



"Insight" Into The Home Building Business

By INNAE PARK
(BRIDGEVILLE, DE -- WMDT) 4/26/2009



Photographer: Charles Shelton

In a time of recession, many businesses are downsizing. But one local business's sales is expected to double for this year, and they want to share the wealth.

Rob Lisle, owner of Insight Homes, said, "We started the company to see if we could build a better house."

And Insight Homes says they've achieved their goal, because their houses are green from the energy and the money they save.

"We're not putting any one thing on there that's really efficient. We're not using ground water pumps, we're not using solar panels," said Lisle.

Instead, the company says they will spend more on the basics like insulation, water heaters and air seal packages to make sure they last a long time. And the homes do not cost more than the average house on the market.

Lisle said, "We were able to get our houses 50% more efficient than a normal house. And we thought that was pretty good, and the guys at the Department of Energy told us that actually put us in the top 1% of the nation."

The company has been awarded for their accomplishments. Insight Homes has received the Regal Award for the "Best Built Green Home in Delaware." They also have been praised by the American Lung Association for the high quality of their air and recognized by others for their sales.

Heather Holt, the Vice-President of Sales and Marketing, was awarded the Silver Level in the Regal Awards' Million Dollar Club for selling \$3 million worth in homes. Holt said, "I don't think I could sell a product I didn't believe in."

But it's not about their own sales, which are booming. Owner Rob Lisle is trying to spread their green success to other companies. He said, "It's not a secret... We'll show them what we're doing and how to get to where we are."

For more information on an Insight Home, click on 47 Weblinks.