

External Messaging

“About Us” blurb for the website of an environmentally conscious luxury home builder, HomeTree.

When you’re looking to make a difference, start at home. That’s HomeTree’s philosophy.

Founded in 2021 under the Woodsen Homes canopy, HomeTree takes an ecological approach to create upscale, lavish neighborhood designs inspired by our native world. In a HomeTree home, you’ll feel like you’re communing with nature every day.

Our company goal is to help North American families make smart choices for their future while limiting our environmental impact. We use first-class materials to create a unique dwelling that blends seamlessly with its natural habitat. All HomeTree lumber is sustainably sourced and every home is [LEED certified](#). But it’s our view that luxury and comfort can go hand in hand with sustainability and living in an exclusive HomeTree neighborhood means an attractive view no matter where you look.

Everything your family needs to go green for this generation and beyond has been considered. Each house comes with a carbon-neutral footprint, geothermal heat pumps, and programmable thermostats. Integrated smart devices are powered via cloistered solar panels and rainwater recycling and composting stations serve the entire

neighborhood. Your personalized HomeTree garden can be your household's playground, food source, relaxing getaway, or all three!

Whether your family loves a good trek through the woods, identifying local flora, or simply breathing in some fresh air, rest easy and dream green with HomeTree.