

ENERGY STAR Qualified Homes

Sales Training

PREPARATION QUESTIONS



- Who is the right audience?
 - First Owners/Marketing-Sales VP, than agents
- What outcome is desired?
 More ENERGY STAR messaging in marketing and sales process
- What follow-up is needed?

 Quarterly meetings recommended





ENERGY STAR Qualified Homes

OUTLINE



- Why Energy Efficient is Better
- A Changing World
- Selling Energy Efficient Homes
- ENERGY STAR Sales Tools
- Your Action Plan

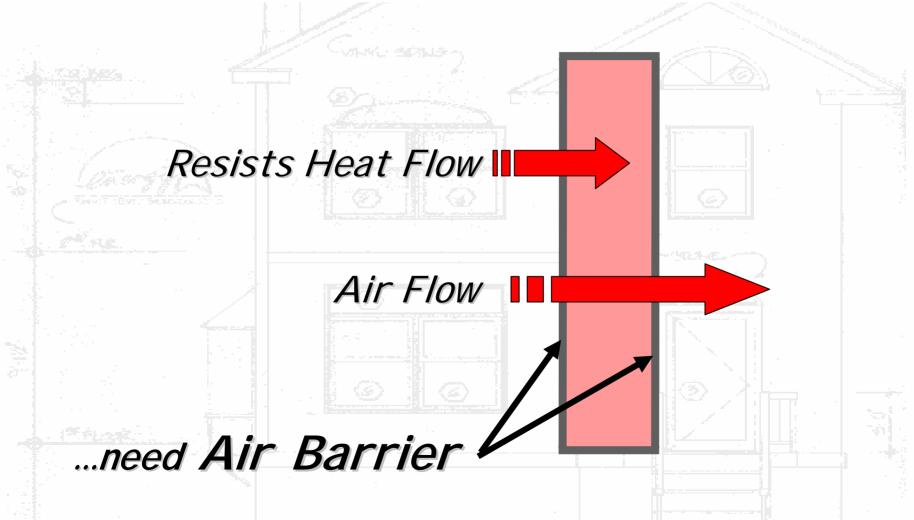
LAWS OF PHYSICS...



- Driving forces are from More to Less
 - Heat
 - Moisture
 - Pressure (e.g., wind)
- Where there is a Driving Force, air moves through largest hole with least resistance
- One Out = One In
- Warm air holds more moisture than cold air
- All action is at the surface
- Mean Radiant Temp. dominates comfort

WHY ENERGY EFFICIENT IS BETTER CONTROLLING AIR FLOW: INSULATION

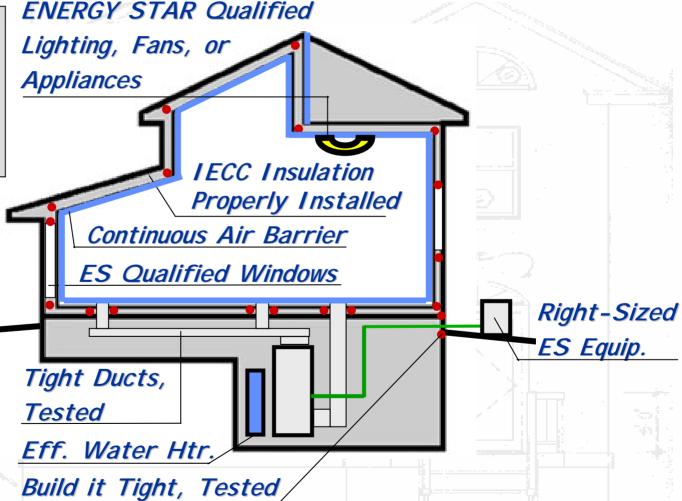




WHY ENERGY EFFICIENT IS BETTER ENERGY STAR FOR HOMES SPEC



HERS Index: 85 in South; 80 in North; or equivalent package...



WHY ENERGY EFFICIENT IS BETTER PERFORMANCE ADVANTAGE



Unless you break the laws of Physics, ENERGY STAR Homes Improve:

- Comfort
- Air Quality
- Durability

WHY ENERGY EFFICIENT IS BETTER COST ADVANTAGE

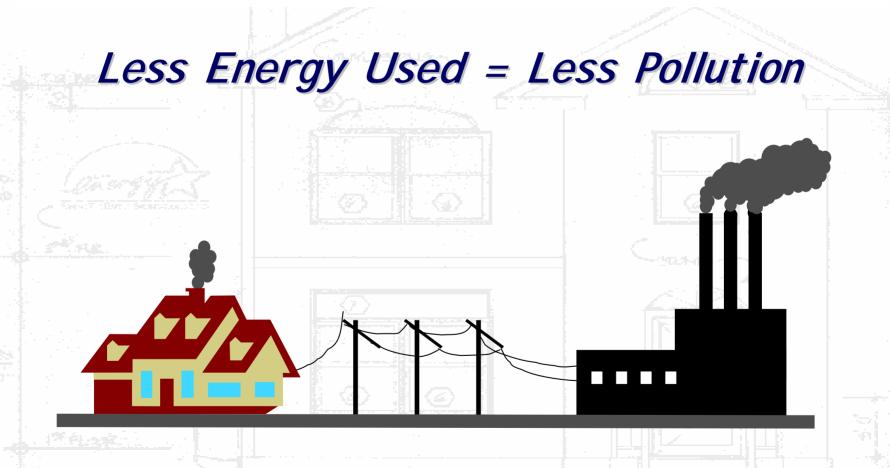


Control ages	Monthly	Annual
Utility Savings	\$35	\$420
Added Mortgage	\$15	\$180
Cost Savings	\$20	\$240

= \$1,000'S for typical ownership period

WHY ENERGY EFFICIENT IS BETTER ENVIRONMENTAL ADVANTAGE





WHY ENERGY EFFICIENT IS BETTER SUMMARY



With ENERGY STAR, you are selling:

- Better performing homes,
- That costs less; and
- Help the environment.

... this is a great story,
but you must commit to selling it!

OUTLINE



- Why Energy Efficient is Better
- A Changing World
- Selling Energy Efficient Homes
- ENERGY STAR Sales Tools
- Your Action Plan

A CHANGING WORLD: **ENERGY STAR 'BRAND" AWARENESS**



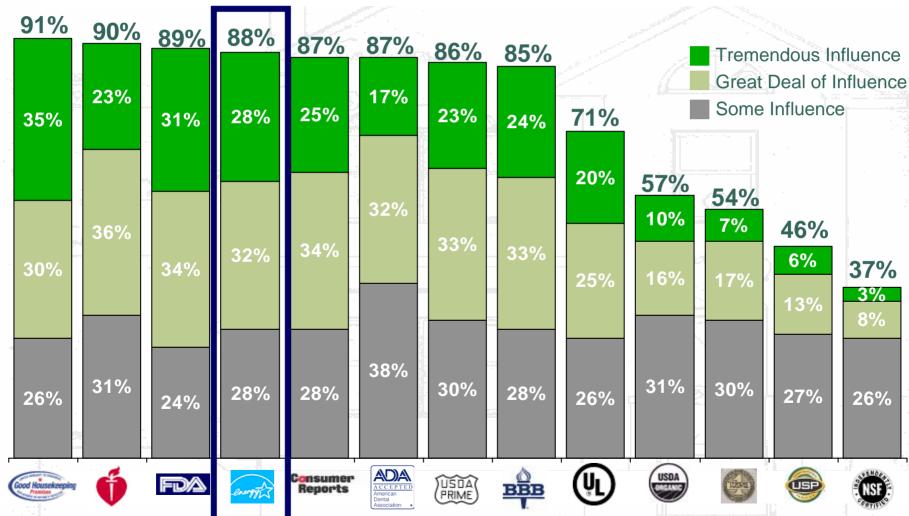
65%+ awareness in 2004

70%+ households would recommend

95% likely to buy again in future

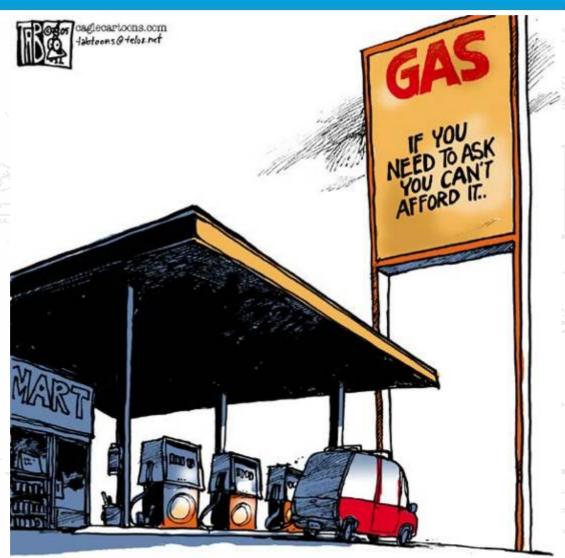
A CHANGING WORLD: ENERGY STAR 'BRAND" AWARENESS





A CHANGING WORLD: NEW APPRECIATION FOR RISING COSTS





A CHANGING WORLD: WILL YOU BE PREPARED?



Small Cars in Focus As Gas Prices Rise

By MATT MOORE
The Associated Press
Tuesday, September
13, 2005; 11:52 AM
Power Information
Network expects the
number of compacts
and sub-compacts on
the U.S. market grow
to grow from 33 this
year to 40 in 2010.



A CHANGING WORLD: INCREASED BUILDING DIAGNOSTICS





A CHANGING WORLD DEFECTS NO LONGER HIDDEN







A CHANGING WORLD: QUALTIY RANKING OF BUILDERS



JD Powers & Associates 2005 Builder Quality Rankings

	Major Market Total	112	Raleigh/Durham	113
Carrier .	Austin	122	Seattle/Tacoma	113
ENERGY STA	Orange County (CA)**	122	- Denver/Colorado Springs	111
ENERGY ST	Sacramento	120	- 🥌 San Diego	111
ENERGY ST			San Francisco Bay Area	111
ENERGY STO	Houston	118	Portland*	109
ENERGY ST	Tucson	118	Atlanta	108
ENERGY ST	Dallas/Ft. Worth	117	_ Detroit	108
en Th	Los Angeles/Ventura Counties**	116	Ft. Myers/Naples	108
ann.	Minneapolis	116	Palm Beach	107
-	Charlotte	115	Baltimore*	106
	Chicago	115	Albuquerque*	104
	Tampa	115	Orlando	104
ENTE CHEROVITO	Phoenix	114	Washington, D.C.	104
ENTH IN	Inland Empire (CA)**	113	Philadelphia	101
ENTH.	Las Vegas	113	Jacksonville	98

A CHANGING WORLD: ENERGY STAR QUALTIY ADVANTAGE



"Our subcontractors send their best crews because they know their work will be inspected."

ENERGY STAR Partner Astoria Homes, Nevada

A CHANGING WORLD: SMARTER CONSUMERS





of New Homes Buyers use the Web before purchasing a new home

A CHANGING WORLD: CORPORATE LEADERSHIP AWARENESS





THELMA & LOUISE

OUTLINE

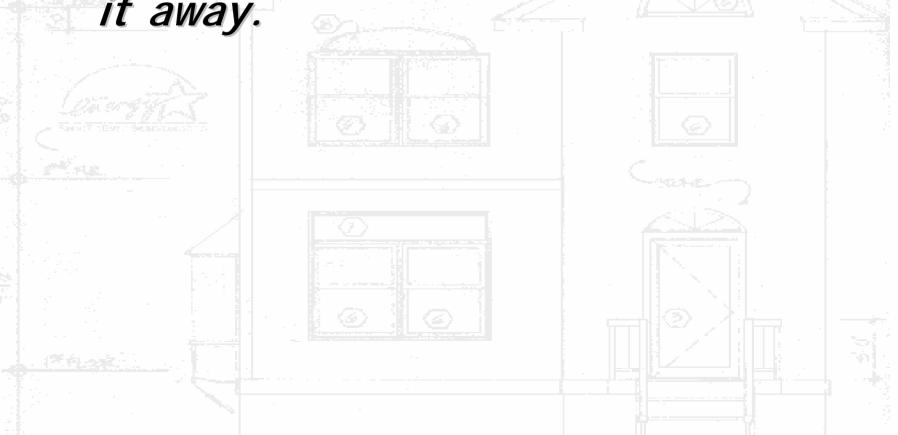


- Why Energy Efficient is Better
- A Changing World
- Selling Energy Efficient Homes
- ENERGY STAR Sales Tools
- Your Action Plan

SELLING ENERGY EFFICIENT HOMES TEN LAWS OF SELLING



1. If you don't tell your story, you give it away.



TELLING YOUR STORY



Typical

Story + ENERGY STAR

More Story/Buyers

Price

Govt.-Backed Label

Location

3rd Party Inspected

Facade

Energy Efficient

Floor Plan

Building Science

Amenities

Advanced Tech.

More Comfort/IAQ

Improved Durability

Reduced Pollution

Endorsement

Quality Assurance

Cost Conscious

Quality-Built

Less Obsolescence

Comfort/Health

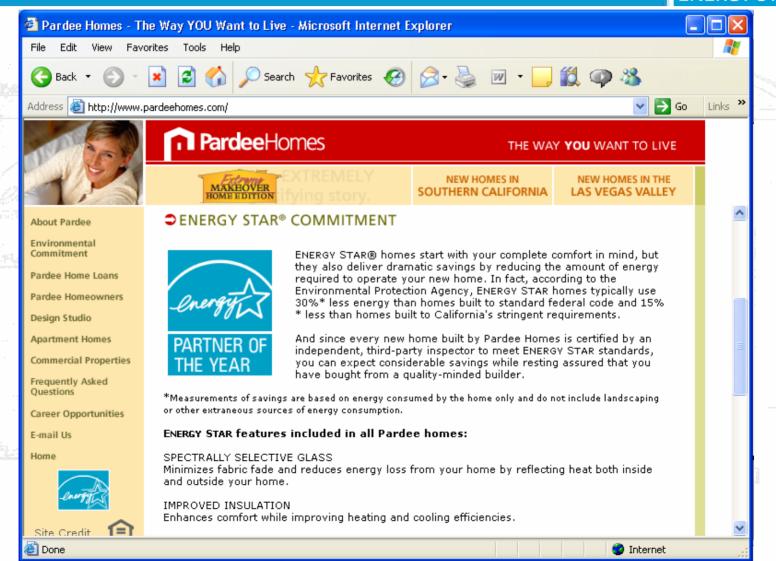
Low Maintenance

Environmental

TELLING YOUR STORY: WEB SITES



ENERGY STAR



SELLING ENERGY EFFICIENT HOMES TELLING YOUR STORY: BILLBOARDS





SELLING ENERGY EFFICIENT HOMES TELLING YOUR STORY: RADIO ADS





SELLING ENERGY EFFICIENT HOMES TELLING YOUR STORY: ADS





TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.

PROVIDING FACTS: SIGNAGE



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
 a energy out savings and more consistent temperatures from room to room.
- AIR-TIGHT DUCTS...
 are achieved by using straps, collar ties, and mastic per Energy Inspectors® protocols

 lower heating and cooling costs, and better air distribution.
- MILGARD® ENERGY-EFFICIENT LOWE 4TM WINDOWS WITH VINYL FRAMES...
 reflect the sun's heat away from the bome in the summer, and retains the furnace's heat
 in your home during the winter
 a lower energy costs and reduced fabric fading.
- ENERGY. SAVING INSULATION...
 Guardian® R-30 criting insulation, R-19 equivalent exterior wall insulation
 retaining more confort 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.



*ENLIGY 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."

PROVIDING FACTS: CHECKLISTS



Builder #1 Builder #2

5 Ways 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.
- 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

Spectrally Selective Glass SG reflects much of the sun's energy back outside, educing the need for air conditioning; it reflects the urnace's heat back into the home, lowering heating costs. SSG reduces fabric fade by 75%, yet lets in 10% of visible light.	YES NO	YES NO	YES NO	
Engineered HVAC design Takes into account bends and turns in ductwork, egister locations, duct length, connections and air lows; room by room loads are calculated by a egistered P.E. with ducts and systems sized correctly.	YES NO	YES NO	YES NO	
Fight ducts (<6% leakage) Spical homes have 20-30% duct leakage. Tight ducts The mean less dust, lower heating and cooling costs, as well The spice is increased comfort due to better air distribution.	YES NO	YES NO	YES NO	
Inspections & Diagnostics Energy features are inspected and tested by third party o ensure quality. Rough inspections cover the quality of nstallation of insulation, caulking and sealing, windows U-value & SHGC), and HVAC ductwork. Final on-site nspections confirm required efficiency equipment has been installed; room-by-room airflow, duct leakage and static pressure is measured; and the integrity of air ealing is confirmed with a blower door test.	YES NO	YES NO	YES NO	
Home Energy Rating A Home Energy Rating from CHEERS documents that he energy features have been installed and inspections k 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 oward more house or more upgrades.	YES NO	YES NO	YES NO	
Energy Star carns the Environmental Protection Agency energy Star Seal of Approval.	YES NO	YES NO	YES NO	

www.**PardeeHomes**.com

SELLING ENERGY EFFICIENT HOMES PROVIDING FACTS: BROCHURES



ENERGY STAR

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 use we include many more features over our competition. while still offering an afforcibile price. When you last, closely at what we offer and they don't, sou'll see the restrictive of a Danch Fewers home, Look at our extensive 4-page Prentism Finances trochare and compare for yourself. There's even a chart that makes it easier for you to do your over comparison and see the sake and Higher Standard in a Durit lovers hone.



A Higher Standard of Energy Efficiency.

David Powers Hernes is one of the first builders in Houston to be an Energy Star buildire. Energy Star is a voluntary program to help companies identify a beachingst for openy efficient residential construction. The Energy Star approximations a former as a series. The components of windows, resultation, orientation, beating and air conditioning, and air definess are all evaluated. inspected, and certified to ment stringent requirements set by the Department of Energy, David Powers offers a Higher Standard to then even Energy Star requires and tests every one of its homes for compliance with this program. (Same builders less only even shift home). Homes are lessed while under construction and again when complete. David Powers finne feature light contraction, improved insulation, thated double pare insulated windows, scaled duck, and high efficiency air conditioning systems. With an Energy Star David Powers home, you will enjoy lower monthly utility costs, improved comfort, a quater home, improved indoor parquality, lover mannerance, fever pers, and less dist.

A Higher Standard of Design,

David Powers Homes offers an impressive array of fiborature, including the Masterpiece Collection of homes, The Masterpiece Collection is an innerstive complision of floorplans, each one to offer five completely different internationally influenced architectural styles and interior selectors. The select which trickels Teach Teachment, Americans, Toscon, Italianate and French Country, are available in each Masserpiece Collection

floorthin. It's easy to see who we say Example Orders with a Bond Povers home. If you refuse to live in a home that boths just like your neightors, you liappreciate his Higher Streetween's d Design



A Higher Standard of Construction.

Doublewers with communition standards are organizated. We are one of the few builders in Bogston vito is so proud and confident of our standards, we provide all prospective home layers with a 4-page, color brochuse which outlines the way we build your home and the ways we assess your especiations 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 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 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 stellik 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 home, the utility bills have been very reasonable," said Kevin, "Our neighbors have another builder's bone 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 his home's value and energy efficiency.

TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.

3. People buy benefits, not features.

SELLING ENERGY EFFICIENT HOMES SELLING BENEFITS: BROCHURES



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 20% 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 scaled 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 scaled ducts which helps keep out dust, pollen, mold. radon, and carbon monoxide out, so you can breathe easier.

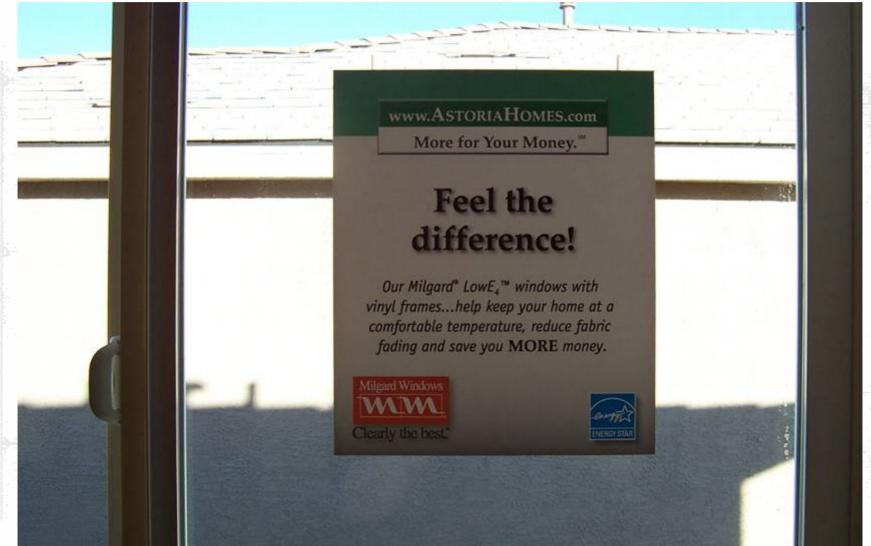
Good for the Environment

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.

wid Powers Energy Star Higher Standard ™

SELLING ENERGY EFFICIENT HOMES SELLING BENEFITS: BENEFIT LABELS





TEN LAWS OF SELLING

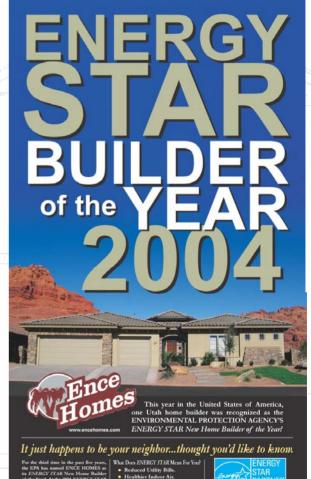


- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.

SELLING ENERGY EFFICIENT HOMES IF OTHERS SAY IT: ADS







- A More Comfortable Home
- · A Quieter Home.

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

encehomes.com

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 Euce home.

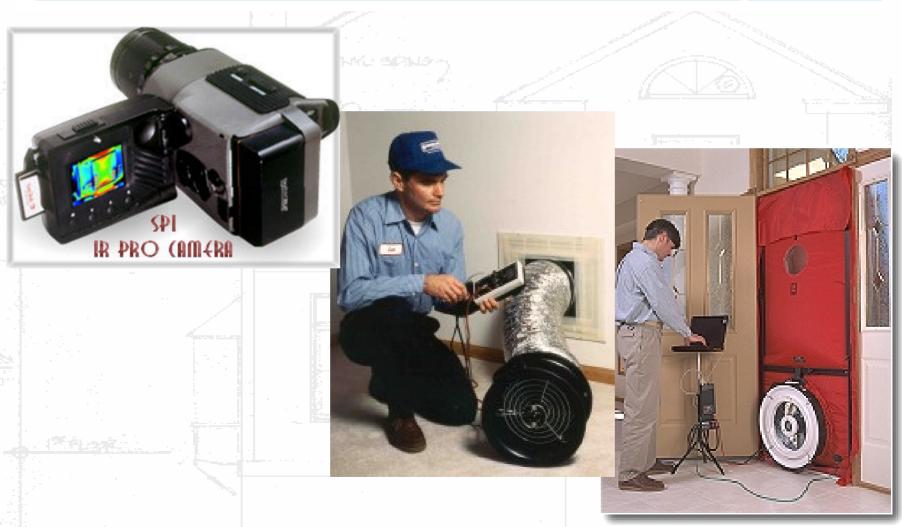
SELLING ENERGY EFFICIENT HOMES IF OTHERS SAY IT: TESTIMONIALS





CONTEXT FOR SELLING EFFICIENT HOMES: IF OTHERS SAY IT: 3RD PARTY TESTING





TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.

ASKING QUESTIONS: AGENT TRAINING



What are you looking to improve from your last home?

- Cost
- Comfort
- Upkeep w/Old Home
- Family Health

What our homes means to you...

- \$1,000's lower ownership cost...
- Better comfort and quiet...
- Less maintenance headaches and cost...
- I mproved indoor air quality...

TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.
- 6. People retain 10% of what they hear and 90% of what they experience.

SELLING ENERGY EFFICIENT HOMES EXPERIENCES: TECHNOLOGY DISPLAYS







SELLING ENERGY EFFICIENT HOMES EXPERIENCES: TECHNOLOGY DISPLAYS





TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.
- 6. People retain 10% of what they hear and 90% of what they experience.
- 7. Once value understood; price becomes less important.

SELLING ENERGY EFFICIENT HOMES PRICE LESS IMPORTANT: EXAMPLE



Audio Casette to CD:

- Easier to use
- Better Sound
- More Durable
- Fraction of Cost to Produce
- Twice the price!

SELLING ENERGY EFFICIENT HOMES PRICE LESS IMPORTANT: BROCHURES



ENERGY STAR



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 use we include many more features over our competition. while still offering an afforcibile price. When you last, closely at what we offer and they don't, sou'll see the restrictive of a Danch Fewers home, Look at our extensive 4-page Prentism Finances trochare and compare for yoursel. There's even a chart that makes it easier for you to do your over comparison and see the sake and Higher Standard in a Durit lovers hone.



A Higher Standard of Energy Efficiency.

David Powers Hernes is one of the first builders in Houston to be an Energy Star buildire. Energy Star is a voluntary program to help companies identify a beachingst for openy efficient residential construction. The Energy Star approximations a home as a series. The components of windows, resultation, orientation, beating and air conditioning, and air definess are all evaluated. inspected, and certified to ment stringent requirements set by the Department of Energy, David Powers offers a Higher Standard to then even Energy Star requires and tests every one of its homes for compliance with this program. (Same builders less only even shift home). Homes are lessed while under construction and again when complete. David Powers finne feature light contraction, improved insulation, thated double pare insulated windows, scaled duck, and high efficiency air conditioning systems. With an Energy Star David Powers home, you will enjoy lower monthly utility costs, improved comfort, a quater home, improved indoor parquality, lover mannerance, fever pers, and less dist.

A Higher Standard of Design,

David Powers Homes offers an impressive array of fiborature, including the Masterpiece Collection of homes, The Masterpiece Collection is an innerstive complision of floorplans, each one to offer five completely different internationally influenced architectural styles and interior selectors. The select which trickels Teach Teachment, Americans, Toscon, Italianate and French Country, are available in each Masserpiece Collection

floorthin. It's easy to see who we say Example Orders with a Bond Povers home. If you refuse to live in a home that boths just like your neightors, you liappreciate his Higher Streetween's d Design



A Higher Standard of Construction.

Doublewers with communition standards are organizated. We are one of the few builders in Bogston vito is so proud and confident of our standards, we provide all prospective home layers with a 4-page, color brochuse which outlines the way we build your home and the ways we assess your especiations 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 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 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 stellik 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 home, the utility bills have been very reasonable," said Kevin, "Our neighbors have another builder's bone 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 his home's value and energy efficiency.

PRICE LESS IMPORTANT: TRAINING



Ideal Homes; Norman, OK

- **Training:**Professional Sales Consultant Specializing in Real Estate and Energy Efficiency
- Continuous Improvement:

 Role Playing
- Accountability: 'Mystery' Shopper Salesperson Performance Reviews

TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.
- 6. People retain 10% of what they hear and 90% of what they experience.
- 7. Once value understood; price becomes less important.

8. A confused consumer never closes.

SELLING ENERGY EFFICIENT HOMES NO CONFUSION: BILLBOARDS





South Carolina's

premier

ALL ELECTRIC Energy Star Community

STONEBRIDGE

www.chapmandesign.com

or call: 864-314-5039

SELLING ENERGY EFFICIENT HOMES NO CONFUSION: SIGNAGE







SELLING ENERGY EFFICIENT HOMES NO CONFUSION: ADS





100% and beyond! Dare to Compare

Compare us to any other builder and you'll find Pulse builds more less a borne. Ten builden are Energybter* certified. And out from on 100% EnergyStar* aimfiel Published between 100% of its new lurses, to correlator with Drog/yet sizyloth for one they year. and halking the rest Every-South Sabetal Nation tutterwisk. All in Pylic's exclusive Environments for Living Tacking to/leading, guaranteed heating and cooling costs for two years and directe controlled. comfort in every room, and it's plain to see that we give you more for your home than any other builder. And that's the way it should be.



1-928-60-72575

Plan (for high 5 million)

Southwest Place the coal Sciences in Tor Union A Worker Minerale A Strage, troop Former A VINC - California To

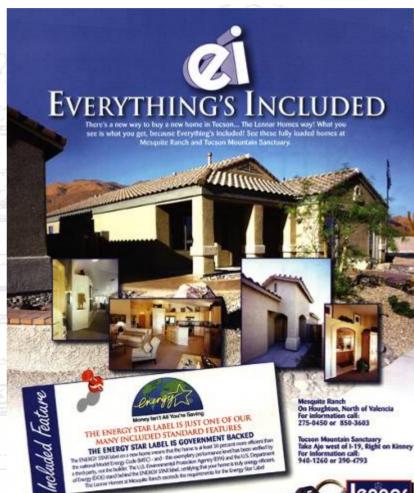
Straction is "southern highlands tubes - 2007 on th (008 500 FETS) 1956 PROTEIN Northwest CARL-COM as R. Cartonia Pillo

Sales Heate: Box 10 pe - ton Chargo of the fill year of proj to flow a Non. 10 year to pend

on series are usual countries have in come on feature a nearly series it had not haven seemed by him bold moved whethe high the risk that is require that their trace of the property from the or if the man is a setting to right limit sink limit to the property of



Sange Countries Confin



SELLING ENERGY EFFICIENT HOMES NO CONFUSION: SIMPLE LANQUAGE





TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.
- 6. People retain 10% of what they hear and 90% of what they experience.
- 7. Once value understood; price becomes less important.
- 8. A confused consumer never closes.
- 9. When the customer knows more than the salespersons, things usually don't go well.

SELLING ENERGY EFFICIENT HOMES SMART CONSUMERS: SMART AGENTS



Ideal Homes; Norman, OK

- **Training:**Professional Sales Consultant Specializing in Real Estate and Energy Efficiency
- Continuous Improvement:

 Role Playing
- Accountability: 'Mystery' Shopper Salesperson Performance Reviews

TEN LAWS OF SELLING



- 1. If you don't tell your story, you give it away.
- 2. People buy on emotion and justify with facts.
- 3. People buy benefits, not features.
- 4. If others say it; it must be true.
- 5. You have to ask questions to target benefits.
- 6. People retain 10% of what they hear and 90% of what they experience.
- 7. Once value understood; price becomes less important.
- 8. A confused consumer never closes.
- 9. When the customer knows more than the salespersons, things usually don't go well.

10. Buyers provide best sales leads.

SELLING ENERGY EFFICIENT HOMES BUYERS AS ASSET: OWNER MANUAL



Newmark Homes Manual: Dallas, TX

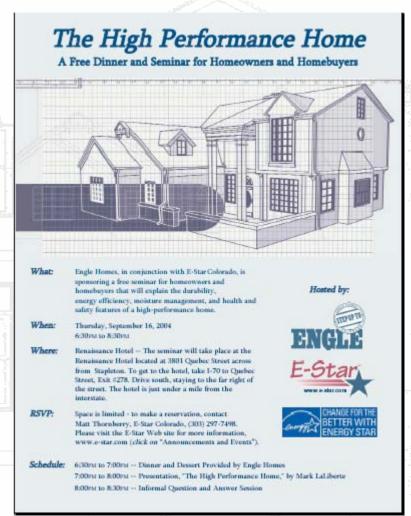
- Tells the whole story when the buyer is ready
- Differentiates Newmark
- Has legs (buyers keep them)
- Low cost way to 'own' customer for life

SELLING ENERGY EFFICIENT HOMES BUYERS AS ASSET: AFTER-SALE INFO



Engle Homes Denver, CO

- Committed Buyers
 Ready to Listen
- Reduce Buyer Remorse
- Increase Customer
 Satisfaction
- Use Survey to Get Leads/Testimonials



OUTLINE



- Why Energy Efficient is Better
- A Changing World
- Selling Energy Efficient Homes
- ENERGY STAR Sales Tools
 - Your Action Plan

ENERGY STAR SALES TOOLS



- Logos/Stickers
- Partner Recognition/Awards
- Outreach Campaign
- ENERGY STAR Web Site
- Consumer Brochure

Facts, Benefits Understanding Value

Let Others Say It

Tell Your Story

Avoid Confusion

• Sales Toolkit Tell Your Story, Facts, Benefits
Smart Agents, Ask Questions
Understanding Value, Eye Candy Labels

- ENERGY STAR Plaques
- Consumer Fact Sheets

Understanding Value Buyers Best Leads

ENERGY STAR LOGOS





Certification Mark

Where to download?

<u>www.energystar.gov/log</u> <u>os</u>

 Need a new user name or password?

Call the ENERGY STAR Hotline: 1-888-STAR-YES

ENERGY STAR SALES TOOLS ENERGY STAR STICKER



- Needs to be on <u>EVERY</u> qualified home!
- Label is primary way to identify homes
 - Certificates are optional



ENERGY STAR SALES TOOLS PARTNER RECOGNITION



ENERGY STAR Partner Locator

(NOTE: Changes Coming)

- Service Area/Telephone #/Hotlinks
- 100% Builder Commitment
- Advanced Lighting Package
- Awards
 - Achievement Awards
 - Builder/Raters (50/150/300+)
 - Providers/Sponsors (250/500/1000+)
 - Partner of the Year
 - Transforming markets
 - Effective marketing w/label



ENERGY STAR SALES TOOLS OUTREACH PARTNERSHIP



- Opportunity to work with EPA to increase ENERGY STAR awareness in your market
- Partners fund a min. 8-week ad placement;
 EPA customizes ad (local partner names, logos, web site) and funds a complementary ad (no builder names)
- Requires participation from at least 3 partners (min. two must be builders)
- Need a local champion to make it happen

ENERGY STAR SALES TOOLS OUTREACH PARTNERSHIP





To earn the government's ENERGY STAR, a home muset by the U.S. EPA. ENERGY STAR qualified homes a lower utility bills, and help protect the environment be To find participating home builders near you, visit en



view of the fu

See one of these ENERGY S

Charter Construction
Culture Log Systems
Great Spaces, Inc.
Habitat for Humanity-Missoul
Jim Salisbury
Kelly A. Karmel
Kenty Construction

www.NorthwestENERGYSTAR.c

To earn the government's ENERGY STAR, a home must set by the U.S. EPA. ENERGY STAR qualified homes ar lower utility bills, and help protect the environment by To find participating home builders near you, visit ene You're not just building a new I

See one of these ENERGY STAR I Partners to learn more.

Bob Ward Companies
Bozzuto Homes, Inc.
Camberley Homes
Gallo Homes, Inc.
Grayson Homes
Lyons Development
Miller and Smith
Struever Bros. Eccles & Rouse/
Struever Rouse Homes

Sponsoring Partners

Energy Services Group NSpects

Locally Sponsored by

MARYLAND ENERGY ADMINISTRATION

Robert L. Ehrlich, Jr., Governor

www.energy.maryland.gov or call 1-800-72-ENERGY

To earn the government's ENERGY STAR, a home m set by the U.S. EPA. ENERGY STAR qualified homes lower utility bills, and help protect the environment. To find participating home builders near you, visit e



To earn the government's ENERGY STAR, a home must meet strict energy efficiency guidelineset by the U.S. EPA. ENERGY STAR qualified homes are quiter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions. To find participating home builders near you, visit energystar.gov.



ENERGY STAR SALES TOOLS OUTREACH PARTNERSHIP



- New guidelines and ad templates posted on Web site now
- Commitment forms accepted firstcome, first-served
 - No later than by March 31
 - Funds typically gone much sooner
- EPA matching capped at \$20K this year

ENERGY STAR SALES TOOLS ENERGY STAR COUPON PILOT







SAVE 20% Valid May 1st - August 14th, 2004

20% off the purchase of any regular priced Kenmore' or Kenmore Elite' ENERGY STAR' qualified appliance through Appliance Select". Offer good through 8/14/04.





de for l

rgy and











on dity" make anne and Peris and Papar Circle purchases, salatop other, behindatop Chen, Upplay, Bresto and Beptine, Bases behand becomes related before representations, 198 Excl., and protection agreements. Company on purchase Book August, beautioned and Phone purchase for the are possibles hald. Costs also VESs, in the event of a major, singuis energy resp. be declared here paint related. Compant objects diagnost 16, 2028. Bald in U.E.d. sold likes not be used bits any other company.

PODD, Bases Domin, LLC Langue tree Burnshoot or Your Horse Tree.

SAVE 10%



SAVE 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.







ey.

contigue or option processing the extension of the continue of

NEW BROCHURES



For Recrui "Join The (NOW UF

- What is
- What M.
- Why is E
- Why do

CHANGE FOR THE BETTER WITH ENERGY STAR

Some builders have a much bigger picture of the neighborhood they're creating rship" 'EC !)

STAR?

⊕EPA

or Customers?

ENERGY STAR?

ENERGY STAR SALES TOOLS NEW BROCHURES



WHATIS **ENERGY STAR'?**

ENERGY STAR is the government-backed symbol for energy afficiency. It identifies new homes and more than 40 types of products that are energy efficient and offer the features, quality, and personal comfort that today's consumers expect. Products that can earn the ENERGY STAR include appliances, lighting, home office equipment. consumer electronics, and heating and cooling equipment.

The ENERGY STAR label on a new home means that it is significantly more afficient than a standard home. By purchasing on ENERGY STAR qualified home, you can have all the features you desire to your new home, plus Tower off ity bills. And you will help reduce air pollution.

ENERGY STAR for Homes is a voluntary partnership between the government and more than 2,000 of the mation's home builders. Together with home buyers and their families, we are working to achieve a common goal-protecting the environment for future generations by changing to more energy-efficient practices today.

it's our fitture. Together, we can make a change for the better Last year alone, Americans with the help of ENERGY STAR saved enough energy to power 20 million homes and reduced greenhouse gas emissions. equivalent to those from 18 indion cars, while saving \$9 tillion in unargy costs.

Homes that com the ENERGY STAR are significantly more efficient than standard hones. EVERGY STARhoms haliders achieve this high efficiency for you by selecting from a vertery of feetares:

EFFECTIVE INSULATION

Properly installed insulation in floors, walls, and attics. excess even temperatures throughout the house, while using less energy. The result is lower utility costs and a galater, more comfortable home.

HIGH-PERFORMANCE WINDOWS

Windows with advanced continue and construction told keepheat in during winter and out during summer. They also block damaging ultraviolet surlight that can discolor carpets.

TIGHT CONSTRUCTION AND TIGHT DUCTS

Advanced techniques for sealing hales and pracks in the home's "arealoge" and in the heating and cooling ducts help reduce drafts, maisture, dust, pollen, pests, and noise. A near tightly scaled home improves comfort and listoor sin-gestity, while lowering utility and maintenance costs.

MORE EFRCIENT HEATING AND COOLING EQUIPMENT

Energy-efficient, properly installed healing and cooling systems use less energy, which reduces atthy bills. Work with your habiter to select a systemicrown for higher quality and greater durability backed by langer warmerities now available or many models.

INDEPENDENT TESTING

While it's pasy to claim that bones are energy efficient. EXERCY STAR partners back that up with a fini-party inspection vertising the everyy performance of your trone.

threes that ever the FIETHIT SWI resisting at baself it percent more alterest than the resistant Model Energy lada to hanne at It partiest more alterest than the state ananggreads, whichever







ENERGY STAR QUALIFIED HOMES HOME OWNER BENEFITS

PEACE OF MIND

Horse buying is complex enough without having to know all the details of energy-efficient construction. Instead, look for the government-backed EMERGY STARIabel to easily identify horses that are truly energy efficient. And the house of your dreams and enjoy peace of mind knowing that it also meets strict energy efficiency guidelines.

LOWER OWNERSHIP COST

Compared with standard homes, ENERGY STAR qualitied homes use substantially less energy for heating, cooling, and water heating-delivering \$200 to \$400 in annual savings. Over the average 7 to 8 years you may live in your horse; this adds up to thousands of dollars saved on etitly bills. Additional savings on trainfanance can also be substantial.

BETTER PERFORMANCE

Properly installed energy-efficient improvements deliver better protection appliest cold, heat, drafts, moisture, pollution, and noise. An energy-efficient tions helps arsure consistent temperatures between and across rooms, improved indoor air quality, and greater durability.

SMART INVESTMENT

To date, over 2,000 home builders have partnered with EPA to construct more than 250,000 ENERGY STAR qualified. homes. By the end of this decade, more than 2 million homes. are expected to earn the ENERBY STAR. The trend is clear. By choosing a home with the ENERBY STAR label, you can be confident that it will have as increasingly valued fasture. what the time comes to set.

ENVIRONMENTAL PROTECTION

Did you know that your horns can be a greater source of policios than your par? In fact, 19 percent of all greenhouse. gases and generated from the energy used in houses.

Energy used in our homes often comes from the burning of to sail fliels of power plants, which contributes to a host of air pollution problems including srang, acid rain, and global warning. Sirrely put, the less energy we use in certifines, the less of pollution we generate.

grand nam garants sins by moding sitel energy officioncy gardelmus of by the U.S. frei consents Protection Agency

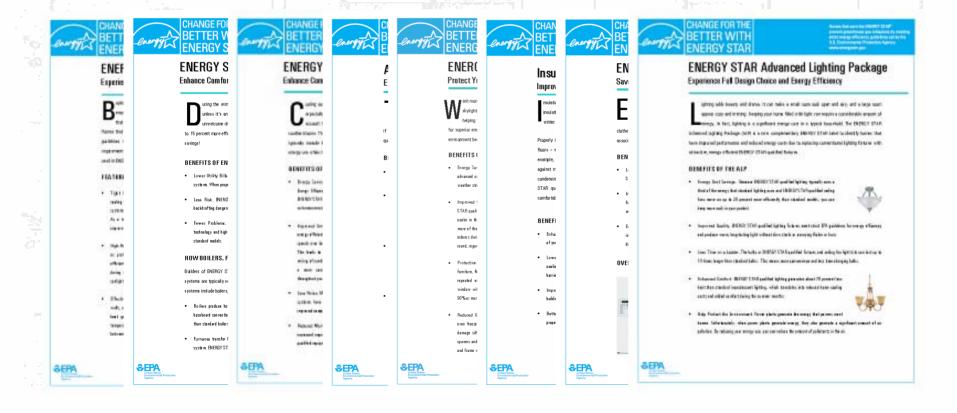
For many information, with assessment organize government (1-800-800).



ENERGY STAR SALES TOOLS CONSUMER FACT SHEETS



Updated Consumer Fact Sheets in development (due late-March)

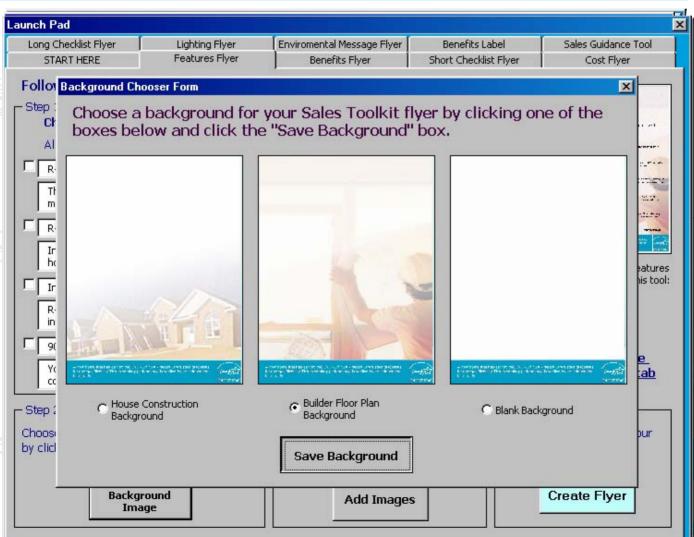




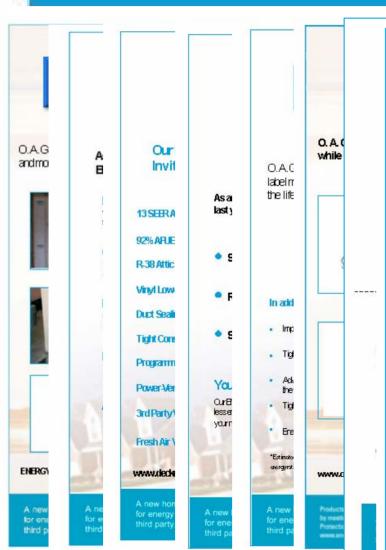
Produce Customized ENERGY STAR Point-of-Sale Materials

- Multiple flyers, placards, and sales guidance
- Highlight specific features of builder's ENERGY STAR Qualified Homes
- Customize with: Builder's logos, I mages of builder's homes and features
- Library of energy-efficiency images and descriptions provided











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 qualified new homes receive the ENERGY STAR label, indicating to consumers that these energy-efficient homes are more comfortable, more durable, cost less to own, and are good for the environment. 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 we 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 find energy-efficient features in just about every room. One great place to do it is when passing the electrical box, where the ENERGY STAR label is placed after the home 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 felt).



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 that, 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.



Updated Sales Toolkit in development

- On-line delivery (no CDs!)
- Easier to use
- Greater flexibility, more options
- New templates
 - Signage
 - Advertisements
 - Web banners/text
 - Homeowner Manual

ENERGY STAR SALES TOOLS HOMEOWNER MANUAL



Customized document that builders can give to new ENERGY STAR home buyers.

- What makes my home ENERGY STAR?
 - Overview of specific features
- Why was ENERGY STAR a smart buying decision?
- Understanding, operating, and maintaining my ENERGY STAR home
- Maintenance schedules
- Other energy-saving tips
- Resources and contacts

OUTLINE



- Why Energy Efficient is Better
- A Changing World
- Selling Energy Efficient Homes
- ENERGY STAR Sales Tools
- Your Action Plan



ACTION PLAN...



What sales solutions do you like?



HOW TO REACH ENERGY STAR



On the Web at:

http://www.energystar.gov/homes