



"Making Better Backyards"

frequently asked questions

what do you do?

The company's primary business is developing outdoor display areas and prototypes for sustainable building products. We produce co-operative marketing for local manufacturers, vendors, material suppliers and contractors who focus on outdoor and backyard personal property markets and who subscribe to our environmental commitment.

are you contractors?

Backyard Living is not a contractor. We help facilitate, coordinate, and organize contractors for your backyard priorities. We help analyze cost effective approaches to site improvements and backyard activity..

how are you different from other showrooms?

Backyard Living is independent. First -- Our criteria and incentive for proposing products is rooted in our dedication to energy and water conservation. Second -- We display real outdoor conditions for products and backyard applications. If things don't work right, we've seen it happen before you - and advise you of our experiences.

what does green washing mean?

As green building gains popularity, "green washing" occurs when designers, contractors and stakeholders try to jump on the trend and will tout more greenness than they deliver. Backyard Living is opposed to using green washing techniques. [see McGraw Hill article](#)

do energy efficient products cost more?

We insure our sponsored products are promoted as energy saving, are delivery friendly, and have extended product life-cycles (warranties). It is a goal of ours to document the return on investment and cost effectiveness of all products, services and applications displayed at our showroom. By definition, energy efficient products cost less. The question is when do you see the savings.

alright -- do energy efficient products cost more, to start?

Initial costs for sustainable buildings (and products) continue to drop. In most cases, estimates for specific projects are priced similar to traditional work (or are very close to the same price). If one product has a premium cost, savings from other project elements help make the difference. --- Consider --- ease of installation, no warranty call-backs, freight savings from local distribution, green funding and tax opportunities.

do you display competitive products?

Backyard Living participates in community and industry testing demonstrations. Competitive products may be included in some independent studies. Current exhibiting vendors (contractors), paying for display space at the showroom, maintain a first right of access to leads and sales resulting from those demonstrations.

how can my company benefit from 'going green'?

Making a company commitment to 'go green' should be company-wide and must come from the top-down to have any significant impact. It does not take long to research all the benefits --- the trick is implementing the process. Backyard Living provides resources and trade industry information for all interested customers and businesses. [Contact Us.](#)

if I have a 'green' product or service why should I display at your showroom?

- We have committed professionals managing the showroom.
- We are in a high traffic-growth location (over 30,000 cars passby each day).
- We have an extensive network of other green and sustainable alliances.
- Jacksonville is a centrally located distribution point for the SE United States.
- Jacksonville's commitment to sustainable buildings is young and growing.
- We are allied with contracting resources to insure your product is installed to spec.