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ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

What ENERGY STAR Builder Partners Are Saying...

Across the country, homebuilders partnering with ENERGY STAR have seen success in their businesses, from increased sales to improved staff morale to a stronger reputation for quality-construction and environmental stewardship. These partners include national production builders, small custom builders, green builders, modular home builders, and home manufacturers. The quotations below highlight just a few of the positive results that builders have experienced through working with ENERGY STAR. Read more on the following pages about each of these partners and others.

RYLAND HOMES®

"Of all the leading brand names that Ryland strategically associates itself with, none has more power or market recognition than ENERGY STAR."

"Not only did the program's real-world requirements open the door for us to effectively pursue energy efficient building, but it also allowed us to easily select smart products for homes."



"The consumer benefits of cost savings, coupled with a growing concern for environmental issues such as climate change, have become instrumental to the success of our marketing efforts and referral activity."



"ENERGY STAR has provided the key to the future. Customers responding to our company survey stated that ENERGY STAR was important in their selection of a home builder."



"We noticed that callbacks for heating complaints became practically non-existent in our ENERGY STAR qualified homes."

"Since we have incorporated ENERGY STAR into our building practices, we have seen our sales triple in the past two years."



"We are grateful for the invaluable leadership, research, and tools that ENERGY STAR has provided over the years."



"K. Hovnanian Homes is pleased to be part of a practice that helps people preserve and conserve energy through the purchase of a new home."



"...we believe all families should get a home that is built better, more energy efficient, healthier to live in, has less impact on the environment, and will be more valuable in the future."



Success with ENERGY STAR® Builder Partner Testimonials



You Belong Here.

Anderson Homes

Site-built homebuilder in Raleigh/Durham, North Carolina;
ENERGY STAR Builder Partner since 2004, with over 600 ENERGY
STAR qualified homes built to-date.

Comments from Kelli Lennox, Marketing Manager

Anderson Homes is the leading builder of ENERGY STAR qualified homes in the Raleigh/Durham market of North Carolina. We are committed to not only building affordable, energy efficient homes, but also educating consumers on the importance and value of owning a qualified home.

In 2006, Anderson partnered with two other builders, Southern Energy Management, and the Environmental Protection Agency to develop and execute an educational marketing campaign for the Triangle area. ENERGY STAR is still considered a "growing trend" in our area, but continues to gain momentum which is driving more builders to join the program everyday. With environmental issues being a key topic in the news today, more and more consumers are looking for ways to reduce their impact on the environment and live in homes that deliver healthier indoor air quality.

Throughout 2007, the homebuilding industry has experienced a downward trend and as many builders struggle in tough market times, Anderson Homes maintains a competitive edge by delivering ENERGY STAR qualified homes that help set a standard for innovative quality building practices in the Raleigh/Durham market. Anderson Homes is committed to delivering more than consumers expect and building a stronger future for generations to come. ENERGY STAR is our guiding light.

Aspen Homes of Colorado

Site-built homebuilder in Loveland, Colorado;
ENERGY STAR Builder Partner since 2002, with
over 500 ENERGY STAR qualified homes built to-
date.



Comments from Rob Sabin, Director of Research and Development

Aspen Homes has been building 100% ENERGY STAR since 2003. Since that point, we have observed a rapid development in both our own and our customers' quest for energy efficiency in homes.

Our initial reaction to adopting the ENERGY STAR program was an appreciation for the ease it gave us in transitioning towards energy efficiency. Not only did the program's real-world requirements open the door for us to effectively pursue energy efficient building, but it also allowed us to easily select smart products for homes. Once we became an ENERGY STAR builder partner, we realized the value in the resulting changes. This motivated us to push forward and not only meet, but exceed, the ENERGY STAR requirements.

As the housing market had moved towards green, Aspen Homes is significantly ahead of the curve because of our experience with the ENERGY STAR program. Through utilizing its practices, and being able to "brand" our name with ENERGY STAR, we were known as the

premier energy efficient builder in the region. This helped educate the public about the accessibility and value of green building, and the reliability of the ENERGY STAR name. Over the last four years of working with ENERGY STAR, we've seen a transition from virtually none to nearly 50% of customers basing their buying decision upon the energy efficiency of our homes.

Aspen has appreciated the continual improvements made by ENERGY STAR in raising the bar. The new standards for homes have allowed us to fine tune our homes, and to know that the changes are based off of a reliable, proven experience.



Blue Sea Construction

Affordable housing builder and developer in New York City, New York; ENERGY STAR Builder Partner since 2002, with over 100 ENERGY STAR qualified homes built to-date.

Comments from Les Bluestone, President and CEO

Blue Sea Construction is proud to have built many ENERGY STAR qualified homes and plans to continue doing so. While we were certainly tentative when working on our first ENERGY STAR development, we quickly discovered the benefits not only to the homeowners, but to us as well. The homeowners we serve are low and moderate income families for whom saving hundreds of dollars each year makes a real impact in their lives. We noticed that callbacks for heating complaints became practically nonexistent in our ENERGY STAR homes.

As developers of affordable housing in the New York City area, we are rarely concerned with marketing issues that other developers may experience, but we do have some very real cost and sales price constraints that we need to wrestle with. Our concern is to build the best quality home that we can within an absolute budget and that we continue to dispel any myths about affordable housing being of a lesser quality than market rate housing. We take great pride in what we build, how it reflects on Blue Sea's reputation, and are largely dependent on our track record to help us acquire new work from the city and state. Being a part of the ENERGY STAR program has helped us to accomplish all of these goals.

The Commodore Corporation

Manufactured homebuilder with homes in the Midwest, Mid-Atlantic and Northeast; ENERGY STAR Builder Partner since 2005, with over 500 ENERGY STAR qualified homes built to-date.



Comments from Erv Bontrager, Senior Vice President of Marketing

ENERGY STAR enables The Commodore Corporation to provide a large volume of HUD code homes to homebuyers offering them maximum comfort and reliability, savings incentives from some lenders and utility companies and up to \$600 annual utility cost savings while, at the same time, helping protect the environment.



Ideal Homebuilders

Site-built homebuilder in Lexington, Kentucky; ENERGY STAR Builder Partner since 2005, with over 10 ENERGY STAR qualified homes built to-date.

Comments from Matt Fiscus and Chris Woolery, Owners

Ideal Homebuilders was established in 2001 with the main focus being building energy efficient homes. After all, Ideal stands for "Individual Durable ENERGY EFFICIENT Affordable Low maintenance" homes. Since we incorporated ENERGY STAR into our building practices, we

have seen our sales triple in the past two years due to the marketability of energy efficient homes. It is a true pleasure to see how happy and comfortable our customers and their families are in our ENERGY STAR qualified homes. At the same time, as business owners, it is a wonderful feeling knowing that we offer a product that is more environmentally friendly, and as a bonus it has allowed our company to grow by leaps and bounds.

Olde Heritage Builders

Site-built homebuilder in Raleigh, North Carolina;
ENERGY STAR Builder Partner since 2004 with over 40
ENERGY STAR qualified homes built to-date.



Comments from Chad Ray, Vice President

Our company has been a 100% ENERGY STAR partner for over three years. The program is a part of our company just like any other trade or step in the process. Our philosophy matches that of the program in that we believe all families should get a home that is built better, more energy efficient, healthier to live in, has less impact on the environment, and will be more valuable in the future. We feel the message is important enough that we preach our successes to other builders to get them on board. We also make presentations to local schools and civic clubs to help spread the ENERGY STAR message. My goal is not only to be the best builder I can be but be the best citizen I can be as well. I can achieve that in part by helping to save as much energy as possible in turn emitting less carbon dioxide. Hopefully that will help make this earth a better place. If we help do that, we have succeeded.



Palm Harbor Homes

National modular and manufactured homebuilder; ENERGY STAR Builder Partner since 1997, with over 2,000 ENERGY STAR qualified homes built to-date.

Comments from Bert M. Kessler, Vice President of Engineering

Palm Harbor's commitment to energy efficiency goes hand in hand with our commitment to building high quality homes. Our 11-year partnership with ENERGY STAR has played an integral part in our ability to deliver durable, healthy, energy efficient homes to our customers, allowing them to enjoy significant savings over the life of their home. We are grateful for the invaluable leadership, research, and tools that ENERGY STAR has provided over the years.

Ryland Homes - Houston

Site-built homebuilder in Houston, Texas
ENERGY STAR Builder Partner since 2004, with
over 1,500 ENERGY STAR qualified homes built to-date.



Comments from Margaret Greenwood, Marketing Manager

Houston is the energy capital of the world, but that doesn't mean Houstonians are any less passionate about saving energy, and that's why Houston homebuyers insist on the ENERGY STAR. Air conditioning is a way of life in this hot and humid city, and homebuyers know that ENERGY STAR will save them significant sums of money through high efficiency AC systems, superior insulation and many other features. Buyers know that if they see the ENERGY STAR, then "it's all in there." They can rest assured that they are buying the most energy efficient home on the market, and they can focus on other priorities such as finding the right floor plan and school district. Because utilities are typically the second-largest monthly housing expense after the mortgage payment, the ENERGY STAR also assures homebuyers that their new dream home will remain affordable long after closing. Ryland's partnership with ENERGY STAR has helped us position ourselves as the energy efficiency leader in Houston and other Texas markets,

and homebuyer research has shown that energy efficiency ranks at the top of the list of homebuyer priorities. Of all the leading brand names that Ryland strategically associates itself with, none has more power or market recognition than ENERGY STAR.

Segal & Morel

Site-built homebuilder in the Northeast;
ENERGY STAR Builder Partner since 2002, with over 300 ENERGY STAR qualified homes built to-date.



Comments from Kenneth Segal, President

The ENERGY STAR program continues to convey a positive impact on our company from both consumer and building industry perspectives. Several years of branding Segal & Morel as ENERGY STAR 'specialists' has greatly helped in distinguishing us from other well-regarded developers operating in a competitive Northeast market.

Particularly with today's ever-rising fuel costs, the monthly savings afforded our customers by ENERGY STAR qualified homes have been very beneficial to us in terms of our reputation as a quality builder, as well as an important selling feature. The consumer benefits of cost savings, coupled with a growing concern for environmental issues such as climate change, have become instrumental to the success of our marketing efforts and referral activity.

In the future, we are certain that consumer insistence on ENERGY STAR will intensify. As it does, Segal & Morel will be sure to incorporate the ENERGY STAR program's many advantages into our changing home designs, floor plans and building practices.



Wilshire Homes - Houston

ENERGY STAR Builder Partner since 2004, with over 700 ENERGY STAR qualified homes built to-date.

Comments from Kim McDaniel, Vice President of Marketing and Advertising

We established Wilshire Homes Houston with a commitment to designing not only the most energy efficient homes in Houston, but also the most environmentally friendly. While we strive to lead the market through our energy efficiency efforts by building our homes to exceed ENERGY STAR guidelines, our team gladly promotes the benefits of building green to our competitors. The ENERGY STAR program helps others to walk in our footsteps, even as we maintain the lead by continually "raising the bar" for constructing energy efficient, environmentally friendly homes, in an environmentally friendly manner.
