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## **The Story of Denale, Inc.: A Quest for the “Livable Green” Home Experience**

As founding principals of Denale, Inc., Denise Lehmann and Alex Plessett strongly believe in responsible green building. Their progressive approach and shared commitment to set a new benchmark for green living in the greater Philadelphia area is borne out of many years of experience in the development community.

Both Denise and Alex are seasoned real estate investors and home rehabilitators focused on high-end restorations. Denise is an approved Energy Star builder/partner and has developed, designed and built several luxury townhome developments in Philadelphia that have received Energy Star ratings. Alex has 20 years' experience as a RE/MAX realtor in the Manayunk section of Philadelphia, and has always been involved in new construction. He currently holds the National Association of Realtors' Green Designation.

### ***From eco-passionate to “livable green”***

Both Denise and Alex have an enthusiasm for green building that can only be described as “eco-passionate.” This passion is rooted not in a desire to follow the green trend, but rather in a sincere compassion for the health of our society and environment. In their premier green development, Sheldon Crossing, a 16-unit classic carriage home community in Manayunk, Denise and Alex set out to create a green community that redefines green living. They believe that sustainable living shouldn't come at the cost of luxury – but rather as a complement to it. They call this notion “livable green” – the seamless integration of sustainability and luxury.

More specifically, thanks to a definitive focus on quality construction and design, the Sheldon Crossing carriage homes pioneered by Denise and Alex will not only save energy, and cost less to operate and maintain, but will be healthier, more comfortable and durable, and have less impact on the environment.

### ***LEED and other affiliations***

Sheldon Crossing is on track to earn the highest level of LEED certification, the Platinum level, and has been featured at the International Builder's Show as a model for Next Generation Home Building. In an effort to stay ahead of the curve and embrace a forward-thinking understanding of green innovation, Alex and Denise constantly surround themselves and consult with environmental and structural specialists. They are professional members of the United States

Green Building Council (USGBC), Delaware Valley Green Building Council (DVGBC), National Association of Home Builders (NAHB), Pennsylvania Association of Realtors (PAR), National Association of Realtors (NAR), Sustainable Business Network and several other environmental associations. Above all, the principals of Denale, Inc. pride themselves on the fact that they not only provide their customers with quality and eco-conscious homes, but forward-thinking, luxurious lifestyle solutions.