



Conservation Services Group

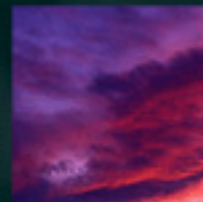
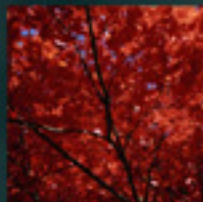


Opening the Door to Home Performance: Successful Rating and Building Performance Education and Marketing Techniques

What's going on in New England?



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ENERGY STAR® Homes

The best value in new construction in New England

Building or buying a new home?

Massachusetts

Rhode Island

New Hampshire

Vermont

Connecticut

Maine

US EPA
National Program



Building or buying a new home in New England? Select the location for your new home on the map to learn more about ENERGY STAR Labeled Homes and how to participate in your region's program.

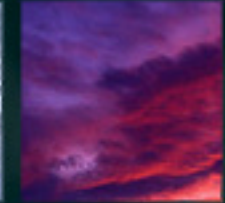
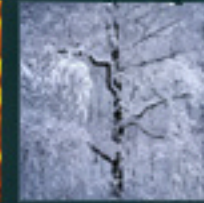
ENERGY STAR is a national, voluntary program developed and sponsored by the US [Environmental Protection Agency \(EPA\)](#) that promotes energy-efficient products, including homes. ENERGY STAR Labeled Homes meet the EPA's performance guidelines for energy efficiency and receive third party verification from an accredited organization.

This map provides links to organizations that have partnered with the EPA to implement the ENERGY STAR Homes program in New England. If you are building or buying a new home outside the New England region, please visit the [Environmental Protection Agency's \(EPA\)](#) website for more information.

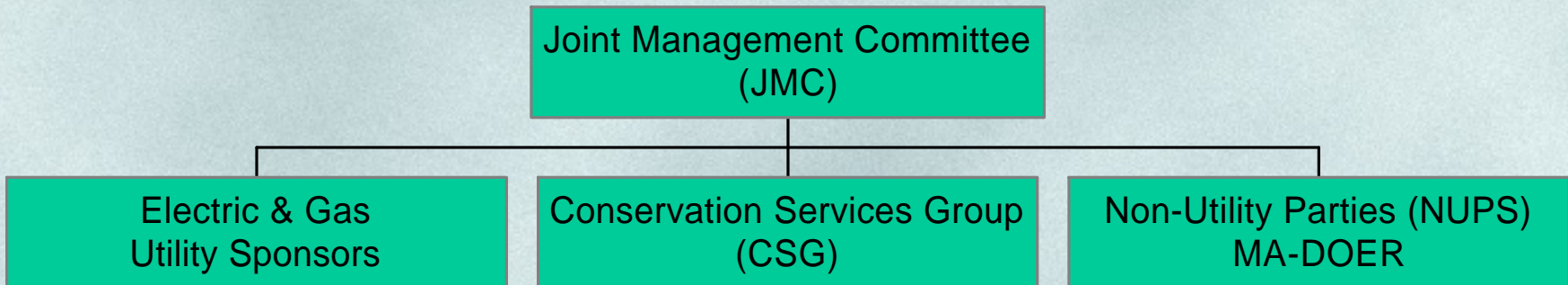
This website is maintained by Conservation Services Group, local administrator of the ENERGY STAR Homes Program



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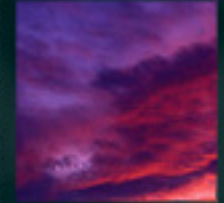
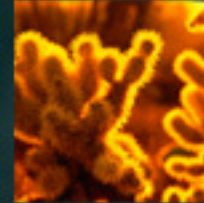
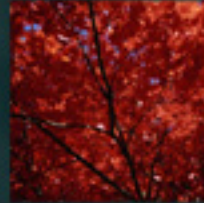


ENERGY STAR Home Program Sponsorship





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ENERGY STAR® Utility Sponsors*

Rhode Island

- Blackstone Valley Electric
- Narragansett Electric
- Newport Electric

New Hampshire

- Granite State Electric
- Public Service of NH
- NH Electric Coop
- CT Valley Electric Coop
- Unitil

Massachusetts

- Bay State Gas
- Berkshire Gas
- Cape Light Compact
- New England Gas
- KeySpan Energy Delivery
- Massachusetts Electric
- Nantucket Electric
- NStar Electric / NStar Gas
- Unitil/Fitchburg Gas and Electric
- Western Massachusetts Electric

*Winner of EPA's 1999 ENERGY STAR®
Homes Utility "Ally of the Year" award.



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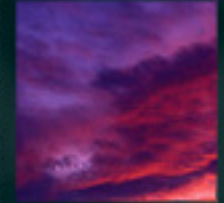
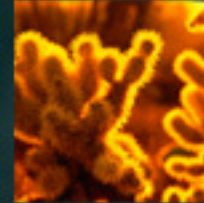
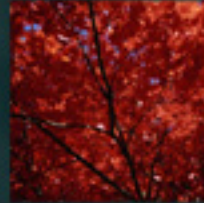


#1 Marketing Challenge:
Making the Invisible, *Visible*

#1 Marketing Truth:
Education is **80%** of the game!



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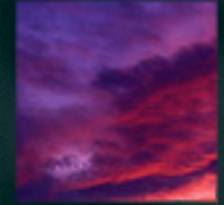
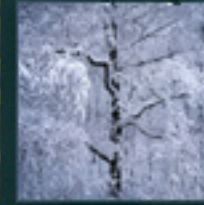
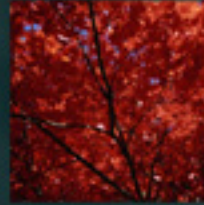


“11 Reasons to Build Energy Performance into Every New Home”

- **Save Money**
- **More Comfortable Home**
- **More Durable Home**
- **Healthier Indoor Air Quality**
- **Reduce Associated Health Costs**
- **Increase Financing Options**
- **Keep Money in Local Economy**
- **Lessen Environmental Impact**
- **Reduce U.S. Dependence on Foreign Energy Supplies**
- **National Security**
- **Be a Responsible Global Citizen**



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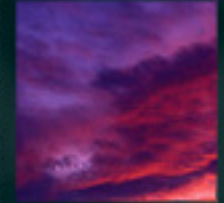
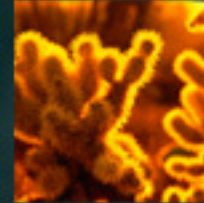
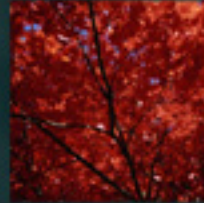


“Technology alone is not enough. We must engage with our hearts also.”

- *Jane Goodall, Biologist*



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General Marketing Philosophy:

- 1. People are in Denial*
- 2. Disconnect btwn thought & action*





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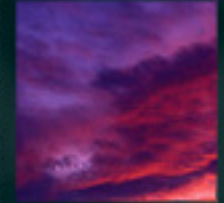
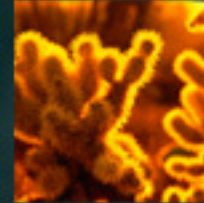
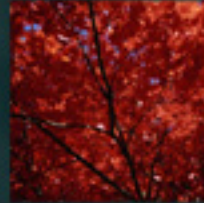
Steps to Successful Communication

1st: Be aware of who your audience is

- Get their *attention*
- Present the *problem*
- Empower them with a *solution*



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Successful Communication

- Visuals
- Language
- Statistics



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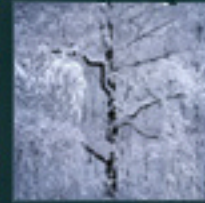
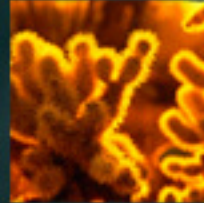
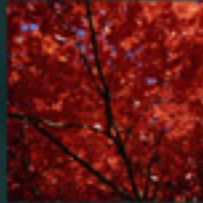


Powerful Visuals

We “think” in Pictures

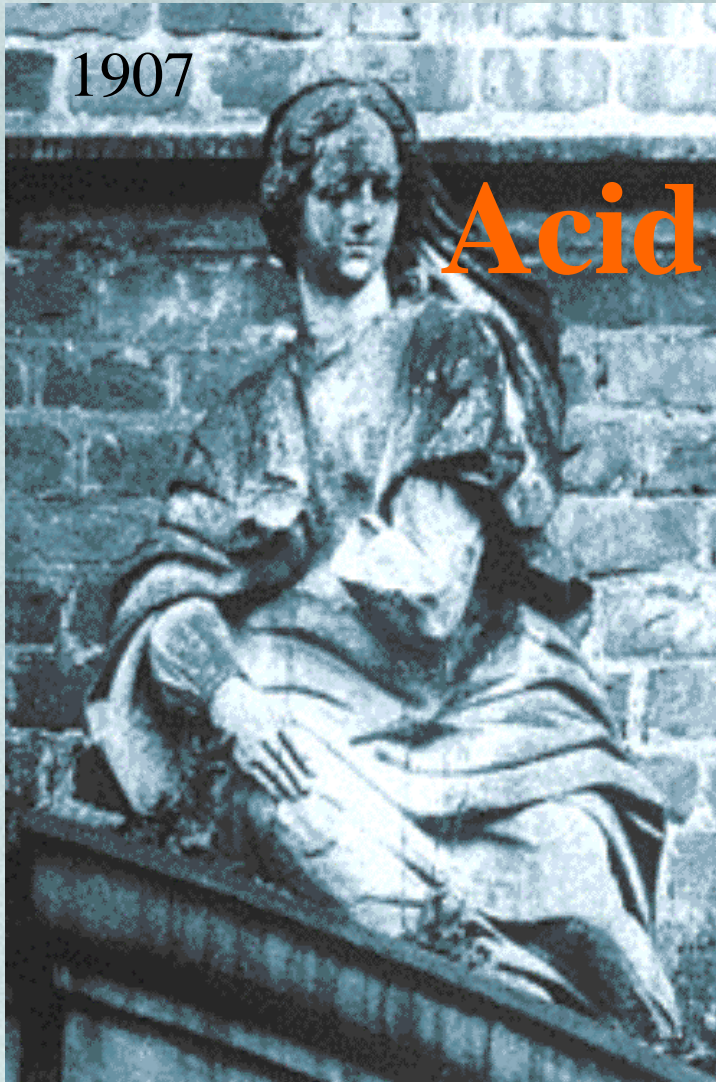


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1907

1907



Acid Rain

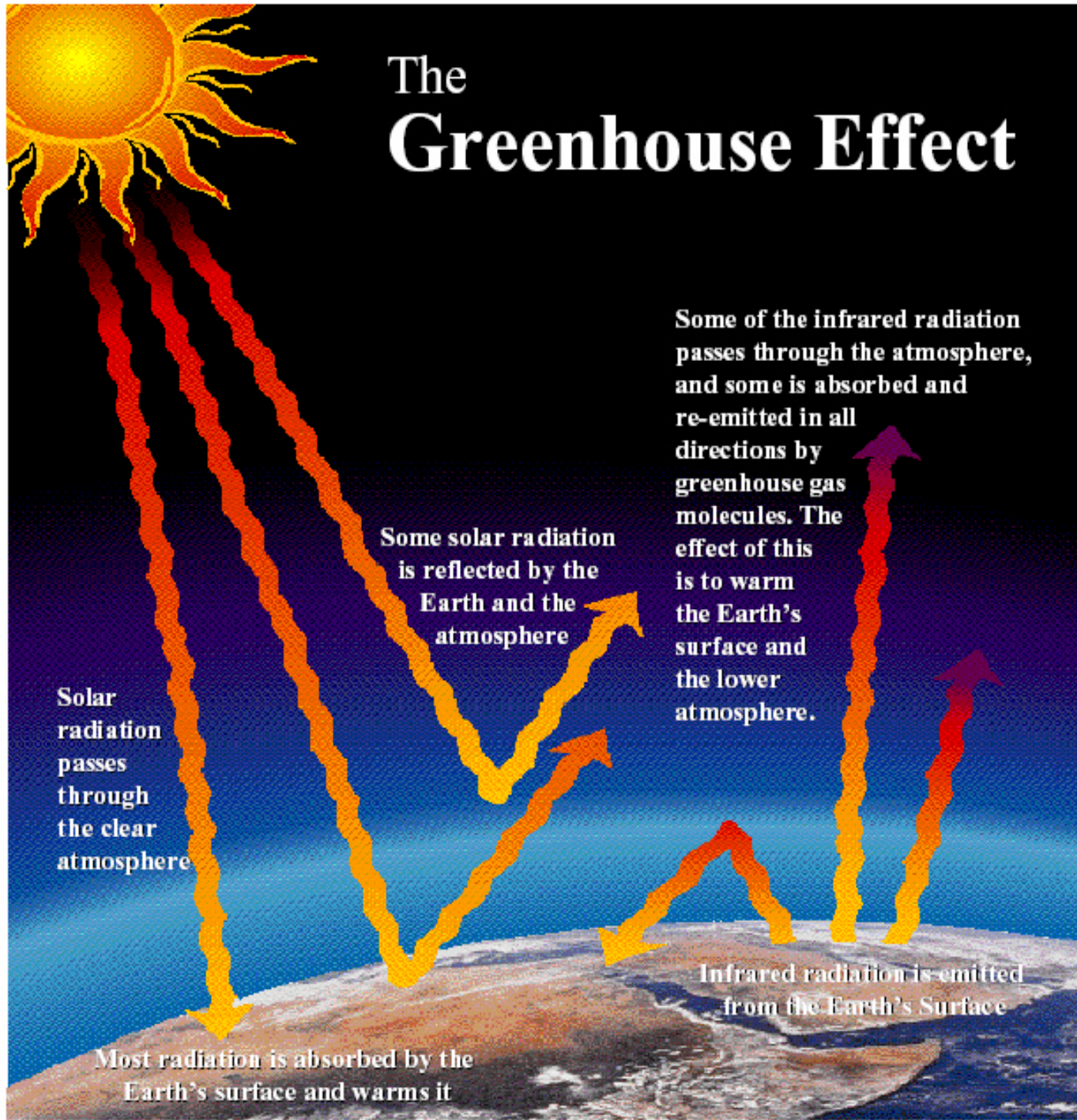
1969

1969





Conservation



The Greenhouse Effect

Solar radiation passes through the clear atmosphere

Some solar radiation is reflected by the Earth and the atmosphere

Some of the infrared radiation passes through the atmosphere, and some is absorbed and re-emitted in all directions by greenhouse gas molecules. The effect of this is to warm the Earth's surface and the lower atmosphere.

Most radiation is absorbed by the Earth's surface and warms it

Infrared radiation is emitted from the Earth's Surface





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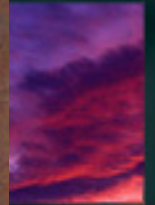


Emissions



CSG

Conservation





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Effective Language

- “Performance” NOT “Efficiency” (also “Green”)
- Easily remembered phrases
“Build Tight, Ventilate Right”
- Analogies that people can relate to
- Emphasize WIN-WIN



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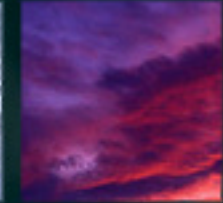
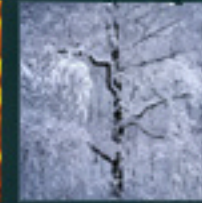


Compelling Statistics

Opportunity for “paradigm shift”



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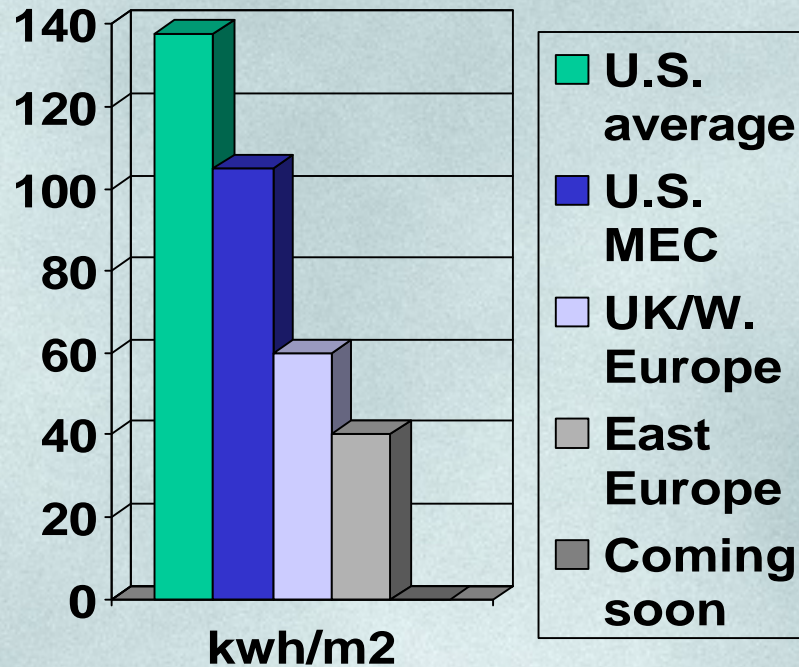
Annual World Energy Usage

- Total annual costs: \$3.5 Trillion
- Overall efficiency: 10-20% !!





New Residential Buildings



- U.S. avg. 105-170 kwh/m2
- U.S. w/MEC 80-130 kwh/m2
- U.K./W.Europe 60 kwh/m2
- E. Europe 40 kwh/m2
- Zero energy codes coming in EU



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**Enough solar energy falls on the earth
each minute
to satisfy the world's energy needs for
an entire year!**



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The *reduced CO2 emissions* from an Energy Star Home is equivalent to planting about an *acre of trees*.



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Massachusetts Energy Code Compliance

- BBRS study found that *less than 50%* of new homes in MA meet all provisions of the state Energy Code!



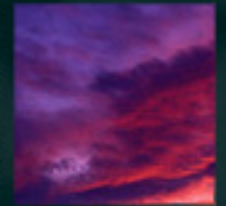
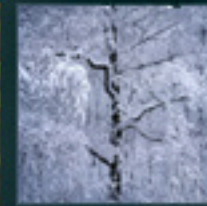


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MASSACHUSETTS BOARD OF BUILDING REGULATIONS AND STANDARDS

Energy Efficiency in New Homes



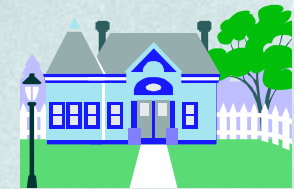


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Successful Communication: *Addressing Long-standing Myths*

- Conservation = *Freezing* in the Dark
- Don't make your house too tight...
Let it Breathe
- *Insulation Stops air leaks*
- EVERY new home is "efficient"





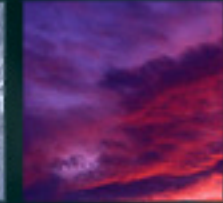
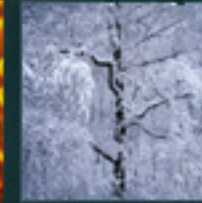
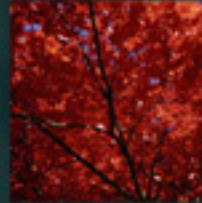
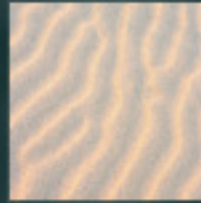
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Strategies for generating *MEDIA attention*



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Energy Design Update

The Monthly Newsletter on Energy-Efficient Housing, from CUTTER INFORMATION CORP.

Vol. 21, No. 12

December 2001

INDUSTRY NEWS

Workers in Race Against Alaskan Winter to Repair Failed SIP Roofs

by Steve Andreas with Dow Best

With winter barking at their heels, contractors in Juneau, Alaska, are racing to replace the rotted structural insulated panel (SIP) roofs on dozens of single- and multifamily homes. Estimates of the total number of housing units affected now range up to 120. Most of the damaged dwellings are relatively new, constructed

between 1994 and 1997 by at least nine different builders (see *EDU*, October 2001).

To the casual eye, the structures generally look good on both the interior and exterior. But a closer examination of the roofs — especially the shaded sides — reveals a lot of moss and fungi growing on the shingles (see Figure 1). "We've spotted at least five species of fungi so far," quipped one troubleshooter. But of course, it's not a laughing matter.

Underneath the shingles on these roofs, the top layer of OSB on the SIPs has turned to mush. Note in Figure 2 the soggy remains of the OSB skin and the darkened foam insulation underneath. Nearby, the worker has easily pushed the blade of his jackknife down into the roof, showing only the handle protruding. The measured moisture content of the panels is reportedly sometimes as high as 93%. Building inspectors are worried that if repairs aren't completed on some of the structures when winter really sets in, some SIP roof systems could collapse under a heavy snow load.

A Familiar Old Foe

After some early debate, there is a growing consensus in Juneau that the problems with the SIP roofs were

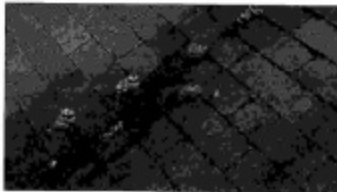


Figure 1 — Fungi, lichen, and algae sprouting on the roof are telltale signs that there's moisture — and lots of it — trapped in the SIPs underneath these shingles.

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Media consultant

- Prepare press releases
- Pitch media stories
- Set up TV, Radio, & Newspaper interviews
- Promote 'events'
- Monitor clipping service



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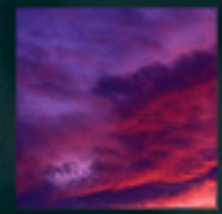
Low-Income/Affordable Housing





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Real Estate



Easing into an Energy Star home

By PAUL HOFFMAN

Building an energy-efficient home is going mainstream.

Thanks to the Energy Star program, a set of standards developed by the Environmental Protection Agency, constructing houses that use up to 30 percent less energy is now possible with existing technology that typically adds anywhere from 1 percent to 1 percent to the cost of a home, say those who have built to the standard.

Local utilities are providing builders a \$500 rebate for each certified house and up to \$500 in a in state rebates for appliances and lighting fixtures that meet the Energy Star standard.

The benefits are energy cost savings, improved air quality and a quieter home

with a higher level of craftsmanship that should improve resale value, according to Mike Schofield, project coordinator for Conservation Services Group.

"The goals of the program are first the health, safety and comfort of the occupants, secondly building durability and thirdly energy efficiency," Schofield says.

Since 1994, almost 5,000 Energy Star certified homes have been built in Massachusetts and there are agreements to build 2,000-4,000 more within the next few years.

There are 41 builders in Massachusetts who now construct six-track Energy Star homes.

One local builder who's successfully used the program is Cummings Properties LLC, which recently received Energy Star certification for 137 units in Marlboro that opened this year in an over-55 adult rental complex called The Meadows.

"We got involved with Energy Star early in the design process and that was critical," says Tasha Arndt, project manager for Cummings Properties. "We were able to incorporate features like improved insulation and air sealing at no extra cost."

Arndt says during the collaborative process Cummings introduced a system for an air channel that runs up the rafters to ventilate to the roof that Energy Star is now recommending for other projects. Cummings also used 13-watt compact fluorescent fixtures that cost 50 percent more than traditional lighting but Arndt says that utility-sponsored rebates covered the extra cost. The local gas utility picked up 1/3 of the cost of the high-efficiency gas boilers.

All told, meeting the Energy Star standard added 2 percent to the cost of the \$7 million project, Arndt says.

"It costs a little more upfront, but that cost can be made up over two to three years. We're happy with the payback that far," he says.

Energy Star consultants stress that an Energy Star home is not a model home. It can be a ranch, a Victorian or a modern design, single- or multi-family and houses that range from affordable to high-end.

BOSTON
Herald

FRIDAY, DECEMBER 8, 2006 • 50 CENTS



ENERGY STAR POWER: Paul Bernano, Mark Price and Mike Schofield, left to right, show off the blazes light in the newly built Energy Star home at 14 Linden St. in Somerville.

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Vocational-Technical Schools





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Gut Rehab: Historic Buildings / Challenged Neighborhoods



2/5/2003

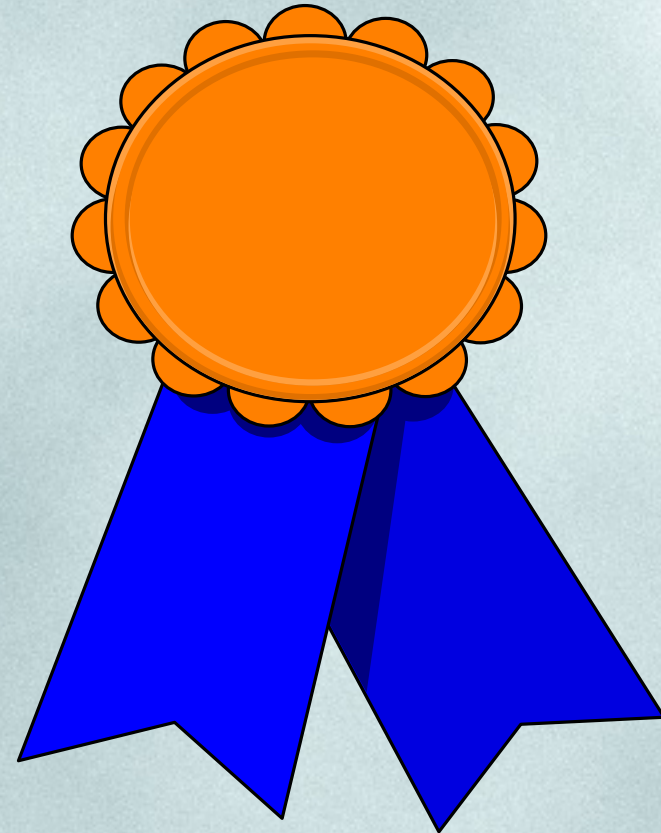


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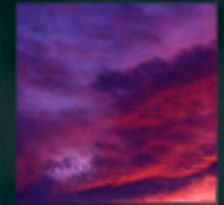
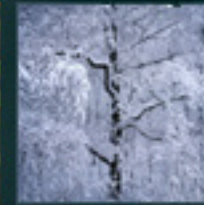
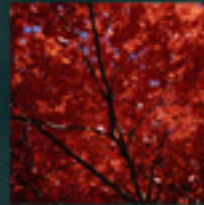
Apply for Awards / Give Awards

- 1999 EPA Utility Ally of the Year award
- 2000 EPA Energy Star Marketing award
- Energy Star Home 'Builder of the Year' Award in MA/RI





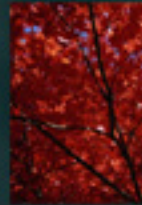
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Ribbon-cutting events



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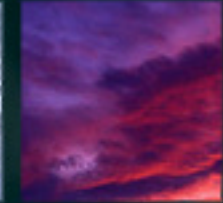
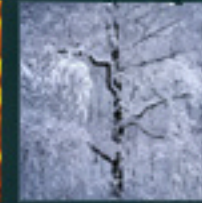


Open House Tours





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Open House Tour '99

- 15 Homes
- EPA support
- Value of newspaper article space: \$70,000
- Over 500 visitors
- Tour 2000...all of Connecticut, Rhode Island, Massachusetts.



ENERGY STAR[®] Homes Open House Tour 2000

**Come visit the house
that pays for your vacation.**



**Sunday
May 7th**

12:00 - 4:00 pm

Massachusetts Houses

Amherst
Bridgewater
East Longmeadow
Hopkinton
Lynnfield
North Andover
Springfield
Truro
Westport

Rhode Island Houses

East Greenwich
Narragansett

Connecticut Houses

Milford
Stratford
Sharon
Cornwall

Call 1-800-628-8413
for an **ENERGY STAR HOMES**
Open House Tour 2000 Information Guide

Sponsored by

Boston Edison, Boston Gas, COM/Electric, Eastern Utilities, Massachusetts Electric, Narragansett Electric, Unitil/Fitchburg Gas & Electric Light, United Illuminating, Western Massachusetts Electric

ENERGY STAR Homes are endorsed by the U.S. Environmental Protection Agency and the Department of Energy for meeting high standards of energy efficiency.

Visit our web site <http://www.energystarhomes.com>

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Your logo here

ENERGY STAR[®] Homes

Open House Tour 2000



Sunday
May 7th, 2000
12:00 - 4:00 pm



Or visit our web site at
<http://www.energystarhomes.com>

Your Logo

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Call 1-800-000-0000 blandit praesent luptatum zzril delenit
Your Company Name.

Logo #2

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Call 1-800-000-0000 blandit praesent luptatum zzril delenit
Company #2 Name.

There are so many reasons to have your new home built to ENERGY STAR Home standards.

Here are just a few:

- Improved comfort
- Better indoor air quality
- Lower energy bills
- Reduced noise transmission
- Appliance rebates
- Free lighting fixtures
- Special financing options
- Increased home resale value
- 30% more efficient than Model Energy Code
- Free certification and technical support
- Performance testing of each home
- Endorsed by the U.S. EPA and DOE



Call 800-628-8413

For more information on the Energy Star Homes program
Or visit our web site at www.energystarhomes.com

Come see the ENERGY STAR Homes being built by the largest and best builders in New England



OPEN HOUSE TOUR FALL 2000 CO-SPONSORS



Standard with all VELUX skylights is Comfort™ Glass, a state-of-the-art glazing technology that protects against heat loss and heat gain, fading and condensation, resulting in maximum room comfort.

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www.velux-america.com



"Providing quality windows, doors, siding and roofing since 1961."

800-9HARVEY
www.harveyind.com



ENERGY FEDERATION INCORPORATED

EFI is a master distributor of HVI certified ventilation systems, low and high expansion foams, sealants and vapor barriers.

800-876-0660
www.efi.org

WORCESTER, MA

Hidden Farm Estates (57 home development)
Developer: Hidden Farm Inc.

Take Rte. 290 to Lincoln Square in Worcester center. Take right off exit ramp onto Congress Street. After approx. 100 feet, take right onto Salisbury Street. Take right on Forest Street which becomes Grove Street. Take left on Parkton Street. Take left into Laurelwood Drive. Hidden Farm Estates is at end of street.

WRENTHAM, MA

Wampanoag Estates (101 home development)
Developer: DiPaolo Development Corporation

Take 495 North or South to the 1A Exit. Take 1A North; proceed approx. 1/2 mile, take a left onto Eastside Road. The development is 200 yards on the left.

HAMDEN, CT

Blake Circle (5 home development)
Developer: T&M Homes

Take Rte. 15 to the Whitney Avenue exit. Proceed south on Whitney Avenue toward New Haven. After you pass by Hamden Hall Country Day school on the right, take the next right onto Blake Road. Proceed up Blake Road to Blake Circle.

MILFORD, CT

Milford Hunt (62 home development)
Developer: T&M Homes

From I-95 North, take Exit 37, High Street. At the top of the ramp take a left and cross over the highway. Then take your first left onto Oronoque Road. Follow Oronoque Road past the Christ the Redeemer Church, then take a right onto Acom Lane, just past the office of Arrow Concrete Products. Take the first left off Acom Lane, to Magnolia Road. Go 0.3 miles to model home on the left. From I-95 South, take Exit 39 (Rte. 1 South). Follow Rte. 1 South to High Street. Turn right on High Street, cross over the highway and take your first left onto Oronoque Road. Proceed to Christ the Redeemer Church and follow directions above.

EAST GREENWICH, RI

East Greenwich Preserve (62 home development)
Developer: Tall Trees Construction

From Rte. 95 South take Rte. 4 exit. Take first exit, Rte. 401. Turn right at end of exit ramp. Approx. 1/2 mile on right.

WESTERLY, RI

Turn-a-Lum Farms (78 home development)
Developer: Park Home Corporation

Take Rte. 95 South or North to Exit 92, to Rte. 2 East/Rte. 49 South to Rte. 78 East to end (Rte. 1). Turn right on Rte. 1 and go approx. 1/2 mile. Turn right to sales center.



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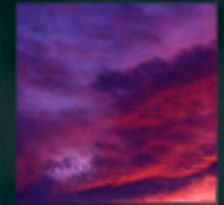
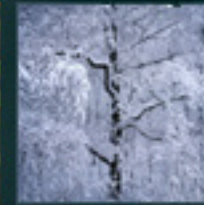
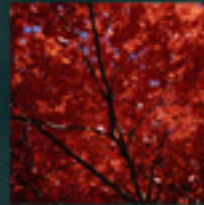
**The Green Company
Forest Edge at the Pine Hills
Plymouth, MA**



Photovoltaic modules: Pathways Co-housing in Northampton, MA



Conservation Services Group



**T&M Homes
Milford, CT**

CSG

Conservation Services



30-YEAR MORTGAGE RATE DIPS

Freddie Mac said yesterday that the average 30-year fixed-rate mortgage fell from 7.71 percent last week to 7.65 percent this week.

Real Estate

46 BOSTON HERALD FRIDAY, JULY 9, 1999

Giving homes (Energy) Star power

EPA touts labeling for new home construction

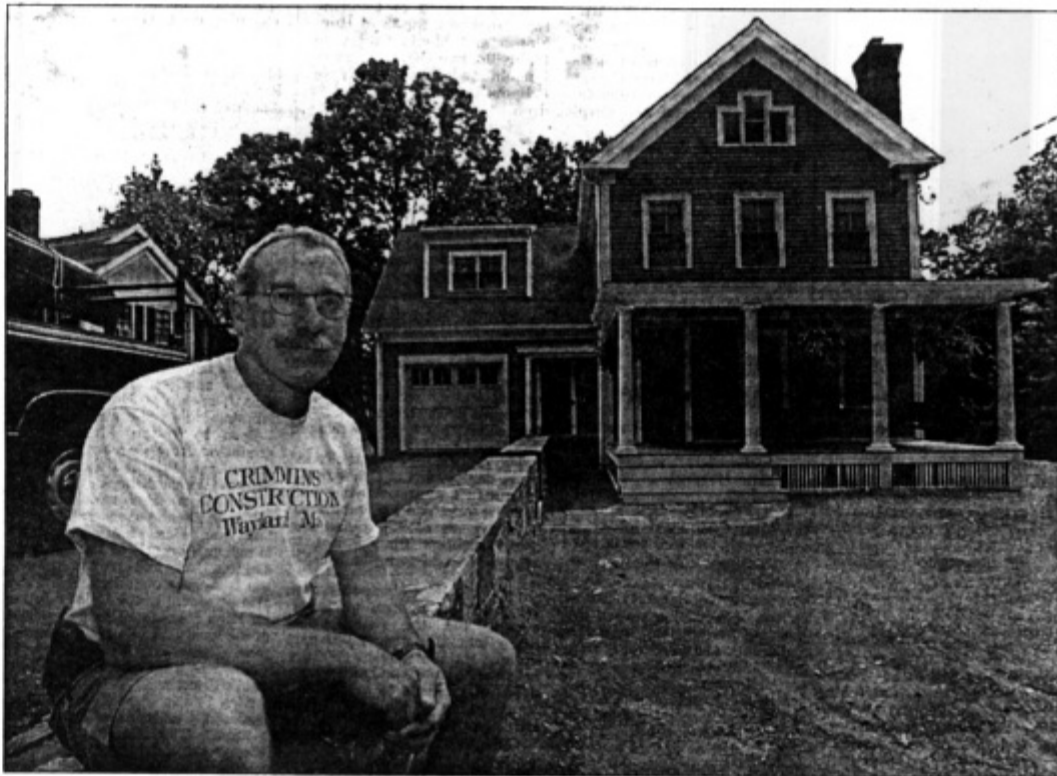
By KAREN UKRAINE
SPECIAL TO THE HERALD

Energy Star, a label you may have seen when buying appliances such as washing machines and refrigerators, will now be used to certify energy efficiency in newly constructed houses.

The U.S. Environmental Protection Agency (EPA) conducted an open house tour recently, showing houses from Amherst to Wayland that were built to save consumers about 30 percent on their utility bills, around \$480 a year, and help the environment at the same time.

Energy Star is a label developed by the EPA and the U.S. Department of Energy (DOE) and is awarded to products that conserve energy. The agencies set the energy efficiency criteria, which exceed the minimum national efficiency standards, sometimes by as much as 50 percent, and the manufacturer or retailer volunteers to place the Energy Star label on models that meet or exceed that criteria. In other words, as a consumer, looking for that label alone is an easy way to identify products that conserve energy.

Energy Star homes are built to reduce air pollution, as well as save the home buyer money. The characteristics of an energy-efficient home are tight construction, increased insulation and tightly sealed ducts, among others. One such home featured at the open



GREEN DAY: Jack Crimmins outside his energy-efficient home in Wayland.

STAFF PHOTO BY GEORGE MARTEL

house is a Victorian reproduction in Wayland, an elegant home which exemplifies the idea that conserving energy can be achieved without sacrificing beauty.

Jack Crimmins, of Crimmins

Construction in Wayland, is the owner and builder of this Energy Star home. The house is well-insulated, with blown-in cellulose, a flame-retardant recycled newspaper, as well as high-density urethane foam, both of which are en-

vironmentally friendly, and have high R-values.

"Energy efficiency is about the intelligent use of insulation," says Crimmins. "You lose more (heat) through leakage than through the insulation." The windows, doors

and any other openings or connections, such as plumbing from one floor to another, are foam-sealed all around. The windows and doors are high quality. All of

Turn to Page 54



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Other Marketing Elements

\$1.4 million annual budget



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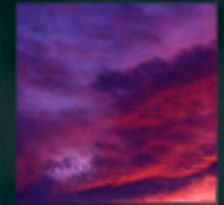
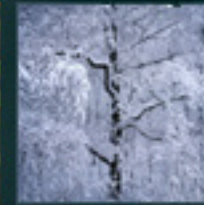
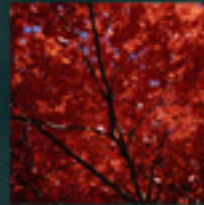


Builder Outreach





Conservation Services Group



Taking the *Classroom* to the *Construction Site*



What is an ENERGY STAR Home?



The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) have developed the Energy Star Home program to certify high-performance homes that are significantly more efficient than building code. The Energy Star Homes program is sponsored in New England by a consortium of electric and gas utilities. This utility consortium has enhanced the national program with a comprehensive package of rebates and free services.



An ENERGY STAR Home in Weyland, Mass.

Some of the performance features that distinguish an ENERGY STAR Home from an average quality home are:

☆ Enhanced Insulation

Insulation is measured in R-value: the higher the R-value the greater the insulating effect. Higher insulation levels in walls, floors, and attics result in better energy performance and improved homeowner comfort. The insulation value of the windows is also an important determinant of comfort.

☆ Air Sealing

Simply caulking, foaming and gasketing the holes and gaps in the heated building envelope can reduce annual heat loss and utility bills by up to 30%.

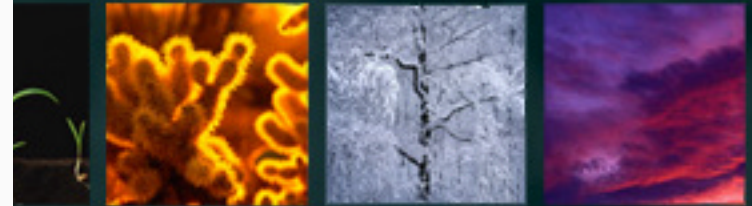
☆ Ventilation

All Energy Star Homes come equipped with mechanical ventilation, which ensures a continuous supply of fresh air to the home.

☆ High-efficiency Appliances

Energy Star Homes typically have high-efficiency household appliances, lighting, and heating & cooling systems, which use less energy to perform the same job.

ENERGY STAR Homes • 800-628-8413 • www.energystarhomes.com



Effective Marketing Materials



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Marketing Success Story: Sales Agent



- Sales Agent at Hillside Estates (Worcester, MA)
- Sold out subdivision in 3 months!
- Will **only** market developments that are ENERGY STAR labeled.



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ENERGY STAR® HOMES

Building a competitive advantage



News

VOL. 1 SUMMER/FALL 2000

ENERGY STAR HOMES — BETTER HOMES, BETTER VALUE

The ENERGY STAR Homes label is quickly becoming the clear sign for energy efficiency, comfort and health in new homes built in New England. Created by the Environmental Protection Agency (EPA) and Dept. of Energy (DOE) and sponsored

In 1999, that number jumped to 1,100. For 2000, the projections show over 3,000 residential units in Massachusetts, Rhode Island, New Hampshire and Connecticut will participate. By 2001, another 5,000+ projects are estimated.

For 2000, the program projections show over 3,000 residential units in Massachusetts, Rhode Island, New Hampshire and Connecticut; for 2001, another 5,000+ projects are projected to participate.

regionally by a consortium of gas and electric utilities, the program provides a simple, effective process to support builders in the delivery of better homes at better value.

ONE SIZE FITS ALL

The ENERGY STAR Home can apply to any new residence.

In the last six months, projects have ranged from \$1 million custom homes to \$100,000 Habitat for Humanity homes, high-end condominiums to low-income rental units.

ENERGY STAR Homes have been certified on single lots, in subdivisions ranging from 6 lots to 101 lots, in duplexes, townhouses and 8-story buildings, covering the Berkshires and Pioneer Valley through the Blackstone Valley to greater Boston, North and South Shores and the Cape all the way out to Provincetown, plus Connecticut and Rhode Island.

UNCOMMON STEPS OR COMMON SENSE?

So what does it take to reach ENERGY STAR Home standards? Triple glazed windows, double walls, and a thermos bottle-tight shell?

How about moderate upgrades of insulation levels, low-e windows, some attention to detail on sealing shell penetrations and higher efficiency heating, cooling and DHW

CHARLTON, MA Charlton Farms, Mutual Builders



contents

- 1 Better Homes, Better Value
- 2 Energy Star Developments
- 3 The Energy Star Home Advantage News and Notes
- 4 Report from the Open House Tour 2000
- 5 Featured Energy Star Builder
- 6 Lighting and Appliance Rebates — An Added Incentive Energy Star Ally Corner
- 7 The House as a System — the Energy Star Approach
- 8 The Energy Star Advantage On-Line

equipment, all readily available and easy to spec?

An ENERGY STAR Home focuses on the house as a system, and seeks a common sense approach to moderately improve four major areas: glazing, insulation, shell tightness and ventilation, and mechanical system efficiency.

CONTINUED PAGE 2



HOPKINTON, MA Hopkinton Highlands, Toll Bros. Construction



MILFORD, CT Milford Hunt T&M Homes

THE RISING TIDE

Utility sponsorship of the program began in April 1998. About 300 homes were completed or committed to the program.



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ENERGY STAR Home Web Site

- Program outline
- Building Science Q&A
- List of E* Builders and Program Allies
- Hotlinks to websites
- 300+ hits per day



www.energystarhomes.com



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Marketing Assistance...

- Builder open houses
- Model Home package
- Developers advertising subdivisions:
\$100 per home





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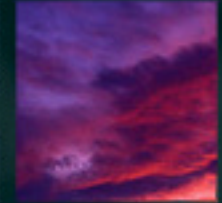
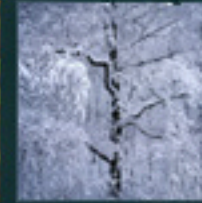
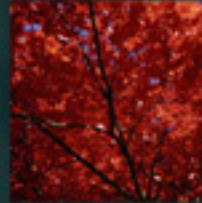
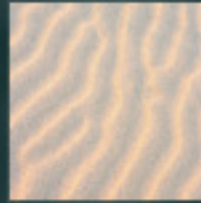
Cross Marketing

- Referrals from other utility programs





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Remember when this was high-tech?



The times have changed and so have the tools.

Energy Star® Home builders have access to all the latest tools that building science has to offer in designing and building energy efficient homes.

How do you measure quality? Is energy efficiency detailing incorporated into the design of the homes you build? Do you use a blower door test to measure the air tightness of the homes you build? Do you know how much ventilation air your homeowners are receiving? Do you measure if a heating system is delivering its optimum heat output?

Determining the answers to these questions are just a few of the advantages of participating in the Energy Star Homes program.

Our builders are supported by a staff of technical experts in the whole-house system approach to new construction and performance testing. This approach balances quality home construction with accurate energy performance measurement. Each Energy Star home is third party tested with a blower door and flow hood, and meets the performance criteria set by the U.S. Environmental

Protection Agency, some of the highest standards in the industry.

Don't become a relic. Join the hundreds of high performance Energy Star builders across Massachusetts, New Hampshire, and Rhode Island. For more information about these and the many other benefits of becoming an Energy Star Homes builder, call us at 1-800-628-8413 or visit our web site at www.energystarhomes.com.

Sponsoring electric utilities in WA, RI, and MI include: Avista Gas, Berkshire Gas, Cape Light Compact, Fall River Gas, Granite State Electric, KeySpan Energy Delivery (NY only), Massachusetts Electric, Southern Electric, Vermont Electric, Washington Electric, West Electric, West Gas, Central Piedmont Gas and Electric, Light Company and Western Massachusetts Electric.



Effective Advertising



Conservation Services Group

Still building homes without this symbol?



Don't waste your energy.

Thousands of dollars are available to help you build the homes that customers are asking for by name.

If you are building in one of the sponsoring utility territories*, the following incentives are available to you for building ENERGY STAR® Homes:

★ **\$500 for each single-family home completed in 2000; \$200 for each multi-family attached unit**

★ **FREE HVAC Commissioning Service for ducted space conditioning systems a - \$500 value**

★ **Free Plans Analysis, design assistance**

★ **Up to \$500 in ENERGY STAR lighting fixtures**

★ **Rebates for ENERGY STAR-rated major appliances**

Call today to learn how to optimize your construction budget and maximize customer satisfaction with

ENERGY STAR Homes

1-800-628-8413

www.energystarhomes.com

ENERGY STAR Homes are endorsed by the Environmental Protection Agency and the Department of Energy for meeting high standards of energy performance.

***Sponsoring Utilities in Massachusetts, Rhode Island, New Hampshire and Connecticut include:**

Blackstone Valley Electric; Boston Edison; Boston Gas; Colonial Gas; Commonwealth Electric; Eastern Edison; United Fiberglas Gas & Electric Light; Granite State Electric; Massachusetts Electric; Nantucket Electric; Narragansett Electric; Newport Electric; The United Illuminating Company; Western Massachusetts Electric

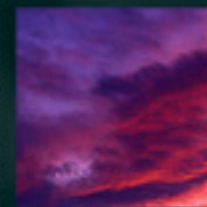
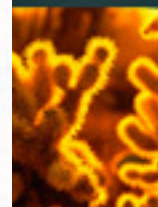


ENERGY STAR Homes Open House Tour 2000

Sunday, May 7, 2000
12:00 - 4:00pm

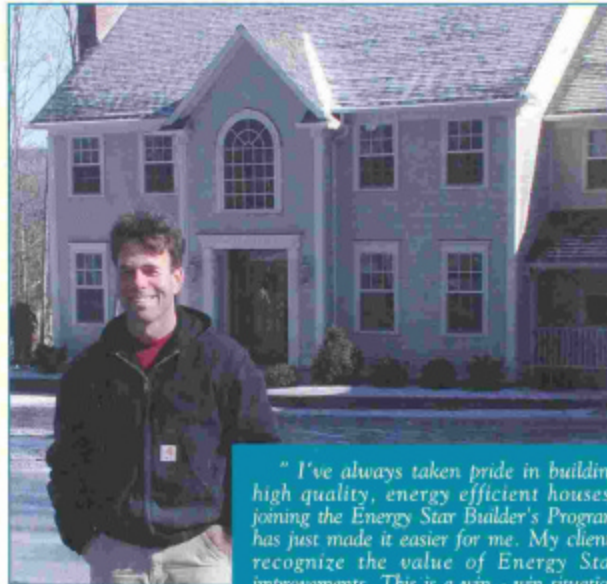
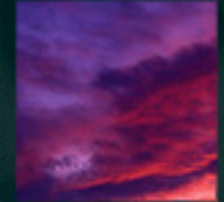
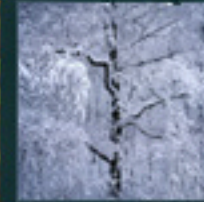
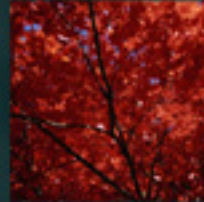
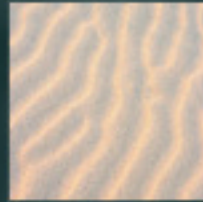
You are cordially invited to visit some of our ENERGY STAR Homes in Massachusetts, Rhode Island, and Connecticut.

Please call 1-800-628-8413 for more information.





Conservation Services Group



"I've always taken pride in building high quality, energy efficient houses, joining the Energy Star Builder's Program has just made it easier for me. My clients recognize the value of Energy Star improvements. This is a win - win situation for them and for me as their builder. Still they are surprised at how much they actually do save! Energy Star is a great program."

Shaul Perry, Sunwood Builders



**WMECO is proud to introduce our
NEW Energy Star program for
builders and developers.**

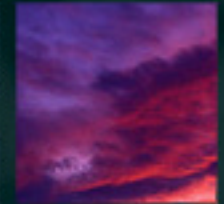
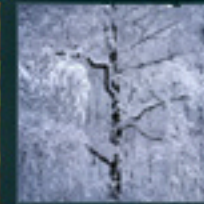
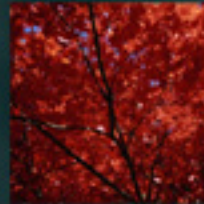
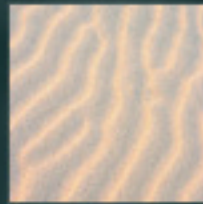
- Builder bonuses for ratings above 86
- Incentives for duct sealing, continuous-rated bath fans, lighting and more.
- Coop marketing and open house packages to fit your plans.

**Call Aprille today for a site visit to find out
how this program can work for you (413) 787-9148**





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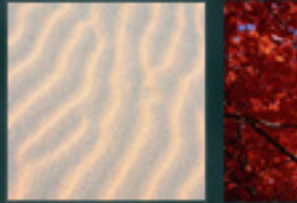
**Building a home
without this symbol?
Don't waste your energy.**

energystarhomes.com

The Energy Star[®] Homes Program is sponsored by your local gas and electric utility




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Steve Thomas media campaign

IMAGINE A NEW HOME THAT USES 30% LESS ENERGY EVERY YEAR YOU OWN IT.



Steve Thomas, award winning television host, in front of an ENERGY STAR® labeled new home.

Hi, I'm Steve Thomas. Even the guy you've seen me working on a lot of old houses, but today we're celebrating the completion of a new one that's built to achieve the ENERGY STAR® symbol on the For Sale sign.


Or you can simply look for a new house with the ENERGY STAR symbol on the For Sale sign.

WITHOUT IT, YOU'RE WASTING YOUR ENERGY.

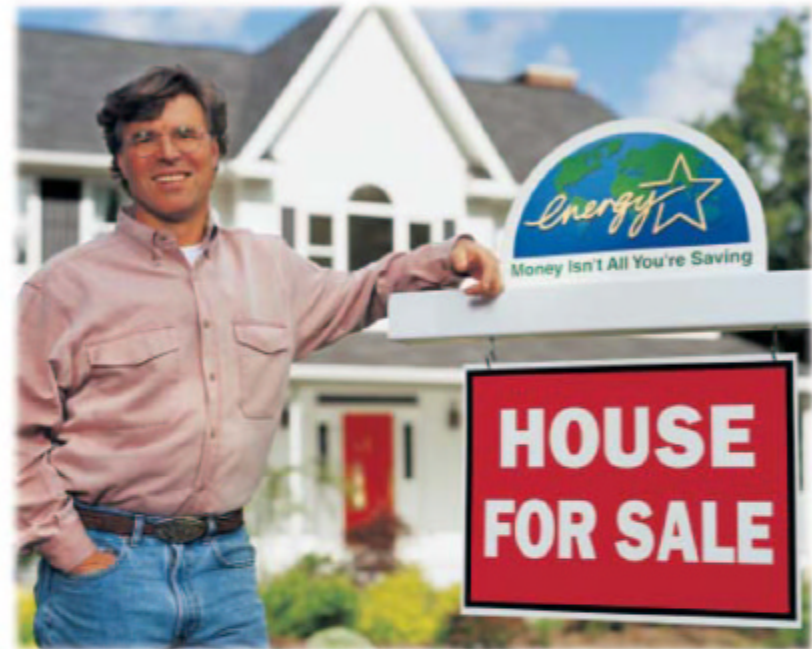
Choosing ultra-energy efficient construction is not an option. It's the only way. For your peace of mind, ENERGY STAR homes are built to meet the highest energy efficiency standards. They're built to save you money on your energy bills, and they're built to be more comfortable and last longer. They're built to be more comfortable and last longer. They're built to be more comfortable and last longer.

This makes for a home that is more comfortable and uses 30% less energy than conventional new homes built nationwide. Call us at 1-800-428-8413 and we'll send you a copy of the book for you and your builder to look over new home.

Find out what's at www.energystarhomes.com



"This is how all new homes should be built."



Steve Thomas, award winning television host, in front of an ENERGY STAR® labeled new home.

Differentiate your business by building homes nationally recognized for superior performance.

Hi, I'm Steve Thomas. Over the years you've seen me working on a lot of old houses, but today we're celebrating the completion of a new one that's built to achieve the ENERGY STAR® guidelines for new construction by the Environmental Protection Agency (EPA).



These homes are tested and inspected to use 30% less energy than conventional new homes built nationwide, giving your customer the real value.



- Lower energy bills
- A quiet, comfortable living environment
- Greater durability and lower maintenance
- Improved indoor air quality for greater health
- Peace of mind in knowing that the house is inspected, tested and certified
- Higher resale value

With ENERGY STAR, you don't have to change the way you build to maximize sales and profits. Right now, there are hundreds of builders and allies in New England participating in the ENERGY STAR Labeled Homes program, making a positive difference in their business, for their customers and the environment. So, before you break ground on your next new home in New England, call 1-800-628-8413 or visit www.energystarhomes.com.



WITHOUT IT, YOU'RE WASTING YOUR ENERGY.

Sponsoring utilities and energy efficiency service providers in NH and VT include: Augusta Gas, Amherst Gas, Cape Light Compact, Angolan Energy Delivery, Massachusetts Electric, Amherst Electric, Merrimack Electric, New England Gas Company, AC&H Electric, M&N Gas, Wood-Pritchard General Electric Light Company, and Western Massachusetts Electric.



ENERGY STAR Labeled Homes

Outstanding Achievement In New Home Construction



—U.S. Environmental Protection Agency and Department of Energy

Only homes meeting the highest standards for energy performance earn the 5-star rating of an ENERGY STAR Home by the EPA and DOE. Using a lot less energy, they're more comfortable, quiet and durable. We invite you to come visit the ENERGY STAR Homes being built by the largest and best builders in New England.



ENERGY STAR® HOMES
Open House Tour

FALL 2000

SUNDAY, OCTOBER 15TH, 12-4PM

*See for yourself
how new homes
should be built.*

OPEN HOUSE LOCATIONS

MASSACHUSETTS SITES

BROOKLINE The Glen at Chestnut Hill (5 home development), Newton Street, The Green Companies
CHARLTON Charlton Farms (20 home development), Fitzgerald Road, Mutual Builders
EAST LONGMEADOW Orchard Hill (48 home development), Orchard Road, Chapdelaine & Sons
HOPKINTON Hopkinton Highlands (69 home development), Greenwood Road, Toll Bros. Construction
PLYMOUTH Forest Edge at The Finchills (43 home development), Fine Cobble, The Green Companies
WESTBOROUGH Orchard Estates (38 home development), Orchard Drive, CASA Builders
WORCESTER Hidden Farm Estates (57 home development), Laurelwood Drive, Hidden Farm Inc.
WRENTHAM Wampanoag Estates (101 home development), Eastside Road, DiPacido Development Corporation

CONNECTICUT SITES

Hamden Blake Circle (5 home development), Blake Circle, T&M Homes
Milford Milford Hunt (62 home development), Magnolia Road, T&M Homes

RHODE ISLAND SITES

East Greenwich East Greenwich Preserve (62 home development), off Division Street, Toll Bros. Construction
Westerly Tam-a-Lum Farms (78 home development), Route One, Pulte Home Corporation

Call 800-628-8413 or visit www.energystarhomes.com for directions and more information.

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Cooperative Marketing



Conservation Services Group

Build the best home for your future



ENERGY STAR® Homes provide a smart, profitable choice for homebuyers.

By using 30% less energy than conventional homes, these homes can save you thousands of dollars in utility costs. And now, financial incentives are available from your participating utility company for high-efficiency heating equipment, appliances and design advice.

Any home can be an ENERGY STAR Home.

Whether you're building now or planning to build:

Call 1-800-628-8413

or visit our web site at <http://www.energystarhomes.com> for information about building an

ENERGY STAR Home.

Sponsored by:



ENERGY STAR Homes are endorsed by the U.S. Environmental Protection Agency and the Department of Energy for meeting high standards for energy efficiency.

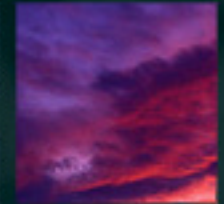
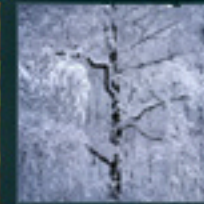
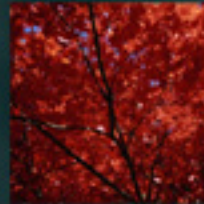
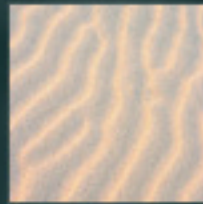


Look for these quality products and services to help you meet ENERGY STAR Home standards:





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ENERGY STAR® Homes

Free Builder and Designer's Workshops



LOCATIONS

REGISTER TODAY FOR ONE OF THESE FREE WORKSHOPS!

June, 2011

Tuesday, June 14, 2011

March, 2011

Wednesday, April 13, 2011

Washington, WA

Wednesday, March 23, 2011

Portland, WA

Thursday, April 14, 2011

Seattle, WA

Thursday, March 24, 2011

8:30 am to 4:00 pm

Registration and continental breakfast is free (food/beverage included)



Receive a FREE updated edition of the Field Guide to Sustainable Home Construction

Earn continuing education credits for architects through the Boston Society of Architects

TOPICS INCLUDE:

- How to use Windows Transport
- Air Sealing Details
- Air, Vapor, and Moisture Barriers
- Solutions for Quality and Mechanical Installation
- Insulation
- Heating, Cooling and Air Water Heating
- Insulation
- Planning for Energy Efficiency
- Heat Recovery
- Windows

Register today for one of these FREE workshops!

Call 800-222-4472 or email workshops@csgrp.com





Conservation Services Group



Market the \$: Rebates/Services

\$ 500/200 Builder Bonus

\$ 100 Mechanical Ventilation

\$ 200 HERS 88

\$ 400 HERS 89

\$ 600 HERS 90+

\$ 400 High Efficiency Gas HVAC

\$ 450 Value ENERGY STAR certification

\$ 500 HVAC Commissioning Service



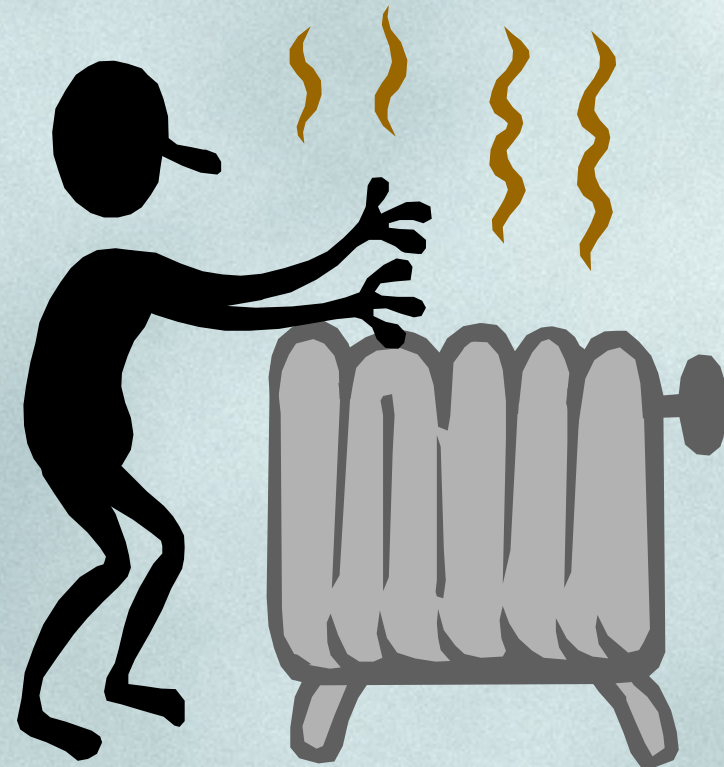


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Sometimes the program markets itself: Large East Coast Developer

- 2 years of HVAC troubleshooting “call backs” (comfort & air flow problems)
- With ENERGY STAR this developer gets it done right the 1st time!





Conservation Services Group



Customer / Participant Testimonials

Adds credibility to marketing message



Conservation Services Group



“We got everything we wanted and more. The most impressive thing is being warm in the winter without having to spend lots of money. I feel there is a better quality of air in the house and my two children get fewer colds in the winter.”

Home buyer in Cumberland, RI



Conservation Services Group



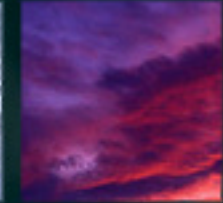
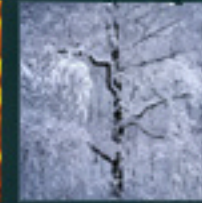
“I can look my customers straight in the eye and tell them *‘you’ve never lived in a house like this’*. It’s a superior value.”

Paul Bourke
ENERGY STAR[®] Builder





Conservation Services Group

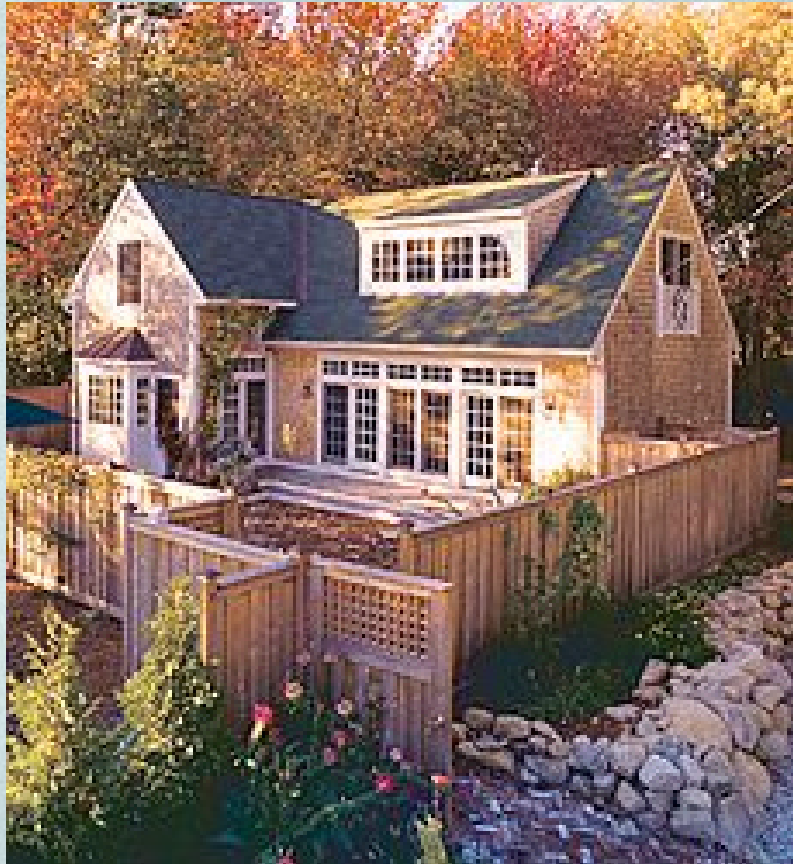


“The strength of the ENERGY STAR Homes Program is the technical expertise that is brought to each project, helping low-income clients who can least afford high utility bills.”

Paula Herrington
Former Director of Development,
NOAH

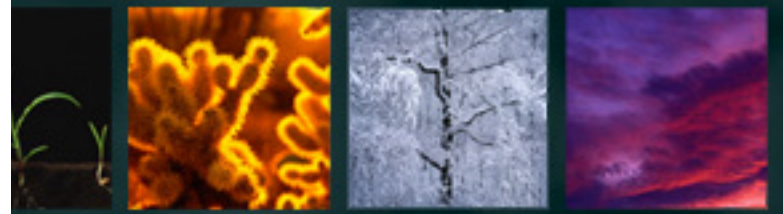


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“Building to ENERGY STAR standards has become our standard way to build all of our projects.”

Giorgio DiConstanza, Builder
Boston Metropolitan Construction



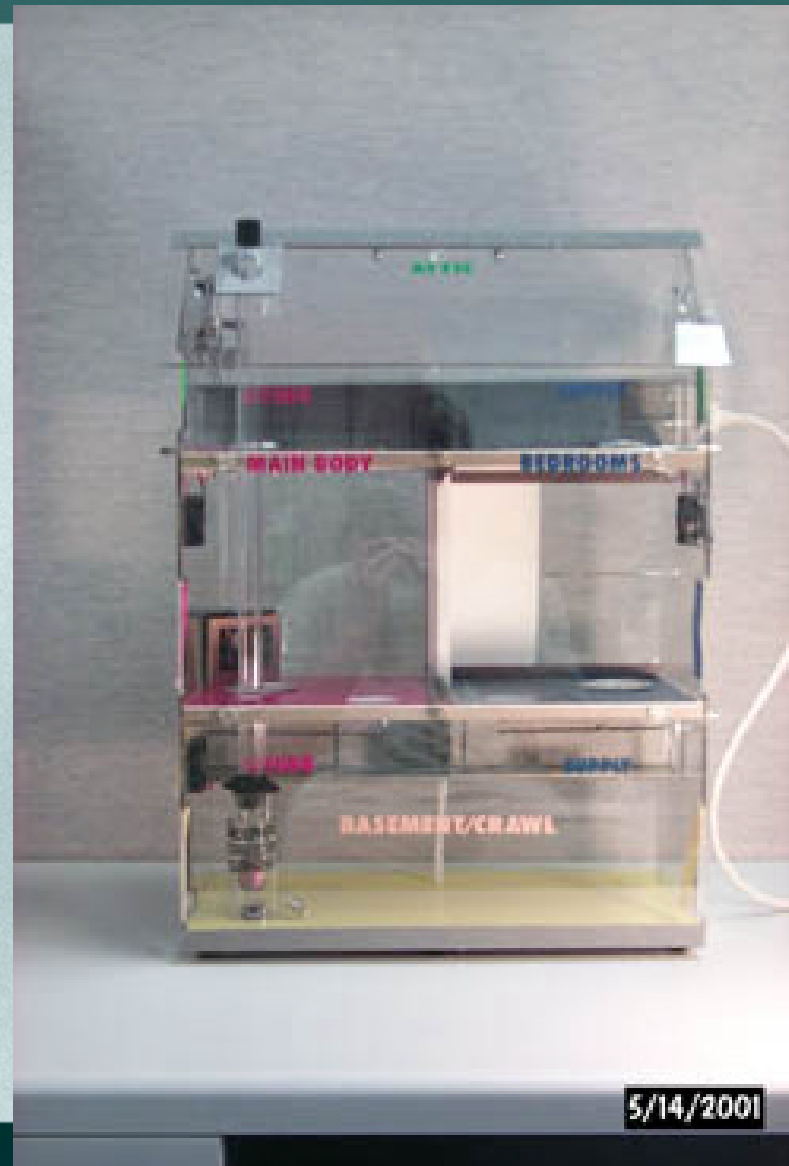
Promotional Items



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Mad Air House





Conserva



I-SMART House



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BOSTON Herald

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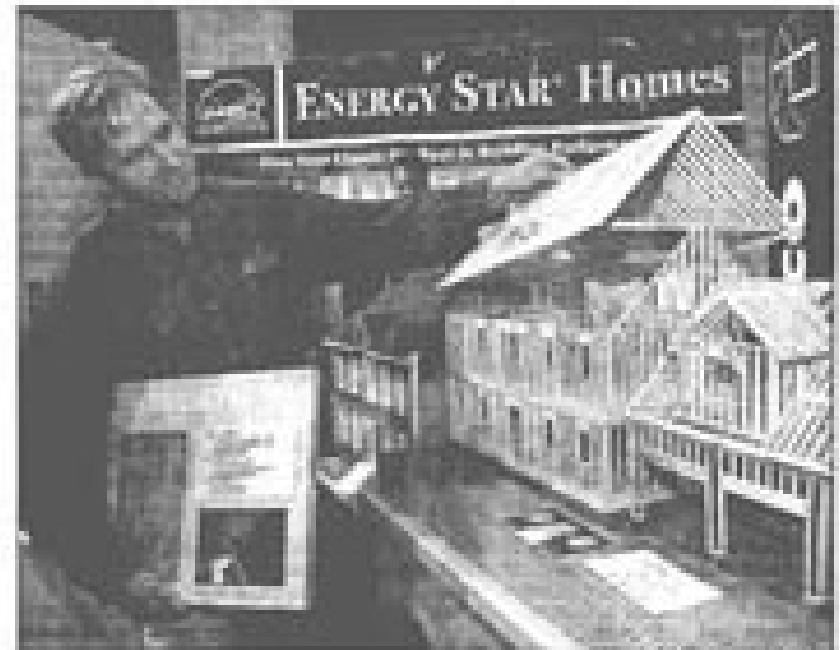


PHOTO BY BO HERRING

EFFICIENCY EXPERT Paul Wolff of Energy Star Homes shows off a model last month during the Model Home trade show.

Model behavior aids in building efficient houses

By PAUL HERRING

What makes an Energy Star home?

Using a temporary scale model of a prototypical colonial home called the I-SMART Home, Energy Star Homes leader Paul Wolff illustrates the concept of a house designed for optimal energy performance.

"We see an Energy Star home as an integrated building system that includes wiring, insulation, framing, insulation, air sealing, windows, ventilation, heating systems and efficient appliances," Wolff says. "All of these elements have to work together."

Wolff, who studies architecture at Harvard's Graduate School of Design, built the model and uses it for presentations to builders at training seminars and at industry trade shows. He stresses that Energy Star certification is open to any kind of home regardless of fuel type.

"The model took like a typical colonial

home," he says. The model contains "put away" layers that show such recommended features as reduced framing costs.

"It's possible to save up to 30 percent in lumber costs from conventional 16-inch on-center framing by going to 24-inch on-center," Wolff says.

He adds that Energy Star homes will typically have enhanced insulation — whether batt, rigid foam or wet cellulose — high-performance, low-E argon gas-filled double-pane windows, and improved air sealing by caulking, framing and gasketing holes and gaps.

Energy Star homes require an upgrade to either high-performance mini-split or an air-to-air heat exchanger that will properly ventilate a tightly built house.

Wolff says homes usually have high-efficiency appliances and sealed-combustion heating systems that are up to 30 percent more efficient than conventional