

5 Biggest Mistakes Selling

Energy Efficient Homes

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES **REVIEW**



Energy Efficient Homes Deliver:

- · Performusines Advantage
- · Cost Advantage
 - Environissental Advantage

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES



Mistake No. 1: Not Attracting More Buyers with Benefits of Energy Efficiency



Typical ENERGY STAR Story Govt.-Backed Label Price Energy Efficient Location Building Science Facade More Comfort/IAQ Floor Plan Improved Durability Amenities Reduced Pollution

More Buyers

Endorsement

Cost Conscious

Adv. Technology

Comfort/Health

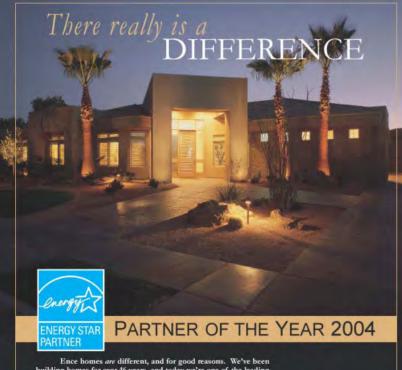
Low Maintenance

Environmental







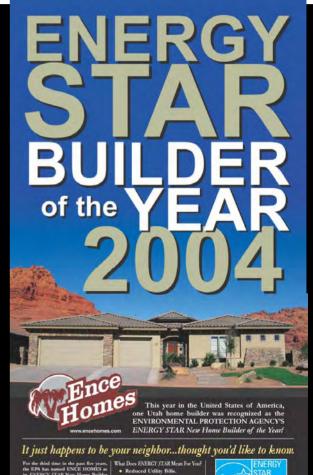


Ence homes are different, and for good reasons. We've been building homes for over 46 years, and today we're one of the leading home builders in Mesquite. We are committed to quality and value in every home we build, now and in the future. We are so confident in this commitment that every new Ence home comes with the 2-10 Home Buyer's Warranty, and every home we build exceeds the demanding 5-Star standards established by the EPA's Energy Star program. With five communities to choose from, you are assured of finding the home and location that is perfect for you and your family. From continuous in-depth research to innovative and interesting architecture, our homes are built for life. We invite you to visit any of our communities in Mesquite to learn more about the quality and value offered in every Ence home.

Ence

encehomes.com

702.346.6000 • 114 N. Sandhill Blvd., Suite A, Mesquite, Nevada

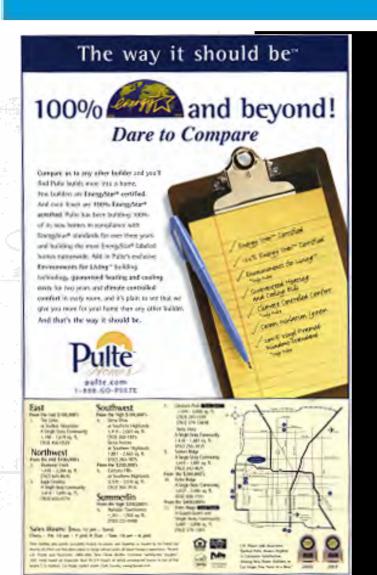


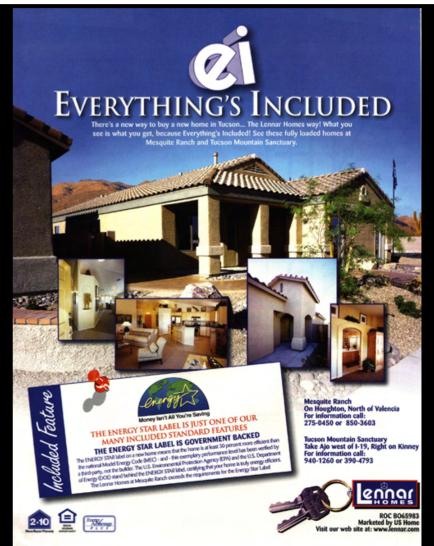
· Healthier Indoor Air.

Advanced Technology

Low Maintenance.
 A More Comfortable Home
 A Quieter Home.





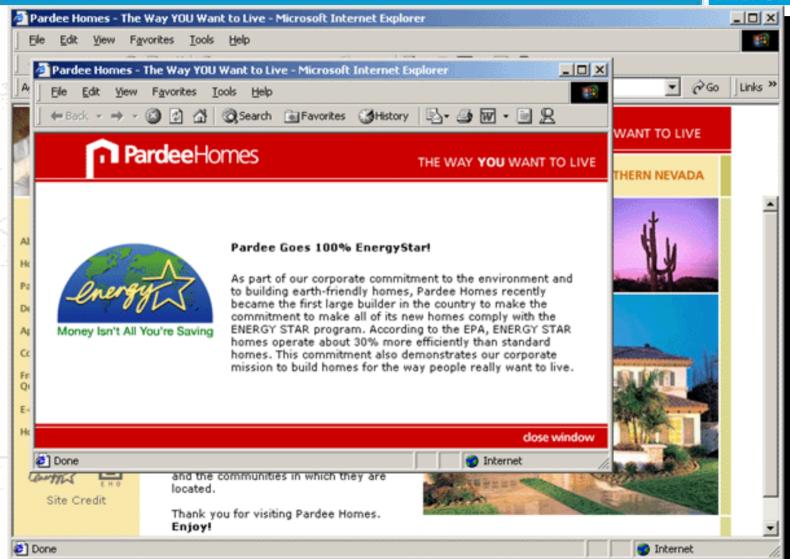








ENERGY STAR















More for Your Money.[™]

TAPESTRY

15 Unique Models



LEFT AT DURANGO EXIT



















FIVE WAYS YOUR PROMINENCE HOME EARNS THE ENERGY STAR® LABEL

- 1. ENGINEERED HEATING, VENTILATION AND AIR-CONDITIONING DESIGN...
 takes into account bends and turns in ductwork, register locations, duct lengths, connections, air flow and Honeywell® programmable thermostats
 energy cost savings and more consistent temperatures from room to room.
- 2. AIR-TIGHT DUCTS...

 are achieved by using straps, collar ties, and mastic per Energy Inspectors® protocols

 « lower beating and cooling costs, and better air distribution.
- 3. MILGARD® ENERGY-EFFICIENT LOWE4TM WINDOWS WITH VINYL FRAMES... reflect the sun's heat away from the home in the summer, and retains the furnace's heat in your home during the winter = lower energy costs and reduced fabric fading.
- ENERGY-SAVING INSULATION...
 Guardian® R-30 ceiling insulation, R-19 equivalent exterior wall insulation
 creating more comfort and higher energy efficiency.
- 5. ENERGY INSPECTORS*...
 is a reputable third party who inspects and certifies the energy upgrades and engineering in our homes.
 They provide diagnostics that rate the performance needed to qualify as an ENERGY STAR* home

 the ENERGY STAR* label.



"ENERGY STAR" homes are higher in energy efficiency and provide an energy savings of at least 30% when compared to the Model Energy Code. Saving money on utilities, increasing comfort and caring for the environment."

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES

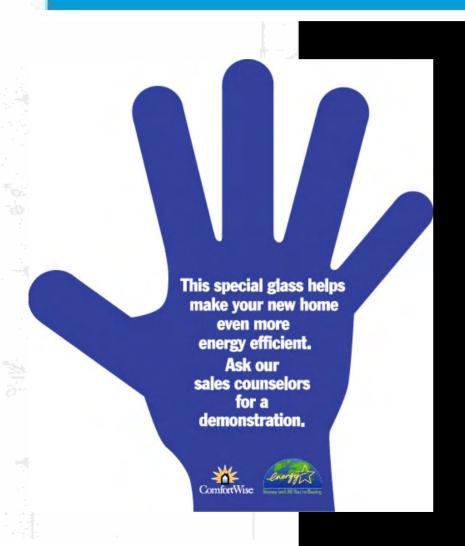


Mistake No. 2:

Not Using Silent Salespersons
to tell your
Energy Efficient Story

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES SILENT SALESPERSON: BENEFIT LABELS

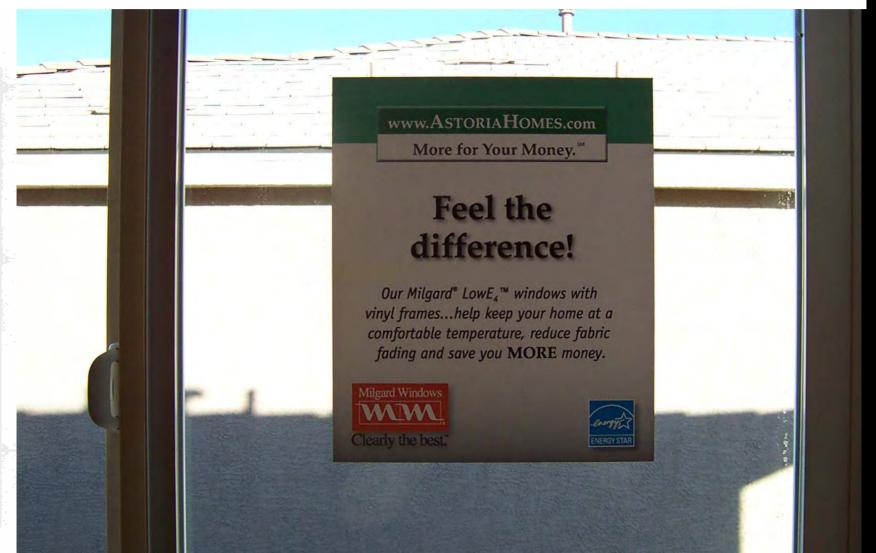






5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES SILENT SALESPERSON: BENEFIT LABELS





5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES SILENT SALESPERSON: BENEFIT LABELS





5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES SILENT SALESPERSON: CHECKLISTS



Ruilder #1 Ruilder #2

Your Home is Qualified for Energy Star®:



Engineered Heating, Ventilation and Air-Conditioning Design...
takes into account bends and turns in ductwork, register locations, duct
lengths, connections, and air flows = energy cost savings and more consistent
temperatures from room to room.

2. Air-Tight Ducts...

are achieved by using straps, collar ties, and mastic per ComfortWisesM

protocols = less dust, lower heating and cooling costs, and better air distribution.

3. LowE™ Glass Windows... reflects the sun's energy away from the home in the summer, and reflects the furnace's heat back to the home in the winter = reduced fabric fading and lower energy costs.

4. Inspection and Diagnostics... energy features are inspected and tested by a third party, ComfortWiseSM = quality control.

5. ComfortWise^{5N}... documents energy upgrades, inspections, and diagnostics, and increased energy efficiency, and energy savings of at least 30% less than the Model Energy Code = the ENERGY STAR label.

"One ENERGY STAR qualified home is equivalent to eliminating .41 cars from the road."

INCLUDED ENERGY FEATURES CHECKLIST

Pardee Homes Invites You to Compare!

Pardee Homes

		Bullaci ii i	Danaer #2	
Spectrally Selective Glass SSG reflects much of the sun's energy back outside, reducing the need for air conditioning; it reflects the furnace's heat back into the home, lowering heating costs. SSG reduces fabric fade by 75%, yet lets in 90% of visible light.	YES NO	YES NO	YES NO	
Engineered HVAC design Takes into account bends and turns in ductwork, register locations, duct length, connections and air flows; room by room loads are calculated by a registered P.E. with ducts and systems sized correctly.	YES NO	YES NO	YES NO	
Tight ducts (<6% leakage) Typical homes have 20-30% duct leakage. Tight ducts mean less dust, lower heating and cooling costs, as well as increased comfort due to better air distribution.	YES NO	YES NO	YES NO	
Inspections & Diagnostics Energy features are inspected and tested by third party to ensure quality. Rough inspections cover the quality of installation of insulation, caulking and sealing, windows IU-value & SHGC), and HVAC ductwork. Final on-site inspections confirm required efficiency equipment has been installed; room-by-room airflow, duct leakage and static pressure is measured; and the integrity of air sealing is confirmed with a blower door test.	YES NO	YES NO	YES NO	
Home Energy Rating A Home Energy Rating from CHEERS documents that the energy features have been installed and inspections & tests passed. This documents increased efficiency and energy savings, and can lead to higher resale value.	YES NO	YES NO	YES NO	
EEM Loan Docs Money saved on monthly energy bills can be applied toward more house or more upgrades.	YES NO	YES NO	YES NO	
Energy Star Earns the Environmental Protection Agency Energy Star Seal of Approval.	YES NO	YES NO	YES NO	

www.**PardeeHomes**.com

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES SILENT SALESPERSON: BROCHURES



Why buy an ordinary home when you can have the Higher Standard offered with a David Powers home?



A Higher Standard of Features.

Compare the features exclusive to David Powers Homes and you will see we include many more features over our competition. while still offering an affordable price. When you look closely at what we offer and they don't, you'll see the real value of a David Powers home. Look at our extensive 4-more Premium Features. brochare and compare for yourself. There's even a chart that makes it easier for you to do your own comparison and see the value and Higher Standard in a David Powers home.



A Higher Standard of Energy Efficiency.

David Powers Homes is one of the first builders in Houston to be an Energy Star builder. Energy Star is a voluntary program to help consumers identify a benchmark for energy efficient residential construction. The Energy Star program treats a home as a system. The components of windows, insulation, orientation, heating and air conditioning, and air tightness are all evaluated. inspecied, and certified to meet stringent requirements set by the Department of Energy, David Powers offers a Higher Standard^{1M} than even Energy Star requires and tests every one of its homes for compliance with this program. (Some builders test only every sixth home.) Homes are tested while under construction and again when complete. David Powers Homes feature light construction, improved insulation, tinted double-pane insulated windows, sealed ducts, and high-efficiency air conditioning systems. With an Energy Star David Powers home, you will enjoy lower monthly utility costs, improved comfort, a quieter home, improved indoor air quality lower maintenance, fewer pests, and less diest.

A Higher Standard of Design.

David Powers Homes offers an impressive array of floorplans, including the Masterpiece Collection of homes. The Masterpiece Collection is an innovative compilation of floorplans, each one to offer five completely different, internationally influenced architectural styles and interior. selections. The styles which include Texas Traditional, Americana, Tuscan, Italianate and French Country, are available in each Masterpiece Collection

floorplan, It's easy to see why we say Escape the Ordinary with a David Powers home. If you refuse to live in a home that looks just like your neighbors, you'll appreciate this Higher Standard™ of Design.



A Higher Standard of Construction

David Powers solid construction standards are unparalleled. We are one of the few builders in Houston who is so proud and confident of our standards, we provide all prospective home buyers with a 4-page, color brochure which outlines the way we build your home and the ways we exceed your expectations with our Higher



A Higher Standard™ of Energy Efficiency

Another David Powers Tigher Otandard M

Taking the program one step further. David Powers Homes tests every home for compliance with this program and is the only Houston builder testing every home.

The Certification Process The first step begins before the home is even built. An independent Energy Star Home Inspector reviews the home's plans and uses sophisticated software to determine its expected efficiency rating. Homes must achieve a certain Home Efficiency Rating Score. After the home is built, the inspector returns to test duct leakage and measure the overall tightness of the house through the blower door test. Only if the home passes these tests will it receive Energy Star certification.

David Powers tests every home we build for compliance with this program, while other builders test every sixth home

David Powers Homes is one of the first Houston home builders to build every one of our homes to comply with and even exceed the national Energy Star program, the most bailed energy efficiency program in the nation. Energy Star is a voluntary national program developed by the U.S. Department of Energy to help consumers identify a benchmark for energy efficient residential construction. The Energy Starprogram treats a home as a system. The components of windows, insulation, orientation, heating and air conditioning, and air tightness, are all evaluated, inspecied and certified to meet stringent requirements set by the program.

What does that mean for you?

Save 30% on Utility Bills

Energy Star Homes make it possible for owners to save money each month on utility bills and maintenance costs. As an Energy Star home owner, your utility bills may be reduced by as much as 30% each month, a significant savings when you consider the true cost of a home is not its "sticker" price but what it costs you to own and operate it every month.

Solid Construction

Energy Star homes are more tightly constructed and contain high efficiency heating and air conditioning equipment, more insulation, tighter ducts, energy-efficient windows, and a home that's more tightly sealed against heat transfer from hot walls, drafts, noise, dust, and pollen.

Comfort and Quiet

Tighter construction and improved insulation help keep out excess heat, cold and noise while maintaining consistent temperatures from room to room, Individual air returns enable you to keep bedroom doors closed for privacy.

Healthier Indoor Air

Energy Star homes have better sealed ducts which helps keep out dust, pollen, mold. radon, and carbon monoxide out, so you can breathe easier.

Good for the Environment

Almost 20% of air pollution results from energy used in homes. Energy Star homes use significantly less energy, so you can feel good knowing you are doing your part for the environment

Living Proof of the David Powers Energy Star Higher Standard™



For nearly a year, Kev in and Lynn Pet terson extensively researched the Houston boasting market, learning everything they could about various locations, builders, value and quality. Today, they are very proud owners of a new David Powers home in Lakes on Eldridge liarth who feel certain they

Energy Star was a key decision factor for the Pettersons. Realizing the importance of a tight is sealed home in the Houston environment, Kevin and Lyan had an "audit" of their previous home performed to measure its tightness and energy efficiency. Since they had long been aware of the value of this feature, they wanted to make sure their new home was as energy efficient as possible. They were impressed with what David Powers and Energy Star offered. "For the size of the bome, the utility bills have been very reasonable," said Kevin, "Our neighbors have another builder's home and they don't have all of the energy features we do, like double-pane windows for example," Key in was also impressed that Tech Shield was used on his home and how much this impressive Kevin and Lynn Petterson material added to bis home's value and energy efficiency.

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES



Mistake No. 3:

Not Using Eye Candy to Communicate the Power of Energy Efficient Technology

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES EYE CANDY: TECHNOLOGY DISPLAYS







5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES **EYE CANDY: TECHNOLOGY DISPLAYS**





5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES



Mistake No. 4:

Not Making Sales Agents
Accountable to Telling Story

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES ACCOUNTABILITY: MESSAGING



Value Introduction:

- Instead of asking Con I help you?
- There is so much we've done to improve the quality of our homes that you can see.

When you are done looking, I'd love to tell you about 10 technology innovations you can't see that save you thousands of dollars while improving the comfort, air quality and durability of our homes.

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES ACCOUNTABILITY



"If you don't tell your story, you give it away!"

Vern McKown
President Ideal Homes

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES ACCOUNTABILITY: AGENT TRAINING



Ideal Homes; Norman, OK

- Professional Sales Consultant Training (Real Estate and Energy Efficiency)
- Role Playing (Continous Improvement)
- · Mystery Shopper (Accountability)
- · Salesperson Performance Reviews

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES



Mistake No. 5:

Not Using
Power of Energy Efficiency
to Own Customer for Life

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES CUSTOMER FOR LIFE: CORE CONCEPT



Value of most design features
(e.g.,, counters, finishes)
become obsolescent,
but

Value of energy efficient features
(e.g., comfort, health, durability and high resale value)
increases over time.

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES CUSTOMER FOR LIFE: OWNER MANUAL



Newmark Homes Manual: Dallas, TX

- Tells the whole story when the buyer is ready
- · Differentiates Newmark
- · Has legs (buyers keep them)
- · Low cost way to 'own' customer for life

5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES CUSTOMER FOR LIFE: AFTER-SALE INFO



Engle Homes Denver, CO

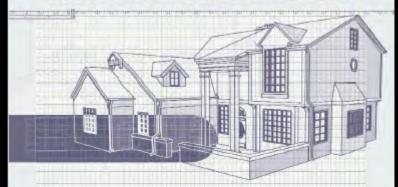
- Committed Buyers

 Ready to Listen
- · Reduce Buyer Remorse
- Increase Customer Satisfaction
- Use Survey to Get

 Leads/Testimonials

The High Performance Home

A Free Dinner and Seminar for Homeowners and Homebuyers



What: Engle Homes, in conjunction with E-Star Colorado, is

sponsoring a free seminar for homeowners and homebuyers that will explain the durability, energy efficiency, moisture management, and health and

safety features of a high-performance home.

When: Thursday, September 16, 2004

6:30pm to 8:30pm

Where: Renaissance Hotel - The seminar will take place at the

Renaissance Hotel located at 3801 Quebec Street across from Stapleton. To get to the botel, take 1-70 to Quebec Street, Exit 9278. Drive south, staying to the far right of the street. The hotel is just under a mile from the

interstate.

RSVP: Space is limited - to make a reservation, contact

Matt Thornberry, E-Star Colorado, (303) 297-7498. Please visit the E-Star Web site for more information, www.e-star.com (click on "Announcements and Events").

chedule: 6:30mt to 7:00mt - Dinner and Dessert Provided by Engle Homes

7:00rst to 8:00rst -- Presentation, "The High Performance Home," by Mark Lalaberte

8:00pst to 8:30pst -- Informal Question and Answer Session

Hosted by:









Correcting Mistakes with ENERGY STAR

ENERGY STAR TOOLS TO FIX MISTAKES



- Logos/Stickers
- Partner Recognition
- Ad Partnership
- · ENERGY STAP COUPORS
- · Consumer Brochure

Attracting Buyers

Silent Salepersons

Sales Toolkit

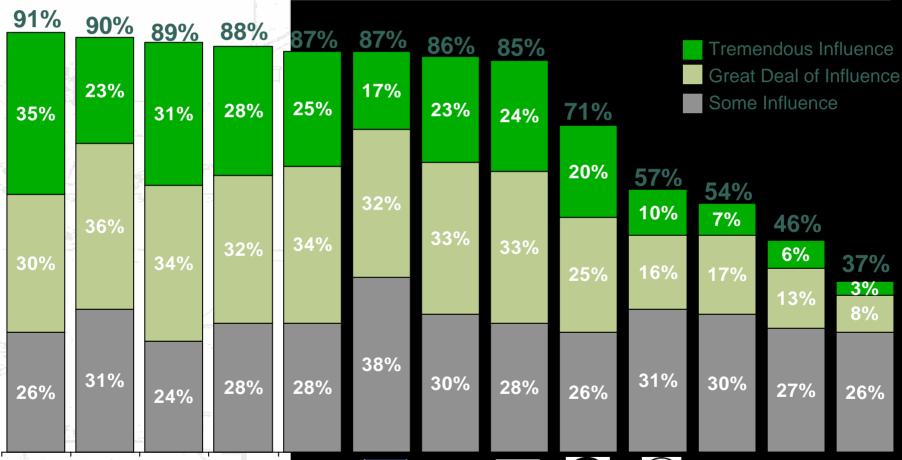
Silent Salespersons
Eye Candy
Accountable Sales Agents

- ENERGY STAR Plague Sources
- · Consumer Fact Sheets

Owning Customer for Life

MISTAKE NO. 1: NOT ATTRACTING MORE BUYERS ENERGY STAR 'BRAND"





)USDA(PRIME BBE

USDA ORGANIC

ADA ACCEPTED

Consumer Reports



MISTAKE NO. 1: NOT ATTRACTING MORE BUYERS ENERGY STAR LOGO







Partner Logo



Promotional Mark

MISTAKE NO. 1: NOT ATTRACTING MORE BUYERS ENERGY STAR STICKER



- Three versions:
 - individually verification
 - sampled verification
 - manufactured homes
- Certificates are optional



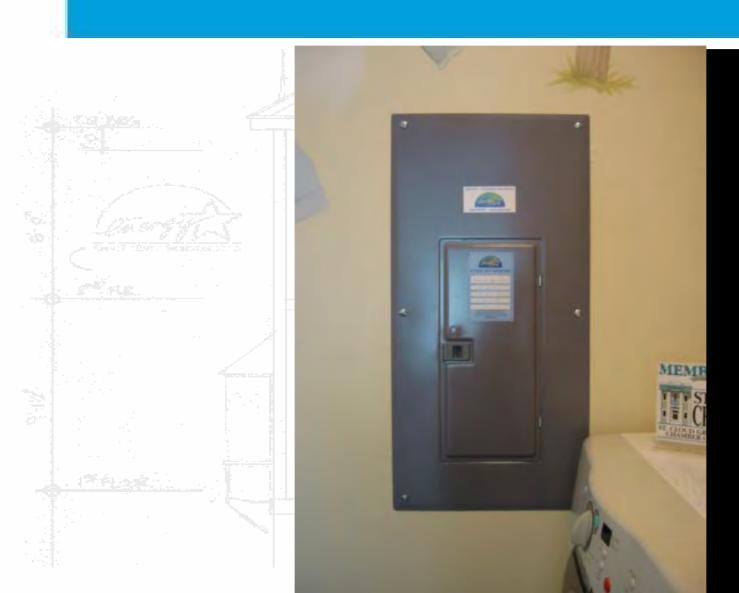
AN ENERGY STAR®

Duille laur		
Built by:		
Verified by:		
Date:		
Optional information	on:	

www.energystar.gov

MISTAKE NO. 1: NOT ATTRACTING MORE BUYERS ENERGY STAR STICKER





MISTAKE NO. 1: NOT ATTRACTING MORE BUYERS PARTNER RECOGNITION



- Web Site Listing
- 100% Builder Commitment
- · Achievement Awards
 - Builder/Raters (50/150/300+)
 - Providers/Sponsors (250/500/1000+)
- · Partner of the Year
 - Transforming markets
 - Effective marketing w/label





MISTAKE NO. 1: NOT ATTRACTIING MORE BUYERS AD PARTNERSHIP



Partners provide:

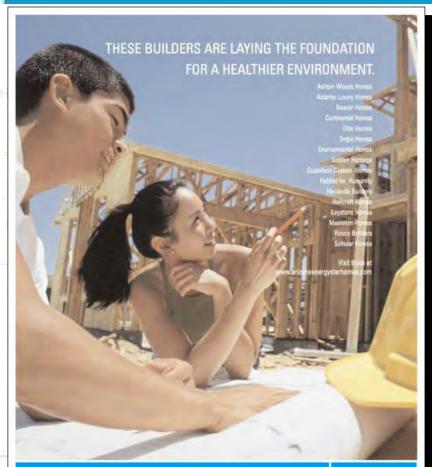
- Participation from at least 3 partners (at least two of which being builders)
- Funds to run an 3-13 week placement of an EPA-developed ad (or equivalent alternate)

EPA provides

- Funds to run a complementary ad
- Customized ad templates for each market (partner names, logos, local web site)

MISTAKE NO. 1: NOT ATTRACTIING MORE BUYERS AD PARTNERSHIP





BUY AN ENERGY STAR® QUALIFIED HOME. IT'S BETTER FOR YOU AND THE ENVIRONMENT

ENERGY STAR qualified homes meet EPA's strict guidelines for energy efficiency. These homes provide greater comfort and durability while lowering utility costs. Energy efficiency also protects the environment by significantly reducing the greenhouse gas emissions that contribute to global warming, Learn more. Visit www.energystac.gov



Heading:

These builders are laying the foundation for a healthier environment.

Subhead:

Buy an ENERGY STAR qualified home. It's better for you and the environment

AD PARTNERSHIP



Text in blue band:

ENERGY STAR qualified homes meet EPA's strict guidelines for energy efficiency.

These homes provide greater comfort and durability while lowering utility costs.

Energy efficiency also protects the environment by significantly reducing the greenhouse gas emissions that contribute to global warming.

Learn more. Visit www.energystar.gov

MISTAKE NO. 1: NOT ATTRACTIING MORE BUYERS **AD PARTNERSHIP**





BUY AN ENERGY STAR® QUALIFIED HOME. T'S BETTER FOR YOU AND THE ENVIRONMENT.

energy efficiency. These homes provide greater comfort and furability while lowering utility costs. Energy efficiency also protects the environment by significantly reducing greenhouse gas emissions that contribute to global verming. Learn more. Visit www.energystac.gov





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ENERGY STAP



BUY AN ENERBY STAR® QUAUFIED HOME. IT'S BETTER ROR YOU AND THE ENVIRONMENT

ENTRICY STAN enaction from a result EPSE safety processor than purpose contains these server guideline for onling officiality. These harms provide guideline control server durability while towarding officially contains any officiality being protected restrictions by significantly reducing the poordinate per order to a the control of global warrang, Loaminisma. Watt www.ca.scropsia.com

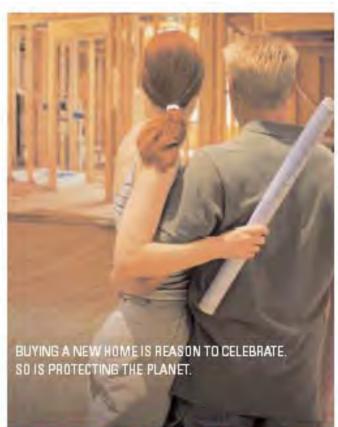


MISTAKE NO. 1: NOT ATTRACTIING MORE BUYERS AD PARTNERSHIP





AN ENERGY STAR® QUALIFIED HOME IS BETTER FOR YOU AND THE ENVIRONMENT.



HELP YOURSELF AND THE ENVIRONMENT WHEN YOU BUY AN EVERGY STAR QUALIFIED HOME.

ENERGY STAR qualited homes meet EPAs shirt glatiches for energy efficiency. These homes provide greater combint and disnability white lowering stiffly costs. Energy efficiency also probable the environment by significantly reducing the greanhouse gas enlessins that condition to global warning. Lean more, Visit www.anargystar.gov.



MISTAKE NO. 1: NOT ATTRACTIING MORE BUYERS ENERGY STAR COUPONS



Consumer discounts on ENERGY STAR qualified products:

Aldd Partner Value
Educate Buyers

ENERGY STAR labeled home purchase

ENERGY STAR labeled products

ENERGY STAR LABELED HOMES: WHERE ARE WE GOING? ENERGY STAR COUPONS: LAS VEGAS







BUILDERS

Amstar bomes Astoria Homes Esamble Development Group Celebrate Homes Centex Homes dha Real Homes Concordia Homes Del Webh

Desert Wind Homes Distinctive Homes Greystone Homes KB Home
Pardee Homes
Perma-Bilt Homes
Putte Homes
Ryland Homes
Signature Homes
Warmington Homes
Weekney Homes

CUMPANIES

Bessley Broadcast Group Builders Choice Consol/ Comfortwise Country Well Home Loans Entry Inspectors Faits Foley Warren PR MSI Novada Power Comap by New Homes Guide R.D. Willey Sears Contract Sajes Sierra Air The Homes Show The Howard Hughes Corp/ Summerlin Wells Farno Home Mortgage

Tablican St.

BUILDERS & COMPANIES CARE



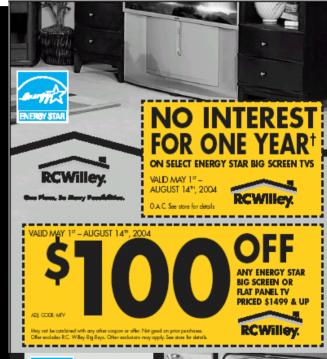
Look inside for huge savings! Save Energy and Save Money!

ThinkEners us

ENERGY STAR LABELED HOMES: WHERE ARE WE GOING? ENERGY STAR COUPONS: LAS VEGAS











ENERGY STAR LABELED HOMES: WHERE ARE WE GOING? ENERGY STAR COUPONS: LAS VEGAS

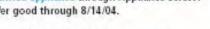


SAVE 20%



SAVE 20% Valid May 1st - August 14th, 2004 20% off the purchase of any regular priced

Kenmore' or Kenmore Elite' EllERGY STAR' qualified appliance through Appliance Select". Offer good through 8/14/04.









Stronger of regular grows and produced programs of the control of

WHICH Barri Marris, \$100 Reports in the printed of You Herry Rest." Balan beaments. Magaze reduct corpus Keredda tir near resecutio gatering on pro-position

SAVE 10%



5/4 1/E 10% Valid May 1st - August 14th, 2004

10% off the purchase of any regular priced ENERGY STAR® qualified home electronics purchase. Good through thru 8/14/04.







or day, subtitute and Park and Papin Caste purious, sating order, brouketry Stee, Saying Steer and Bakker, Steer Lowest Suscesses, satisfied to be represented full Cook, and provide a present to Service to the partners. But it regard transformed and Steen problems for the partners. continue hand. Data wife 1905, is the enough of a retire, compare starge and beliefed from pass offered Enquel object diagnost the 2003. Bell or a might Day or the sent Self, any of the stargers.

STATE States Street, LLC Sattabases, States Appl or Fact Street State . les Sidericke Planer colaid seepon. It untille by even, manually active framespoor tender

MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR BROCHURE





"I would recommend ENERGY STARI to an yor a looking to key a new home. If this house waren't ENERGY STARI rated I wouldn't have besen't I."

> David Victol, Harmonia or Loc Vegas, NV

"Our sub-contractors sond thair best are no because the y know thair mark will be inspected."

> Actoria Horses, Lace Vegas, MV ENEREY STAN Builder Partner

"The expanse of healing and cooling a home is a reijer part of the cod of home arms only. By participating in the EMERY STAR Program, make discillular journals' this expanse and here abolists defines what his expanse; and here abolists colors are also are also relate."

Michael E. Dreid, Provident, Bast Houses Indiamagnic, IN

"Dur ENERGY STAR homeomet so man y needs. We needed to be of Agid, a tight house, and have cooling hits We get exactly that—ENERGY STAR ready does not fit." East and Charles Westbrook, Homeometric

"My higgest saling point for buying an EMERGY SIDA home was resale value. I would highly recommend EMERGY SIDA to anyone because it will defined y save then now ay in the long non."

Harry Elison, Horassaron/Architect Law Veges, NV

"As consumers is occurs more educated and familiar with all of the as beans fit that energy all cleryly as its effect in 5 years non-IMERRY STAR rated horses will become functions by absolute."

> Earl Saylos, Durty Appraisal Survice Melcans, R.

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MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR BROCHURE



WHAT IS ENERGY STAR*?

EHEREY STAR is the government inacted symbol for energy affectory. It dentities new lognes and more than 20 types of products that are energy efficient and other the festived, pushly, and personal control that hodges collections expect. Products that can som the EHEREY STAR include appliance, lighting, home office equipment, consumer electronics, and involving and cooling equipment.

The ENEHEY STAH Jabol on a new home means that it is significantly more efficient than a standard home. By purchasing an ENETRY STAR qualified increasing on ENETRY STAR qualified increasing to the trade of the free from the standard or your new home, plus toward stay longer and the standard or your new home, plus toward stay longer and the standard or you will help reduce air political.

ENERGY STAR for Homes is a voluntary partnership harbest the government and more than 2,000 of the nation's home budders. Tagetter with hume layers and than beniles, we are worked to access on a common grid—protecting the uniform within fature government by changing to more aperty-efficient practice today.

It's our februs. Together, we can make a change for the bottle Last year above. Americans with the help of EMERGY STAR saved crossing hearing to power 20 million homes and reduced great februs give or justices and water to those from 18 million care, while saving 50 18 for in among years.

HOW DO HOMES QUALIFY AS ENERGY STAR?

Harmes that come the ENERGY STAP and significantly more officient than standard homes. "ENERGY STAP thoms their one actions this high affoliatory for you by soluting than a variety of frequency."

EFFECTIVE INSULATION

Properly is talked restation in tions, waits, and other assets over temperatures troubly too the tious, while using less every. The result is lower utility costs and a quistor, more comfortable forms.

HIGH-PERFORMANCE WINDOWS

Whitees with observed costings and construction help keep bank in during winter and out during summer. They also shock forms in gibrarolist sureignt that can also for a ripets, and furnished.

TIGHT CONSTRUCTION AND TIGHT DUCTS

Advanced techniques for easing halos and create in the historial farvelope" and in the heating audiotesting ducts help notices drafts, moisture, dust, policy, packs, sed solge. A near-tightly sealed harm improves contract and lateor six quality, while leavening utility and international solgests.

MORE E-ROIENT REATING AND CODUNG EQUIPMENT

Energy-efficient, properly installed healing and cooling systems use from energy, which reduces althy bits. Work withy one salder to estact a system known for his her quality and greater durability located by longer we treation sow awaited to on many models.

INCEPENDENT TESTING

While it's easy to claim that benes are energy officient, ENERBY STAR partners back that up with a fill it party inspection verifying the energy performance of your home.

Homes for earl the PESSE SMA regular at basist person man element has the miner Mark Length late to homes at 20 person delicate fair that the state energy cuts, whichever is more regions.



ENERGY STAR QUALIFIED HOMES HOME OWNER BENEATS

PEACE OF MIND

Home buying in complex enesign without having to know, all the details of energy-efficient communication. Instead, look for the government-backod EME-SIX-SIA Plated to easily stantify because that we half energy of the ont. And the house of your cheans and only peace or their details which is not provided to the cheans and only peace or their details and the second meets of the tenorgy efficiency guidelines.

LOWER OWNERSHIP COST

Compared with standard holinos, ENERGY STAR qualited from so, use automatively less a surgy for healing, accelling, and under healing—delivering \$200 to \$400 in annual surlings. Own the everage 7 to 8 years you may live in your hone; this additions a pro-treasement of delivers assessed or eithy bills. Additional surlings or name annual control of the survival of the standard of the substantial.

BETTER PERFORMANCE

Properly installad an engy-efficient improvements deliver tester protection against cold, heart, divets, mointen, politikor, and noise. All energy-efficient bit one helps, antenna consistent temperatures between and earlies more, improved indoor air quality, and grouter danability.

SMART INVESTMENT

To balo, over 2,000 home builders have perturned with EPA to construct more than 25,000 ENERGY STAR qualified former. By the end of this decade, more than 2 million homes are expected to earn the EMERBY STAR. The transit science by choosing a home with the EMERBY STAR label, you can be confident that third is new an immostingly valued feature when the time content to 68.

ENVIRONMENTAL PROTECTION

Did you liciow that your home combine a greater source of polletion than your con? In text, 16 percent of 41 greenhousegases are generated from the energy used in bouses reformation.

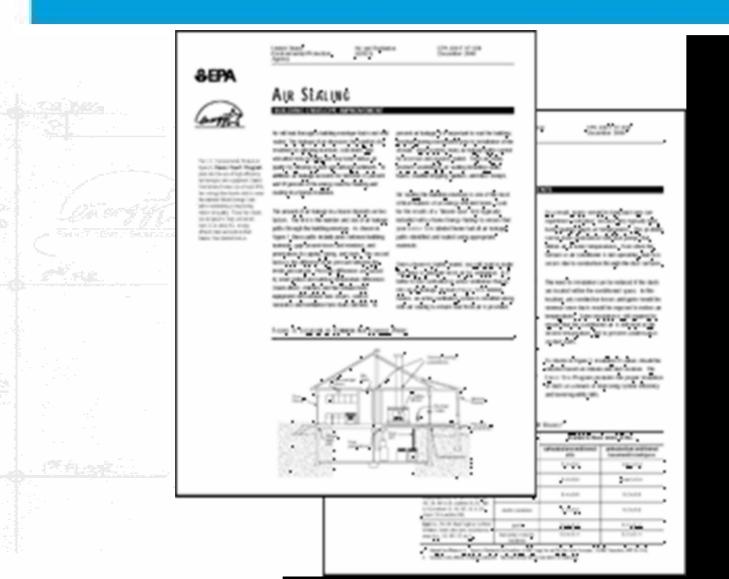
Energy used in our homes often barries from the barrieg of lose i fuels of yower plants, which contributes to a heaf of air poliution problems including arrieg, acid rolls, and global warrising. Simply put, thickes energy we use in nor homes, the less air poliution we generate.

Herein Pet provide DESDENNA present grands are gas been stocky a sell of shirt energy of the englant been sai by the U.S. frei communic Probable Agency



MISTAKE NO. 2: NOT USING SILENT SALESPERSONS CONSUMER FACT SHEETS





MISTAKE NO. 2: NOT USING SILENT SALESPERSONS

MISTAKE NO. 3: NOT USING EYE CANDY

MISTAKE NO. 4: NOT MAKING SALES AGENTS ACCOUNTABLE



ENERGY STAR for Homes Sales Toolkit

ENERGY STAR FOR HOMES SALES TOOLKIT CONCEPT



Allow builders to produce in minutes, sales flyers, placards, and training material CUSTOMIZED with their:

Logo

Images of their homes/features*

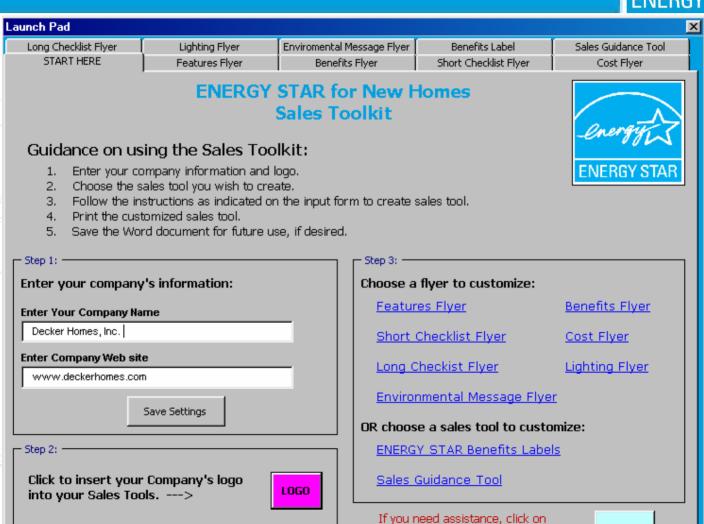
Energy efficiency measures

*a full library of images is provided

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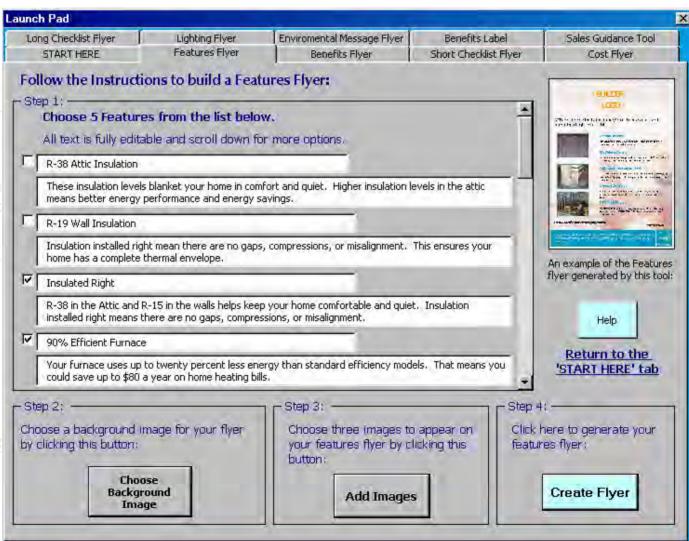
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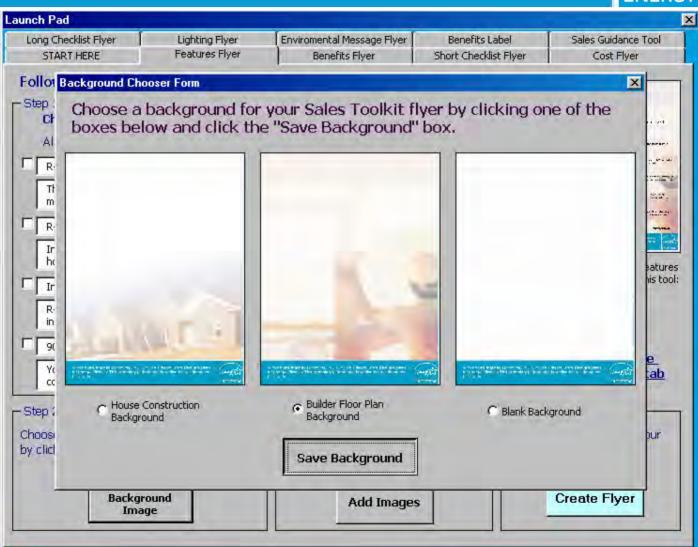
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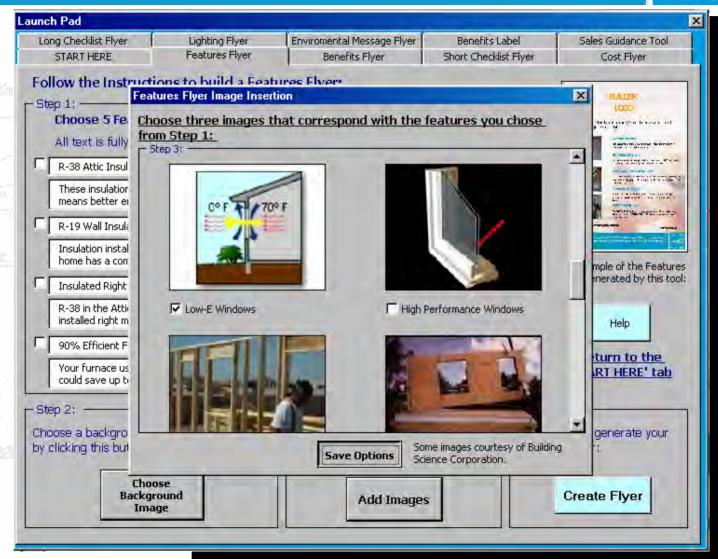




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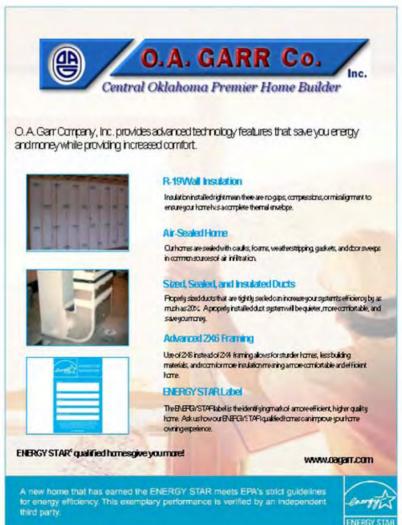
ENERGY STAR



MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR FOR HOMES SALES TOOLKIT FEATURES FLYER







MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR FOR HOMES SALES TOOLKIT BENEFIT FACTSHEET







Astante Luxury Homes offers energy-efficient homes that qualify for the BNERGY STAR® label. Look for these performance advantages:

Lower utility bills

Youhavemore important things to spendmoney on than utility bills. The energy efficient features of our BNEFGir STAFfiquiffied homes will decrease your bills and saveyour managevery month.

Comfort and quiet

Your family will love the relaxing comfort of our homes. Tight construction, better windows, and improved insulation not only keep our excessive heat, cold, and noise, but also ensure consistent temperatures between and access come.

Lowermaintenance

Errpy the peace of mind that comes with a bis maintenance home. Tight construction and populating efficient equipment make our homes more durable, preventing a lot of the maintenance heads has you'll find in tightical homes.

Healthier indoor air

Your family will breatheeasier in creoriour BNBFG/STARqualified homes. Tight construction and proper ventilation work together to keep dust, pollen and pests out of your home.

A label backed by the Government

ALBNEG/SIAR qualified runs are certified to meet the Brutominital Potention Agrent's strict guidelines for energy efficiency Any bullion conclaim they build energy efficient homes. With the BNEG/STAR label, we offer you government backed proof.

www.astante.com

A new home that has earned the ENERGY STAR meets EPA's strict guidelines for energy efficiency. This exemplary performance is verified by an independent third party.



MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR FOR HOMES SALES TOOLKIT COMPARISON CHECKLIST





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Our ENERGY STAR® Qualified H Invite You to Compare!	lomes Give You	More, We	
	<u>Decker</u> Homes, Inc.		
13 SEER Air Conditioner	Ø		
92% AFUE Furnace			
R-38 Attic & R-19 Wall Insulation			
Vinyl Low-EWIndows	Ø		
Duct Sealing & Insulation	Ø		
Tight Construction with Proper Ventilation	✓		
Programmable Thermostat	⊌		
Power-Vented Furnace & Water Heater		0	
3rd Party Verification		0	0
Fresh Air Ventilation System			
www.dedkerhames.com			

MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR FOR HOMES SALES TOOLKIT COST ADVANTAGE FACTSHEET







O.A. Gam Company has earned the Environmental Protection Agency's ENERGY STAR® label meaning we build truly energy efficient homes. As a result of lower utility bills, over the lifetime of the home you can expect to save*.

\$3,200

In addition, look for these important energy efficiency benefits:

- Improved insulation blankets your horre in comfort and quiet.
- Tight construction eliminates uncomfortable drafts and potential moisture problems.
- Adverced windows fill your horse with light while blocking unwanted summer heat and retaining warmth in the writter.
- Tightlysæledductsæsure even comfort throughout your home.
- Energy-efficient equipment leats longer and provides quiet performance.

"Estimated lifetime swingsare based on the average home ownership period (8 years) as certified by an accredited home energy rating provider.

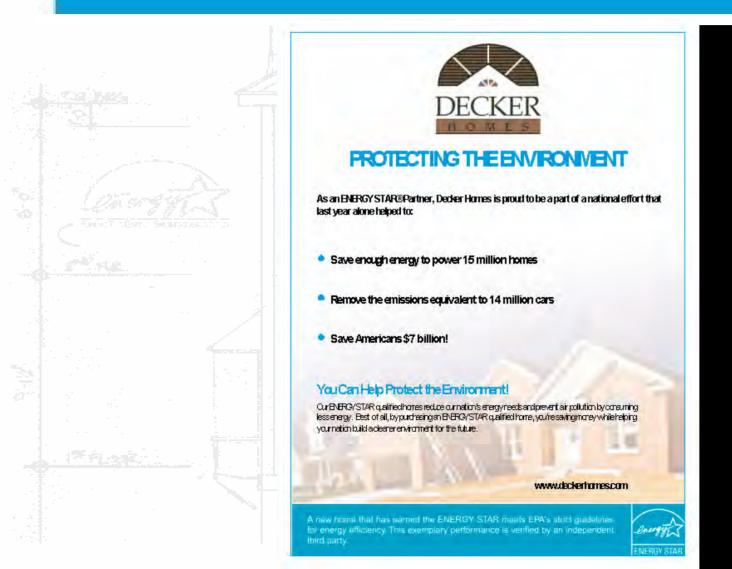
www.oagarr.com

A new home that has earned the ENERGY STAR meets EPA's strict guidelines for energy efficiency. This exemplary performance is verified by an independent third party.



MISTAKE NO. 2: NOT USING SILENT SALESPERSONS ENERGY STAR FOR HOMES SALES TOOLKIT ENVIRONMENTAL FACTSHEET





MISTAKE NO. 2: NOT USING SILENT SALESPERSONS **ENERGY STAR FOR HOMES SALES TOOLKIT** LIGHTING FACTSHEET





MISTAKE NO. 3: NOT USING EYE CANDY ENERGY STAR FOR HOMES SALES TOOLKIT BENEFIT PLACARD





TIGHTCONSTRUCTION



Hundreds of holes and hundreds of feet of cracks add up to a hole the size of an open window.

Tight construction is one of many features of ENERGY STAR qualified homes that ensure comfort and savings.



A new home that has earned the ENERGY STAR meets EPA's strict guidelines for energy efficiency. This exemplary performance is verified by an independent third party.



MISTAKE NO. 4: NOT MAKING SALES AGENTS ACCOUNTABLE ENERGY STAR FOR HOMES SALES TOOLKIT SALES GUIDANCE





Decker Homes ENERGY STAR® Sales Guidance



What are ENERGY STAR qualified new homes?

All ENERGY STAR qualified new homes are certified to meet EPA's strict guidelines for energy, efficiency and certification is verified by an independent third party. All ENERGY STAR qualific new homes receive the ENERGY STAR label, indicating to consumers that these energy-efficienteness are more comfortable, inore durable, cost less to own, and are good for the environmen To date, over 100,000 homes have been built with the ENERGY STAR label.

Why is it important to talk about the ENERGY STAR label?

The ENERGY STAR label is an important feature of our homes. Our homes are as energy efficient as they are because we build the house as a system, incorporating the needs of the user with the technologies of the structure. If wise do not actively promote the advantages of this approach, then we have wasted our time and money in pursuing it. Any value not communicated is value that the buyer is not paying for and we want our buyers to realize that they are getting more for their money.

Where should I point out energy-efficient features? These features can be discussed anywhere in the house as you will

These teatures can be discussed anywhere in the house as you will find energy-efficient features in just about every norm. Dne great place to do it is when passing the electrical box, where the ENERGY STAR label is placed after the frome has passed inspection. Other good places are near the HVAC system or utility room, windows, and in the family room (where temperature comfort will be most acutely faith.



Who is likely to be interested in an ENERGY STAR labeled home?

While every customer is interested in saving money and having a more comfortable home, certain messages resound with certain audiences:

First Time Homebuyers are frequently concerned with the major costs they are about to incur and may feel better knowing that their home will have lower operating costs than other homes on the market.

Family buyers tend to have high energy bills and should respond well here. Also, parents tend to think about the world they are leaving to their children and may respond well to environmental benefits.

Retired buyers are sometimes on limited budgets and can be responsive to cost issues. More than the temperature comfort is often a high-priority and can be a good selling point.

Investor/Landlord buyers are looking for a sound, hassle-free investment. The durability of ENERGY STAR homes is a great feature to sell to these people.

What are the energy efficiency features of our homes?



Zero-Tolerance Insulation

R-38 in the attic and R-15 in the walls helps keep our homes confortable and quiet. Insulation is installed without any gaps, compressions, and misalignment. This continuous boundary of insulation between the inside and outside helps our homes maintain temperature efficiently.

What to tell home buyers: Without zero-tolerance insulation, it's like wearing a jacket open and loose on a cold winter day.

Advanced Windows

Heat gain and loss through windows can account for up to 50% of a home's heating and cooling needs. These windows let light in and reflect heat back out, making your home more confortable and protecting interior finishes from fading.

What to tell home buyers: An advanced technology coating (low-e) is used to reflect unwanted sunlight away in the summer while keeping heat inside in the winter.

Tight Construction

Air Sealing the building envelope is one of the most critical features of an energy efficient home. Caulking, foaming, and gasketing of holes and gaps in the home helps reduce energy loss, which lowers utility bills for heating and cooling. Reduced air infiltration in walls and floors also helps prevent moisture and mold problems.

What to tell home buyers: Hundreds of holes and hundreds of feet of cracks add up to a hole the size of an open window.

High-Efficiency Heating and Cooling Equipment

All of our heating and cooling systems have earned the ENERGY STAR label. ENERGY STAR labeled heating and cooling equipment can save 10-40 percent on heating and cooling bills while improving the comfort level in your home.

What to tell home buyers: You expect a state-of-the art processor with a new computer; you should expect the same with the comfort system for your next new home.

Engineered System Sizing

By properly sizing and installing our heating and cooling systems, they can be up to 8% more efficient than conventional heating and cooling. All of our heating and cooling systems have earned the ENERGY STAR label.

What to tell home buyers: The AC unit is really an eraser, the more mistakes a builder makes the larger it needs to be to fix them. Bigger is not always better.

Answers to Frequently Asked Questions



Are all energy-efficient fromes ENERGY STAR homes?

No. Ahome can be very energy-efficient, but unless it is independently tested by a qualified third-party rate; it is not an ENERGY STAR label on the electrical box of your home. It is not an ENERGY STAR label on the electrical box of your home. It if it is not the effect of an experience is not an ENERGY STAR label on the electrical box.

How does ENERGY STAR add value for a builder?

Building ENERGY STAR qualified homes is a win-win situation, allowing builders and homebuyers to profit.

- Builders can attract buyers looking for a home that will cost them less to own and help protect the
 environment.
- The label is an easy, memorable way to highlight a number of home features.
- The monthly savings that buyers will receive allows them to budget for more builder upgrades.
 The comfort, quiet, and lower costs of the home decrease buyer remorse after the sale while
- making the buyer a life-long customer.

 Publicity of the ENERGY STAR label, along with customer satisfaction, result in a high-quality
- reputation for the builder.

How does a home acquire the ENERGY STAR label?

To earn the ENERGY STAR label, a home must first be verified to be at least 30 % more energy-efficient in its heating, cooling and water heating than a comparable home built to the Model Energy Code (MEC). However, depending on the rigor of a state's energy code, energy sawings may vary. The ENERGY STAR label is earned only after the home's energy efficiency is verified, either by an independent third-party such as an accredited home energy rater.

Ratings involve the analysis of a home's construction plans, and at least one on-site inspection of the home. The plan review allows the home energy rater to attain technical information such as orientation, shading area, proposed SEER rating, insulation levels, etc. Meanwhile, the on-site inspection includes a blower door test (to test the leadiness of the house) and a ductted; (to test the leadiness of the house) and a ductted; (to test the leadiness of the ducts). Results of these tests, along with inputs derived from the plan review, are entered into a computer simulation program to generate the HERS score and the home's estimated annual energy costs.

Do energy-efficient homes look different?

No, builders and developers constructing ENERGY STAR qualified new homes do not have to alter their architectural designs. An ENERGY STAR qualified new home can be built in whatever style the consumer prefers or is most popular in a particular geographic region.

Does an energy-efficient home cost more? No. An ENERGY STAR qualified new home actually costs less because you will spend less on your new

No. An ENERGY STAR qualified new home a drually costs less because you will spend less on your new home's utility bill each month. These energy savings can more than offset any increase in mortgage payments needed for the improved energy features and can result in a positive monthly cash flow.

MISTAKE NO. 5: NOT OWNING CUSTOMER FOR LIFE ENERGY STAR PLAQUE SOURCES



Sources listed on ENERGY STAR for Homes Web Site





MISTAKE NO. 5: NOT OWNING CUSTOMER FOR LIFE HOME OWNER MANUALS USING **CONSUMER FACT SHEETS**





Positioning an Energy Star® LABELED HOME FOR HIGH RESALE

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Appreciating the Differences of ENERGY STAR® LABELED HOMES



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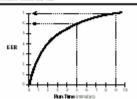
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HOW TO REACH ENERGY STAR





http://www.energystar.gov/homes