



## Collier Construction

### QUICK FACTS

- Founder, president & CEO: Ethan Collier (30)
- Business: Residential; light commercial construction
- Company age: 2002 – 2009
- Full time employees: 15
- Physical Address: 250 Signal Mountain Blvd.
- Phone: 423-265-0110
- Web: [www.collierbuild.com](http://www.collierbuild.com)

**Ethan Collier Becomes Chattanooga's First LEED Accredited Residential Builder:**  
[http://www.chattanooga.com/articles/article\\_138253.asp](http://www.chattanooga.com/articles/article_138253.asp)

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**Collier Construction Named Finalist for the Kruesi Spirit of Innovation Award:**  
<http://www.collierbuild.com/page/news/collier-construction-named-a-finalist-for-the-kruesi-award-for-innovation>

### COMPANY DESCRIPTION

Collier Construction is a residential and light commercial construction company serving the greater Chattanooga area. Collier's work spans from Dunlap to Old Fort TN and includes numerous new home and commercial build-outs on the Southside—such as green|spaces, iGNIS Glass, and Tennessee's first three LEED Platinum homes on Madison Street.

### COLLIER PEOPLE

**Ethan Collier**, Founder  
President and CEO  
[ethan@collierbuild.com](mailto:ethan@collierbuild.com)

**Jason Lentz**, Senior Project Estimator  
Vice Present of Sales

**Matthew Layne**, Project Manager  
Vice President of Operations

**Bryan King**, Project Supervisor  
Vice President of Finance

Also working at Collier Construction are Ethan's sister Cathy Collier, Administrative Assistant; and brother Aaron Collier, Director of Communication.

### COMPANY HISTORY & BACKGROUND

Ethan Collier (30) started Collier Construction in 2002. By 2004, Collier had launched into new home construction, and by 2005, Collier began using green building practices such as Advanced Framing. Collier's eco-friendly approach made [headlines](#) in early 2008 when the company recycled two homes being demolished on Harper Street in North Chattanooga. The company has since been recognized for the construction of Chattanooga's [first three LEED certified homes](#) on Madison Street in Jefferson Heights, becoming Chattanooga's [first LEED accredited residential builder](#), and pioneering a Whole Systems Approach to construction—for which Collier was [named a finalist](#) for the prestigious Kruesi Award for Innovation in April, 2009.

### MISSION & PHILOSOPHY

Collier Construction believes that by building green homes, we build homes that outlast conventional homes. While the average life expectancy of a house is 50 years, Collier's goal is to build [100-year homes](#). We build these successful homes by using advanced framing techniques, Green Building Sciences, LEED and EarthCraft Standard building practices. We believe that the economic health and the well being of homeowners, the community and the environment are essential to the quality of every project.

### COMPANY SALES

Since its inception in 2002, Collier has doubled sales each year, including 2008 which began with a 47.6% drop in new home starts in Hamilton County and ended with a 50 year record low in new home starts across the nation.

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Ethan Collier, President & CEO  
[ethan@collierbuild.com](mailto:ethan@collierbuild.com)



## UNIQUE BUSINESS PRACTICES

### ▪ DEFINING GREEN CONSTRUCTION

Collier has practiced [green construction](#) methods since 2004, and the company continues to improve its whole-systems approach to better fit the needs of homeowners. For every home that Collier builds, the company uses Optimum Value Engineering (or advanced framing techniques) in order to reduce lumber, increase insulation and strengthen the home's structural integrity. This technique more than doubles the thermal capacity of a home's walls, thus significantly reducing its environmental footprint.

### ▪ PIONEERING A WHOLE SYSTEMS APPROACH

Collier Construction has pioneered a [Whole Systems Approach](#) to construction. A Whole Systems Approach applies innovative sustainable building practices and green products to the home's interconnected systems. A Whole Systems Approach includes methods such as sustainable resource management, advanced framing, insulated attic and crawl space, sealed air barrier, and rain screen siding system. The benefits of a Whole Systems Approach include a minimal environmental impact; improved home quality, interior air quality and longevity; and reduced energy consumption and maintenance costs.

### ▪ COMBINING CONSTRUCTION AND PHILANTHROPY

Collier Construction is committed to serving communities. Collier has a sustained investment in many organizations, including Habitat for Humanity of Greater Chattanooga, The Creative Discovery Museum, Chattanooga Downtown Partnership, and CANstruction. Collier Construction donated over \$30,000 to communities and schools last year alone, and the company is exploring more ways for giving back to the community, whether through its free education programs or sponsorships of community events.

### ▪ A NEW APPROACH TO ESTIMATING AND SALES

Collier Construction has taken a different approach to residential construction estimating and sales. The company employs a full-time estimator whose primary responsibility is providing [precise estimates](#). Jason Lentz, Vice President of Sales, works with architects, subcontractors and vendors to have products and services accurately priced. This allows Collier Construction to offer "not-to-exceed" contracts, which gives customers peace of mind—knowing that there will be no hidden costs or unplanned expenses.

## RELEVANT LINKS TO ARTICLES & HEADLINES [<click here for more>](#)

- Residential Development Receives LEED Platinum Certification  
<http://chattarati.com/2009/05/14/residential-development-receives-leed-platinum-certification/>
- Tour a Green Home with Ethan Collier & Trey Wheeler  
<http://goldtogleentv.com/?p=165>
- Chattanooga's First LEED Certified Habitat House is a Collective Effort  
[http://www.chattanooga.com/articles/article\\_140033.asp](http://www.chattanooga.com/articles/article_140033.asp)
- Ethan Collier Becomes Chattanooga's First LEED Accredited Residential Builder  
[http://www.chattanooga.com/articles/article\\_138253.asp](http://www.chattanooga.com/articles/article_138253.asp)
- Designing Homes Outside the Box  
<http://www.timesfreepress.com/news/2008/oct/12/designing-homes-outside-box-leed-certification-mea/>
- An Inconvenient Roof  
<http://www.timesfreepress.com/news/2007/dec/11/An-inconvenient-roof-green-contractor-recycles/>
- Chattanooga Getaway Lake House Has Family Legacy  
<http://www.timesfreepress.com/news/2008/jun/28/chattanooga-getaway-lake-house-has-family-legacy/>

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ethan@collierbuild.com



## SIGNIFICANT QUOTES

- Mayor Littlefield  
"As mayor, it is important to me to make sure Chattanooga is on the forefront of innovative environmental practices, initiatives, and programs. Collier Construction Company is helping to not only construct better homes, but create a stronger, greener tomorrow for both our city and its residents."
- Dr. Stephen Monroe, homeowner (new 5,000 sq. ft. home on Signal Mountain)  
"No fluke: August electric bill: \$119.47. No travel in August... had another family stay with us for a week."
- Robin Cayce, Assistant Principal; Normal Park Upper School  
"As I start the new school year, I'd like to offer my sincerest appreciation for the beautiful renovation of my office. I feel very privileged to be starting my administrative career in such a gorgeous work space. Your commitment to the Normal Park project was astounding!"
- Chattanooga Times Free Press, *Businesses Building Better Chattanooga*  
"Collier, who became Chattanooga's first Leadership in Energy and Environmental Design-accredited residential builder in October, has helped lead the charge for better buildings with a range of downtown projects, including the construction of Tennessee's first LEED-certified Habitat for Humanity House located on the corner of Market and Main streets."

**WEBSITE:** [www.collierbuild.com](http://www.collierbuild.com)

For a wealth of information about Collier, green construction and environmentally responsible home ownership, please visit [www.collierbuild.com](http://www.collierbuild.com) where you will find company news, an extensive project portfolio and an informative company newsletter.

**(re)source:** our guide to green construction and a Whole Systems Approach <[click to download](#)>

## SOCIAL MEDIA

- Facebook Group: <http://tinyurl.com/lyb2fg>
- Facebook Page: <http://tinyurl.com/lk7pxp>
- Greener Chattanooga: <http://tinyurl.com/knm3o6>
- Twitter: <http://twitter.com/collierbuild>
- Picassa: <http://picasaweb.google.com/collierbuild>

## FEATURED PROJECTS

- NEW CUSTOM RESIDENTIAL: **Wheeler Residence** <[click here for more](#)>  
*This sustainable Signal Mountain Home is Off the Grid*
- RESIDENTIAL ADDITION/RENOVATION: **Lookout Mountain Remodel** <[click here for more](#)>  
*1920s charm meets 21st century "heck-yeah" with this classic Lookout Mountain home to have renovated kitchen, master bath, and master closet.*
- COMMERCIAL: **green|spaces** <[click here for more](#)>  
*LEED Certified Resource Center on Main Street in Downtown Chattanooga*

## FOR MORE INFORMATION, CONTACT

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[aaron@collierbuild.com](mailto:aaron@collierbuild.com)  
423-619-5052

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