



# ***Selling with ENERGY STAR for Homes: Marketing Tools [5 Biggest Mistakes]***



# WHAT WE ARE SELLING



## *Energy Efficient Homes Deliver:*

- ***Cost*** Advantage
- ***Performance*** Advantage
- ***Green*** Advantage



# CORE CONCEPT



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

*Vern McKown  
President Ideal Homes*



# HOMEBUYER SHORTHAND



=

- *Truly Energy Efficient*
- *Credible*
- *Environmental Leadership*





# **Mistake No. 1:**

*Not Attracting More Buyers  
with Benefits of  
Energy Efficiency*



# ATTRACTING BUYERS ADS



**Award Winning. Technologically Advanced. Energy Efficient.**

**No One But Cambridge Builds HOMES LIKE THIS!**

**Award Winning.**  
Over the past decade, Cambridge Homes has won dozens of *Home of the Year* awards, including 6 in 2001. So now that which Cambridge Homes community you choose, you'll have a number of award-winning designs to choose from.

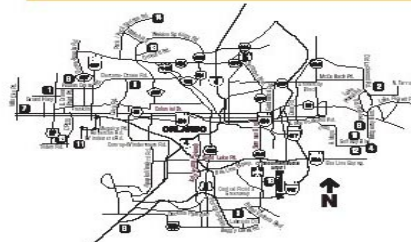
**Technologically Advanced.**  
Cambridge Homes is the only home builder to offer *Wiretech* structured wiring that allows a 21<sup>st</sup> century communication through one, one-to-one on-line home network. View video tapes and DVDs on every TV monitor children's rooms and the auditor of your home for maximum security.

**Energy Efficient.**  
Now Cambridge has earned the *ACT Proven/Energy Star* designation from Florida Power and the EPA for building homes that use at least 30% less energy than required by the national 2001 Energy Code while maintaining or improving indoor air quality. The highest standard for savings energy and saving you a hefty bill.

**Wiretech**  
Centralized Wiring

**ACT Proven/ENERGY STAR**

Visit one of our outstanding new-home communities today and expect to be impressed!



To qualify for a home loan, contact  
Cambridge Mortgage Company at 407-332-6576 or toll free at 866-717-6576

1991 **10** 2001

**CAMBRIDGE HOMES**  
A DECADE OF BUILDING CONFIDENCE

Model Open Mon 10am - 5pm, 6000 Ave. S.W. Tallahassee, 32309. 6000 Ave. S.W. Tallahassee, 32309.  
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## THE GALLERY COLLECTION

From \$120 to \$220

1 **Highland Estate** in US 281-2020

Service, Lake County

**GRAND OPENING**

Contact: Lee

2 **Tower Crossing** 807/275-3807

Phase IV **NOW SELLING**

Contact: Lee

3 **Lowland Ridge** at Lakeland

807/444-9228

**PHASE IV NOW SELLING**

Contact: Lee

4 **Lowland Park** at Lakeland

807/444-9228

**GRAND OPENING**

Contact: Lee

5 **The Reserve** at Tallahassee

807/380-5123

**NOW PRE-SELLING**

Contact: Lee

6 **The Presidential Series**

From the \$100 to \$170

7 **Lake Catherine** 807/444-9228

Contact: Lee

8 **Palms Crossing** 807/444-9228

Contact: Lee

## THE MEDALLION COLLECTION

From \$250 to \$350

9 **Highland Estate** in US 281-2020

Service, Lake County

**GRAND OPENING**

Contact: Lee

10 **Lowland Ridge** at Lakeland

807/444-9228

**PHASE IV NOW SELLING**

Contact: Lee

11 **Lowland Park** at Lakeland

807/444-9228

**GRAND OPENING**

Contact: Lee

12 **The Reserve** at Tallahassee

807/380-5123

**NOW PRE-SELLING**

Contact: Lee

13 **The Presidential Series**

From the \$100 to \$170

14 **Lake Catherine** 807/444-9228

Contact: Lee

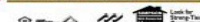
15 **Palms Crossing** 807/444-9228

Contact: Lee

All Our Communities On Your Desktop!

[www.cambridgehomesusa.com](http://www.cambridgehomesusa.com)

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# ATTRACTING BUYERS ADS



## Our Energy Goes Into Saving Yours.

*Anderson's Peak Performance ENERGY STAR® Homes are proven to be significantly more energy efficient than the standard home.*



- 1 Blower Door Tested by 3rd Party Inspector
- 2 Programmable Thermostat
- 3 Energy Efficient Ceiling Fans\*
- 4 ENERGY STAR® Appliances
- 5 High Efficiency HVAC
- 6 Fresh Air Ventilation
- 7 R40 Attic Insulation

- 8 Sealed & Insulated Ducts
- 9 Water Heater within Conditioned Space\*
- 10 Tight Construction with Proper Ventilation
- 11 Pressure Balancing Transfer Grills
- 12 Vinyl Low-E Windows
- 13 Sealed Crawl Space\*

\*Some exceptions apply.

[www.AndersonHomesNC.com](http://www.AndersonHomesNC.com)





# ATTRACTING BUYERS ADS





*There really is a*  
**DIFFERENCE**



**PARTNER OF THE YEAR 2004**



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.



encehomes.com

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

# ENERGY STAR BUILDER of the YEAR 2004

www.encehomes.com


This year in the United States of America, one Utah home builder was recognized as the ENVIRONMENTAL PROTECTION AGENCY'S ENERGY STAR New Home Builder of the Year!

*It just happens to be your neighbor...thought you'd like to know.*

For the third time in the past five years, the EPA has named ENCE HOMES as its ENERGY STAR New Home Builder of the Year! At the 2004 ENERGY STAR Awards Ceremony hosted by the EPA and the United States Department of Energy on March 2nd, ENCE HOMES was recognized for its commitment to building energy efficient homes and reducing greenhouse emissions. ENCE HOMES was honored to have received this national recognition.

What Does ENERGY STAR Mean For You?

- Reduced Utility Bills.
- Healthier Indoor Air.
- Low Maintenance.
- A More Comfortable Home.
- A Quieter Home.
- Access to Preferred Financing.
- Protection of the Environment.
- Advanced Technology.
- A Great Investment.



ENCE HOMES are Marketed by:  
Presidential In. George R. R. R.  
New Homes Division  
417 N. 1st Street, Suite 100, Mesquite, NV 89020-7702  
Presidential Marketing Realty  
New Homes Division  
114 N. Sandhill Blvd., Suite A, Mesquite, NV 89020-7702



# ATTRACTING BUYERS ENERGY STAR OUTREACH CAMPAIGN



THESE BUILDERS ARE PROTECTING  
THE ENVIRONMENT FROM THE GROUND UP.

Ashton Woods Homes  
Aspen Luxury Homes  
Beazer Homes  
Continental Homes  
Elite Homes  
Engle Homes  
Environmental Homes  
Golden Heritage  
Gustafson Custom Homes  
Habitat for Humanity  
Haworth Builders  
Haworth Homes  
Keystone Homes  
Maximum Homes  
Royce Builders  
Schuler Homes

Visit them at  
[www.aspenenergystarhomes.com](http://www.aspenenergystarhomes.com)



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.energy.gov](http://www.energy.gov)



THESE BUILDERS DON'T JUST SEE A FUTURE HOME.  
THEY SEE A BETTER FUTURE.

Ashton Woods Homes	Gustafson Custom Homes
Aspen Luxury Homes	Habitat for Humanity
Beazer Homes	Hacienda Builders
Continental Homes	Hallcraft Homes
Elite Homes	Keystone Homes
Engle Homes	Maximum Homes
Environmental Homes	Royce Builders
Golden Heritage	Schuler Homes

Visit them at  
[www.aspenenergystarhomes.com](http://www.aspenenergystarhomes.com)



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THESE BUILDERS DON'T JUST SEE A FUTURE  
HOME. THEY SEE A BETTER FUTURE.

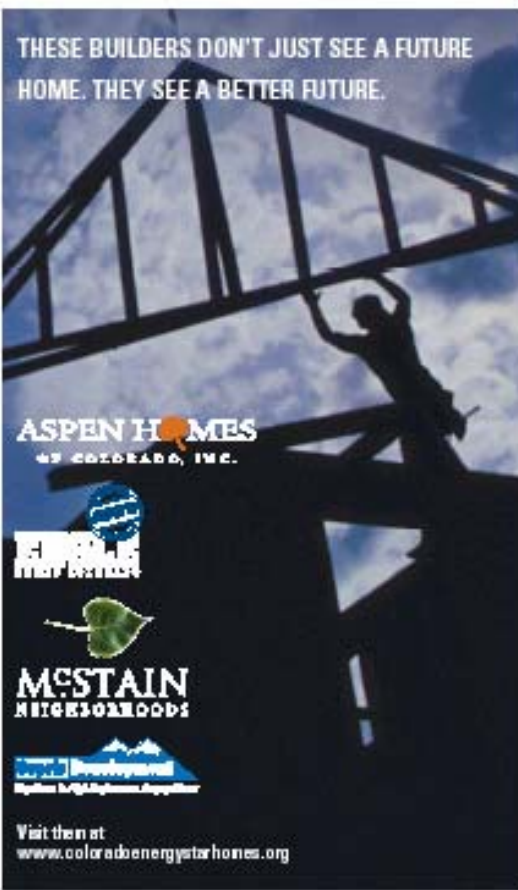
**ASPEN HOMES**  
45 COLORADO, INC.



**MCSTAIN**  
HIGHSEASOODS



Visit them at  
[www.coloradoenergystarhomes.org](http://www.coloradoenergystarhomes.org)



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# ATTRACTING BUYERS ENERGY STAR OUTREACH CAMPAIGN



ENERGY STAR

When ENERGY STAR® raised the bar,  
these builders stepped up.

Lorem Ipsum Dolor Sit  
Amet Consectetur Adip  
Iscing Elit Sed  
Ammy Nibh Euismod  
Magna Aliquam volutpat  
Ut Wisi Enim  
Veniam Tuis Nostrud  
Tation Ullamcorp  
Lobortis Nisl Ut Aliquip  
Duis Autem Vel

[www.localsite.org](http://www.localsite.org)



To earn the government's ENERGY STAR, a home must meet new and more rigorous energy efficiency guidelines set by the U.S. EPA. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions. **Learn more. Visit [energystar.gov](http://energystar.gov)**



ENERGY STAR

These builders are helping to take  
ENERGY STAR® to the next level.

Lorem Ipsum Dolor Sit  
Amet Consectetur Adip  
Iscing Elit Sed  
Ammy Nibh Euismod  
Magna Aliquam  
Ut wisi Enim  
Veniam Nostrud  
Tation Lamcorp  
Lobortis Nisl Aliquip Duis  
Autem Vel  
Dolor Hendrerit In  
Vulputate Velit Esse  
Molestie Consequat  
Dolore Feugiat

[www.localsite.org](http://www.localsite.org)



To earn the government's ENERGY STAR, a home must meet new and more rigorous energy efficiency guidelines set by the U.S. EPA. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions. **Learn more. Visit [energystar.gov](http://energystar.gov)**



ENERGY STAR



# ATTRACTING BUYERS ADDING STORY TO WEB SITES




Pardee Homes - The Way YOU Want to Live - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites RSS Mail Print W Yellow Bookmarks Chat People

Address <http://www.pardeehomes.com/> Go Links


**PardeeHomes**


THE WAY **YOU** WANT TO LIVE

EXTREMELY  
LIVING story.

NEW HOMES IN  
SOUTHERN CALIFORNIA

NEW HOMES IN THE  
LAS VEGAS VALLEY

**ENERGY STAR® COMMITMENT**

**PARTNER OF  
THE YEAR**

ENERGY STAR® homes start with your complete comfort in mind, but they also deliver dramatic savings by reducing the amount of energy required to operate your new home. In fact, according to the Environmental Protection Agency, ENERGY STAR homes typically use 30%\* less energy than homes built to standard federal code and 15% \* less than homes built to California's stringent requirements.

And since every new home built by Pardee Homes is certified by an independent, third-party inspector to meet ENERGY STAR standards, you can expect considerable savings while resting assured that you have bought from a quality-minded builder.

\*Measurements of savings are based on energy consumed by the home only and do not include landscaping or other extraneous sources of energy consumption.

**ENERGY STAR features included in all Pardee homes:**

**SPECTRALLY SELECTIVE GLASS**  
Minimizes fabric fade and reduces energy loss from your home by reflecting heat both inside and outside your home.

**IMPROVED INSULATION**  
Enhances comfort while improving heating and cooling efficiencies.

About Pardee

Environmental Commitment

Pardee Home Loans

Pardee Homeowners

Design Studio

Apartment Homes


Commercial Properties


Frequently Asked Questions

Career Opportunities

E-mail Us

Home



Site Credit 

Done Internet



ATTRACTING BUYERS  
ADDING STORY TO BILLBOARDS



**South Carolina's**  
***premier***  
**ALL ELECTRIC**  
**Energy Star Community**

**STONEBRIDGE**

[www.chapmandesign.com](http://www.chapmandesign.com)

*or call:* 864-314-5039



# ATTRACTING BUYERS SIGNAGE







## ***Mistake No. 2:***

***Not Using Silent Salespersons  
to tell your  
Energy Efficient Story***



# SILENT SALESPERSONS ENERGY STAR LABEL



AN ENERGY STAR®  
QUALIFIED HOME

Address:

**123 Main St.  
Hometown, NJ**

Built by:

**Quality Built Homes**

Verified by:

**HERS Raters Are Us**

Date:

**January 24, 2007**

Optional information:

This home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can keep 4,500 lbs of greenhouse gases out of our air each year.

[www.energystar.gov](http://www.energystar.gov)



# SILENT SALESPERSONS INFORMATION DISPLAYS



## 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 heating and cooling costs, and better air distribution.*

### 3. MILGARD® ENERGY-EFFICIENT LOWE<sub>4</sub>™ 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.*

### 4. 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."*



# SILENT SALESPERSON BENEFIT LABELS



ENERGY STAR

[www.ASTORIAHOMES.com](http://www.ASTORIAHOMES.com)

More for Your Money.<sup>SM</sup>

## Feel the difference!

*Our Milgard® LowE<sub>4</sub>™ windows with  
vinyl frames...help keep your home at a  
comfortable temperature, reduce fabric  
fading and save you **MORE** money.*



Clearly the best.™





# SILENT SALESPERSON BENEFIT LABELS





# SILENT SALESPERSON CHECKLISTS



## 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.*
- Air-Tight Ducts...**  
are achieved by using straps, collar ties, and mastic per ComfortWise<sup>SM</sup> protocols = *less dust, lower heating and cooling costs, and better air distribution.*
- LowE<sup>TM</sup> 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, ComfortWise<sup>SM</sup> = *quality control.*
- ComfortWise<sup>SM</sup>...**  
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 <sup>®</sup>		Builder #1		Builder #2	
	YES	NO	YES	NO	YES	NO
<b>Spectrally Selective Glass</b> 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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Engineered HVAC design</b> 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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Tight ducts (&lt;6% leakage)</b> 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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Inspections &amp; Diagnostics</b> 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 (U-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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Home Energy Rating</b> 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.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>EEM Loan Docs</b> Money saved on monthly energy bills can be applied toward more house or more upgrades.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Energy Star</b> Earns the Environmental Protection Agency Energy Star Seal of Approval.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[www.PardeeHomes.com](http://www.PardeeHomes.com)



# SILENT SALESPERSON BROCHURES



## A Higher Standard<sup>TM</sup> of Energy Efficiency

Another David Powers

*Higher Standard<sup>TM</sup>*  
Feature

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



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 hailed 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, inspected 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.

Kevin and Lynn Petterson

was also impressed that TechSource was used on his home and how much this impressive material added to his home's value and energy efficiency.





# SILENT SALES PERSON ENERGY STAR SALES TOOLKIT



O.A. Garr Company, Inc. provides quality homes and money while providing inc



ENERGY STAR<sup>®</sup> qualified homes

A new home that has earned for energy efficiency. This exemplary third party.



Astoria Luxury Homes  
ENERGY STAR<sup>®</sup> label

## Lower utility bills

You have more important things to do than pay high utility bills. STAR qualified homes will decrease

## Comfort and quiet

Your family will love the relaxing comfort of a home that only keeps out excessive heat, cold

## Lower maintenance

Enjoy the peace of mind that comes with equipment that makes your home more

## Healthier indoor air

Your family will breathe easier in a home that works together to keep dust, pollen

## A label backed by the

All ENERGY STAR qualified homes are certified for energy efficiency. Any builder can claim it, but only a government-backed proof.

A new home that has earned for energy efficiency. This exemplary third party.

Our ENERGY STAR<sup>®</sup>  
Invite You to Consider

13 SEER Air Conditioner

92% AFUE Furnace

R-38 Attic & R-19 Wall Insulation

Vinyl Low-E Windows

Duct Sealing & Insulation

Tight Construction with Proper

Programmable Thermostat

Power-Vented Furnace & Water

3rd Party Verification

Fresh Air Ventilation System

[www.deckerhomes.com](http://www.deckerhomes.com)

A new home that has earned for energy efficiency. This exemplary third party.



O.A. Garr Company has earned the Environmental Protection Agency's ENERGY STAR<sup>®</sup> 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 home in comfort and quiet.
- Tight construction eliminates uncomfortable drafts and potential moisture problems.
- Advanced windows fill your home with light while blocking unwanted summer heat and retaining warmth in the winter.
- Tightly sealed ducts assure even comfort throughout your home.
- Energy-efficient equipment lasts longer and provides quiet performance.

\*Estimated lifetime savings are based on the average home ownership period (8 years) as certified by an accredited home energy rater.

[www.oagarr.com](http://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.





# SILENT SALESPERSON ENERGY STAR BROCHURE



ENERGY STAR



*"I would recommend ENERGY STAR to anyone looking to buy a new house. If this house wasn't ENERGY STAR rated, I wouldn't have bought it."*

David Vidal, Homeowner  
Las Vegas, NV

*"Our sub-contractors said their best was to because they knew their work will be inspected."*

Roberta Horan, Las Vegas, NV  
ENERGY STAR Builder Partner

*"The expense of heating and cooling a house is a major part of the cost of home ownership. By participating in the ENERGY STAR Program, we've drastically lowered this expense and have a definite deliver what home buyers really want—affordable value."*

Michael E. Davis, President, East House  
Indianapolis, IN

*"Our ENERGY STAR home met all my needs. We wanted lots of light, a tight house, and low cooling bills. We got exactly that—ENERGY STAR ready house!"*

Sam and Charice Weathered, Homeowners  
Scottsdale, AZ

*"My biggest selling point for buying an ENERGY STAR home was resale value. I would highly recommend ENERGY STAR to anyone because it will add value to your home over the long run."*

Harry Ellice, Homeowner/Architect  
Las Vegas, NV

*"As consumers become more educated and familiar with all of the benefits that energy efficiency has to offer, in 5 years non-ENERGY STAR rated homes will become functionally obsolete."*

Earl Douglas, Dirty Appraisal Service  
Melrose, IL

Home Performance—Focus  
on energy efficiency and  
indoor air quality (IAQ).  
Your customer's choice!

Check a website:  
FIND IT! FOR BUILDERS

Washington, D.C.

Local

Energy Star

Home Performance



U.S. Environmental  
Protection Agency

## New Homes



EPA 430-F-03-023 April 2004



# SILENT SALESPERSONS ENERGY STAR BROCHURE



## WHAT IS ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy efficiency. 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 efficient than a standard home. By purchasing an ENERGY STAR qualified home, you can have all the features you desire in your new home, plus lower utility 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 nation'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 future. 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 million cars, while saving \$3 billion in energy costs.

## HOW DO HOMES QUALIFY AS ENERGY STAR?

Homes that earn the ENERGY STAR are significantly more efficient than standard homes.\* ENERGY STAR home builders achieve this high efficiency for you by selecting from a variety of features:

### EFFECTIVE INSULATION

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

### HIGH-PERFORMANCE WINDOWS

Windows with advanced coverings and construction help keep heat in during winter and out during summer. They also block annoying ultraviolet sunlight that can discolor carpets and furnishings.

### TIGHT CONSTRUCTION AND TIGHT DUCTS

Advanced techniques for sealing holes and cracks in the home's "envelope" and in the heating and cooling ducts help reduce drafts, moisture, dust, pollen, pests, and noise. A more tightly sealed home improves comfort and indoor air quality, while lowering utility and maintenance costs.

### MORE EFFICIENT HEATING AND COOLING EQUIPMENT

Energy-efficient, properly installed heating and cooling systems use less energy, which reduces utility bills. Work with your builder to select a system known for higher quality and greater durability backed by longer warranties now available on many models.

### INDEPENDENT TESTING

While it's easy to claim that homes are energy efficient, ENERGY STAR partners back that up with a third-party inspection verifying the energy performance of your home.

\*Homes that earn the ENERGY STAR qualify at least 10 percent more efficient than the national Model Energy Code for Homes or 15 percent more efficient than the state energy code, whichever is more rigorous.



## ENERGY STAR QUALIFIED HOMES HOME OWNER BENEFITS

### PEACE OF MIND

Home buying is complex enough without having to decipher all the details of energy-efficient construction. Instead, look for the government-backed ENERGY STAR label to easily identify homes that are truly energy efficient. Find 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 qualified 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 home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can also be substantial.

### BETTER PERFORMANCE

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pollution, and noise. An energy-efficient home helps ensure 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 ENERGY STAR. The trend is clear. By choosing a home with the ENERGY STAR label, you can be confident that it will have an increasingly valued feature when the time comes to sell.

### ENVIRONMENTAL PROTECTION

Did you know that your home can be a greater source of pollution than your car? In fact, 18 percent of all greenhouse gases are generated from the energy used in houses nationwide.

Energy used in our homes often comes from the burning of fossil fuels at power plants, which contributes to a host of air pollution problems including smog, acid rain, and global warming. Simply put, the less energy we use in our homes, the less air pollution we generate.

Homes that earn the ENERGY STAR pass strict greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

For more information, visit [www.energystar.gov](http://www.energystar.gov) or call 1-800-ENERGY-1000 (1-800-637-1000).



CHANGING THE  
FACE OF THE  
ENERGY STAR



# SILENT SALES PERSON ENERGY STAR FACT SHEETS



## CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting

**ENERGY STAR Enhance (C)**

**B**enefit: Homes that qualify for this program save up to 15 percent on energy costs.

### FEATURES

- Tighter building envelope to reduce energy loss
- High-efficiency water heaters
- Efficient lighting and appliances
- Efficient cooling and heating systems

SEPA Environmental Protection Agency



## CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting

**ENERGY STAR Enhance (D)**

**D**esign: Homes that qualify for this program save up to 15 percent on energy costs.

### BENEFIT:

- Lower utility bills
- Less risk of backdraft
- Fewer indoor air quality problems

### HOW BOI

- Builders of new homes
- Boilers and water heaters
- Furnace and air conditioning systems

SEPA Environmental Protection Agency



## CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting

**ENERGY STAR Enhance (C)**

**C**ooling: Homes that qualify for this program save up to 15 percent on energy costs.

### BENEFIT:

- Energy-efficient air conditioning systems
- High-efficiency water heaters
- Efficient lighting and appliances

### HOW BOI

- Builders of new homes
- Boilers and water heaters
- Furnace and air conditioning systems

SEPA Environmental Protection Agency



## CHANGE FOR THE BETTER WITH ENERGY STAR

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**ENERGY STAR Enhance (A)**

**A**ir Ducts: Homes that qualify for this program save up to 15 percent on energy costs.

### BENEFIT:

- Improved indoor air quality
- Lower energy bills
- Fewer indoor air quality problems

### HOW BOI

- Builders of new homes
- Boilers and water heaters
- Furnace and air conditioning systems

SEPA Environmental Protection Agency



## CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting

**ENERGY STAR Enhance (B)**

**B**enefit: Homes that qualify for this program save up to 15 percent on energy costs.

### BENEFIT:

- Energy-efficient air conditioning systems
- High-efficiency water heaters
- Efficient lighting and appliances

### HOW BOI

- Builders of new homes
- Boilers and water heaters
- Furnace and air conditioning systems

SEPA Environmental Protection Agency



## CHANGE FOR THE BETTER WITH ENERGY STAR

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**ENERGY STAR Enhance (C)**

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SEPA Environmental Protection Agency



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SEPA Environmental Protection Agency

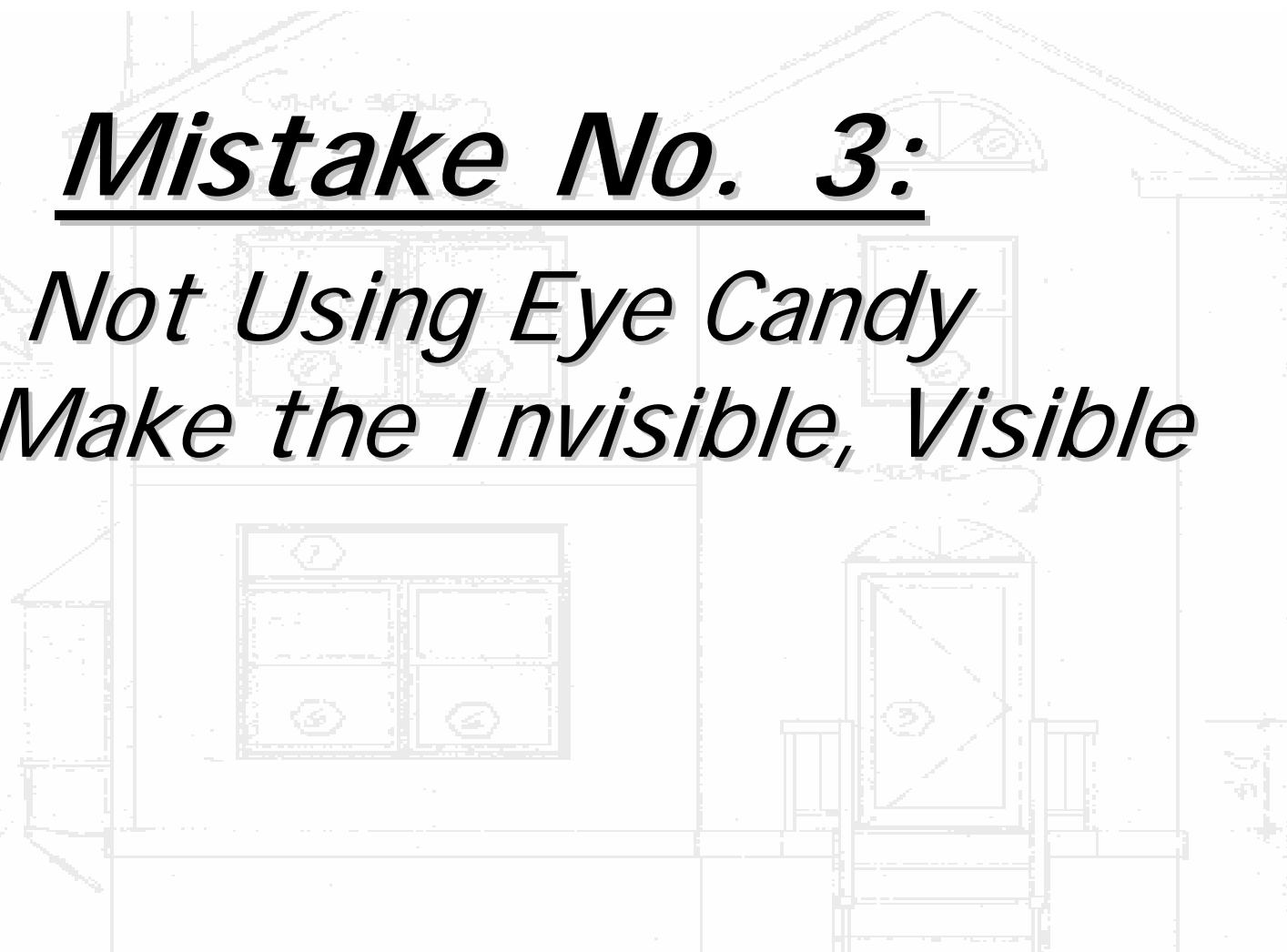


## 5 BIGGEST MISTAKES SELLING ENERGY EFFICIENT HOMES



### *Mistake No. 3:*

*Not Using Eye Candy  
to Make the Invisible, Visible*





# EYE CANDY ENERGY STAR SALES TOOLKIT



ENERGY STAR



## TIGHT CONSTRUCTION

*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.





# EYE CANDY – MAKING THE INVISIBLE, VISIBLE: TECHNOLOGY DISPLAYS





# EYE CANDY – MAKING THE INVISIBLE, VISIBLE: TECHNOLOGY DISPLAYS





# EYE CANDY– MAKING THE INVISIBLE, VISIBLE: TECHNOLOGY DISPLAYS



## “Low E” Windows Featured



with “Low E” Windows



without “Low E” Windows



• HOMES •  
**BEAZER**  
[www.beazer.com](http://www.beazer.com)



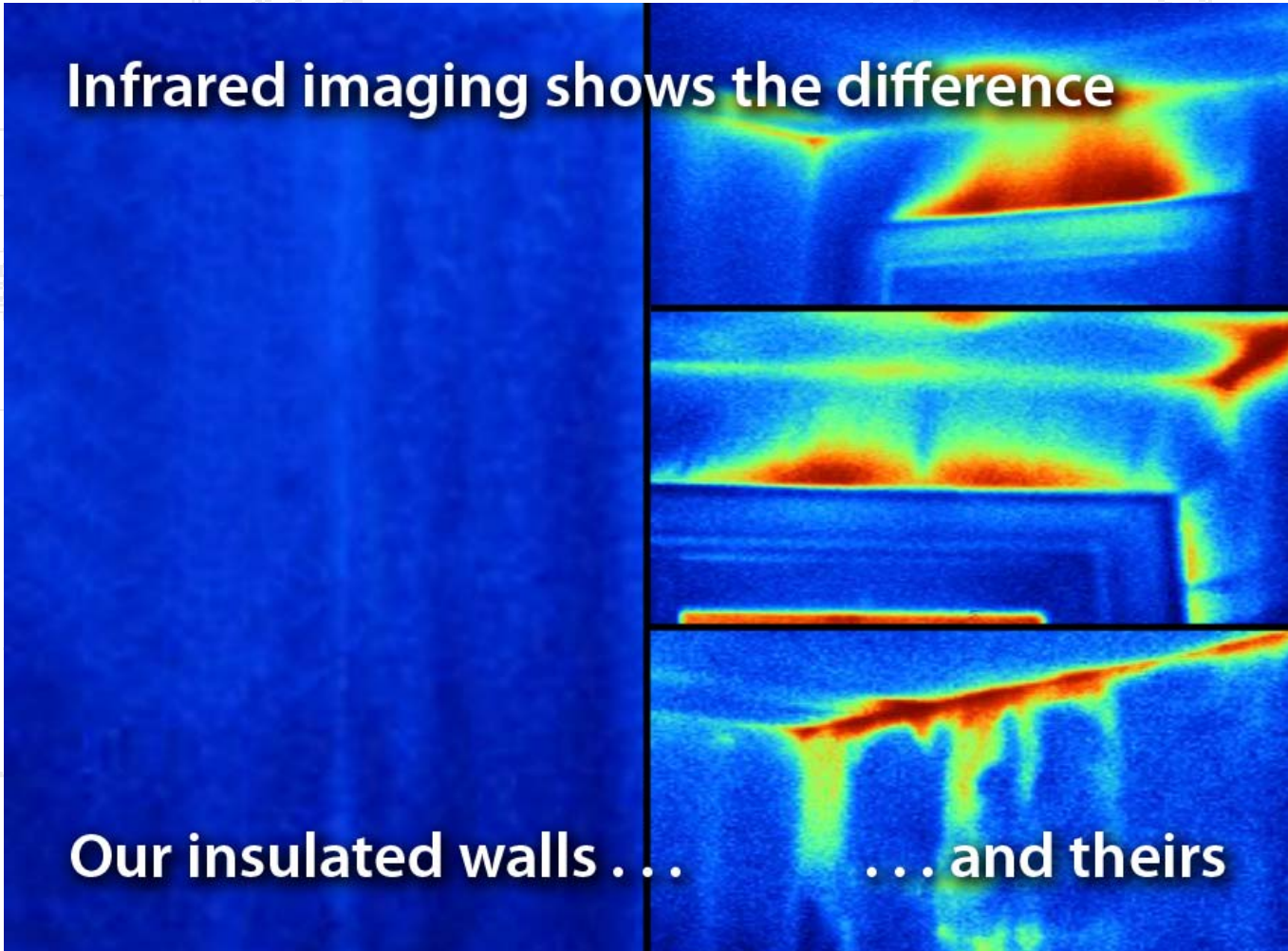
# EYE CANDY– MAKING THE INVISIBLE, VISIBLE: INFRARED IMAGES



*DR Horton: Sacramento, CA*

Infrared imaging shows the difference

Our insulated walls ... ... and theirs







## **Mistake No. 4:**

*Not Making Sales Agents  
Accountable to Telling Story*



# ACCOUNTABILITY SALES AGENT TRAINING



- ***Training:***  
*Professional Sales Consultant Specializing in Real Estate and Energy Efficiency*
- ***Continuous Improvement:***  
*Role Playing*
- ***Accountability:***  
*'Mystery' Shopper*  
*Salesperson Performance Reviews*



# ACCOUNTABILITY ENERGY STAR SALES TOOLKIT



## 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 resonate 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.



### 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 comfortable 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 comfortable 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 homes ENERGY STAR homes?

No. A home can be very energy-efficient, but unless it is independently tested by a qualified third-party rater, it is not an ENERGY STAR labeled home. Look for the ENERGY STAR label on the electrical box of your home. If it is not there then your home is not an ENERGY STAR labeled home.

#### 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 savings 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 obtain 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 leakiness of the house) and a duct test (to test the leakiness 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 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 Using  
Power of Energy Efficiency  
to Own Customer for Life*



CUSTOMER FOR LIFE  
CORE CONCEPT



*Value of most design features*

*(e.g., counters, finishes, size)*

***will become obsolescent,***  
*but*

*Value of energy efficient features*

*(e.g., comfort, health, durability and high resale value)*

***increase over time.***



# CUSTOMER FOR LIFE OWNER MANUAL



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



# CUSTOMER FOR LIFE OWNER MANUAL



ENERGY STAR



Homeowner Information and Maintenance Manuals



**my** HomeProfile<sup>SM</sup>.com



# EYE CANDY ENERGY STAR SALES TOOLKIT



*Coming  
Soon...*

*Astanté*  
LUXURY HOMES®

## *Homeowner Manual*

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# CUSTOMER FOR LIFE AFTER-SALE MEETINGS



ENERGY STAR

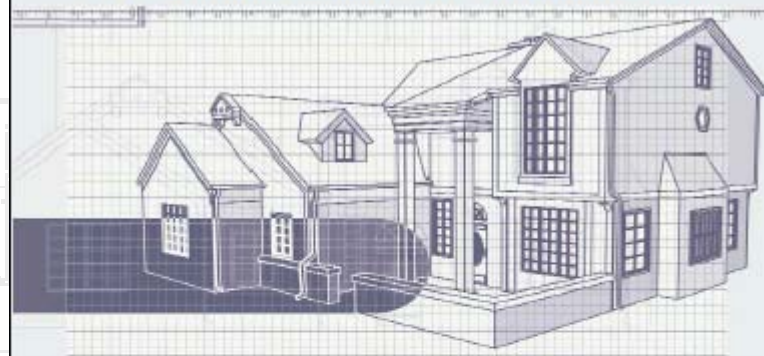
## *Engle Homes*

### *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 hotel, take I-70 to Quebec Street, Exit #278. 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](http://www.e-star.com) (click on "Announcements and Events").

**Schedule:** 6:30PM to 7:00PM -- Dinner and Dessert Provided by Engle Homes  
7:00PM to 8:00PM -- Presentation, "The High Performance Home," by Mark LaLiberte  
8:00PM to 8:30PM -- Informal Question and Answer Session

Hosted by:





CUSTOMER FOR LIFE  
**AFTER-SALE MEETINGS**



## ***Ryland Homes***

*Houston, TX*

*Randy Ervin*

- *Homebuyer Breakfast*
- *Builder delivered training*
- *Key Message:*

***Energy Efficiency = Quality***



# CUSTOMER FOR LIFE ENERGY STAR PLAQUES



*Sources listed on ENERGY STAR for Homes Web Site*





# HOW TO REACH ENERGY STAR



*On the Web at:*  
*<http://www.energystar.gov/homes>*

