

## Builder Profile

# Natale Builders

Angelo Natale and his team lead the way with the state's first green/Net Zero home.

by Jennifer McDermitt

There's an advantage to having been in the industry so long. For Natale Builders, that advantage is "perspective." After more than 40 years in the business, Natale Builders understands what's important, what it takes to be successful and how to stay on the cutting edge to keep competitors at bay.

"Being diversified and embracing the many construction-related opportunities has allowed us to survive, as well as being a leader in green building," said Angelo Natale, son of Angelo Natale Sr., who started the business in 1969. "The most important aspect of being diversified is having the right systems in place to do so and having a keen notion when to step forward when others stay put."

## Team Natale

Natale Builders is a family owned and professional home building business that specializes in building custom homes for people across the Western New York area including Clarence, Williamsville, Lancaster, Orchard Park and Amherst. Angelo Natale became president of the company in 1990.

"I grew into the business, and it allowed my creativity to expand as well," said Natale. "It became a good fit to coincide with my aggressive ability."

Natale graduated in 1984 from Canisius high School in Buffalo N.Y. and earned his degree in 1988 from the Canisius College of Business.

Natale's team includes Lisa Norman, VP of sales and marketing and a Certified New Home Sales Representative, and Larry LaDuca, (MBA) Business Development and alternative energy specialist.

Part of Natale's diversification process has been the creation of a new brand of soft custom homes as well as their regular custom homes. "The soft custom homes are geared toward empty nesters and starter homes," said Natale. "Soft custom homes have an easier footprint but allow a certain amount of flexibility, which is very appealing to customers."

To take their diversification even further, Natale says the company has challenged its employees to become more conscious of the evolution of green standards. He said, "In so doing we strive to become the leader of green technology and green building in our local industry."

## Breaking New Ground

Natale Builders recently completed New York States First Green/Net Zero home located at 1 Nicholas Lane in Lancaster. The company installed the following components to achieve a Net Zero and Green certification at the Gold level:

- Solar panels from CIR, generating 6.64 KW annually to help eliminate all electric bills
- A three-ton geothermal system, which also creates hot water as a by-product and will reduce/replace heating and cooling bills as no natural gas will be needed to operate it (Buffalo Geothermal)
- LED lighting throughout the home, which will reduce electric lighting consumption by 90 percent
- DOW Sis panels and closed cell polyurethane spray foam insulation, which will be installed with Dow representatives assistance on the proper installation techniques to create a superior thermal envelope
- Low flow plumbing and water saving techniques along with CPVC pipes, which will help make the home green as per NAHB guidelines
- Rain barrels and a "low water needs" landscaping design
- All appliances with the highest energy star rating
- All paints and sealants with low or no VOC
- Cork flooring, Ice Stone countertops, and recycled content tile to add to the green elements inside the home
- Kitchen cabinets crafted by local Amish builders from Amish Collections

This was Natale's "practice home" for Rivera Greens in Clarence, New York. Rivera Greens will have the distinction of being the First Net Zero/Green Development in all of New York. Construction on the first home in the development began in early November of this year.

## What Matters Most

Natale Builders has a long history of involvement with the builders' associations, and he values his membership

in the National Association of Home Builders, New York State Builders Association and Buffalo Niagara Builders Association (BNBA). Natale was named the BNBA Builder of the Year in 2004 and served as president of the BNBA in 2007. "The association is imperative to understanding what is evolving around you," said Natale.

For Natale, the best part of the job is the sense of accomplishment, whether he creates a single home or an entire development. Natale said. "For me, it's all about creating an idea and technically maneuvering the idea into a reality."

On a personal level, however, Natale enjoys the customer interaction even more. "Having a customer look you in the face with gratitude and fulfilling the role of creating a home for a family to live in for years to come – that makes it all worthwhile."

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