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Prudent Living names Usle vice president of marketing

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Prudent Living, a northern New England company offering services, products, strategies and a community that encourage a prudent way of life, recently named Steve Usle vice president of marketing. Usle brings more than 25 years of real estate management, marketing and business development experience to his job of growing the company to meet the increasing demand for sustainable, energy-efficient housing.

According to company vice president Tim Biebel, the addition of Usle positions Prudent Living for a prosperous future. "We are excited about the impressive skill set and extensive history in real estate that Steve is bringing to Prudent Living. With his expertise, we look forward to providing even more customers with energy-efficient architectural design, green strategies and renewable alternatives in both new home construction and renovations, evolving eventually, we hope, into the development of Prudent Living communities."

"I think the Prudent Living slogan sums it up for me: Because it's Time. We're at the tipping point in this movement; I think that there's strong interest and ample opportunity right now to provide products and services that foster intentional living. That's exciting to me; it's creative. I'm looking forward to helping establish strategies which influence the direction and growth of Prudent Living," said Usle.

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