase. Go to this link to get a \$2 rebate on up to 15 bulbs.  
[www.northwesternenergy.com/documents/E+lighting\\_rebate.pdf?M=2&I=521](http://www.northwesternenergy.com/documents/E+lighting_rebate.pdf?M=2&I=521)

Other hints: For dimmable fixtures be sure to buy bulbs specifically made for dimming. For your outdoor lighting, be sure to get bulbs made to withstand low temperatures. Your standard CFL doesn't like really low temps. And lastly, don't forget compact fluorescent nightlights!

## Suggested Cleaning & Paper Products

Here is a list of products recommended by Mountain Home homeowners, cleaners, staff and industry friends like Grand Teton Lodge Company. Please give us feedback on your experience with any of these. This is an evolving list that will get better as we all comment on it!

For most of us, "going green" with cleaning products means using gentler products for all possible applications, and resorting to the 409, chlorine bleach, etc only when we absolutely have to. To be a 2007 Mountain Home Green Home we're going to let you work by this policy. Leave the better products out for guest use, having the "nasty stuff" tucked away only in case you absolutely need them...but not out for guest use. And please use trigger bottles only. No aerosol containers.

### Laundry soap

Look for phosphate free with no perfume or additional chemicals.

- Seventh Generation
- Planet's laundry powder
- Arm and Hammer
- Bi-O-Kleen liquid (only use 1 oz per load)
- Neolife (\$60 per box, lasts 6 months) Comes highly recommended.

### Laundry whitening agents

Use only as necessary as none of them are especially good. When you have to use a whitener, find a brand that is oxygenated or is a non-chlorine bleach. If you have time (ha!), a good way to whiten is to put some lemon juice in the rinse cycle, then air dry in the sunshine.



**This is a Green Home!** Angler's Rest is in our Green Homes program – and effort by Mountain Home and our homeowners to be a bit gentler on our beautiful landscape. To be a Green Home, a property must utilize compact fluorescents for at least 75% of its lighting, supply recycled fiber paper products, use gentler cleaning products, and offer recycling bins for guest use.

In addition, Angler's Rest was built in good part with the use of salvaged metal and barn wood from the family's old barns near Bozeman. The interior trim and accent wood was all salvaged, re-planed and re-finished to give it a second life. The home is supplied with energy efficient radiant floor heat, and the water heater is an on-demand unit, guaranteeing a long shower when you need one but still using far less energy!

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# The Green Homes Program

- Piloted in 2006 with 8 homes
- Invited 50 of our 70 homes to participate in 2007
- We had 22 Green Homes in 2007

# Green Homes' future...

- Hope for 50% participation in 2008, with 35 – 45 homes participating
- Long term goal – retire the program! – making Green Home standards part of what all homes are required to do

# Where do we go from here?

- Add more requirements to the Green Home Program
- Make the Green Home Program mandatory for homeowners
- Make donated stays mandatory for homeowners

- Continue getting the sustainability message to the vacation rental industry
- Help local businesses make changes
- Do a better job telling the story – to owners, cleaners, and our guests

- Educate owners about Energy Star ratings for appliances, rebates available for energy saving construction, energy saving home tips, etc
- Tell guests about our 1% commitment & ask them to join us. Perhaps add a “conservation fee” to guest bills.

# Publicity, Recognition, Response

- Two local articles about our Green Homes program
- 2007 Montana EcoStar Award recipient
- Positive feedback from owners and guests

“I so appreciate your efforts on behalf of your area. What a great idea!”

- a guest

“We applaud you for taking the initiative with the Green Homes Program. It makes us proud to be associated with such an environmentally responsible business.”

- a homeowner



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