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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.

Marketing Resources for Builders ENERGY STAR® New Homes

To get the most from your partnership with ENERGY STAR, you need to educate prospective homebuyers about the features and benefits of your ENERGY STAR qualified homes. As an ENERGY STAR partner, you have access to the following valuable marketing materials at no cost.

All tools are available on the ENERGY STAR web site at www.energystar.gov/homes.



ENERGY STAR Logos.

Promote your partnership and the qualified homes that you are building by using the ENERGY STAR mark. Several versions of the mark are available for download from the ENERGY STAR Web site. Each version of the mark is intended for specific applications; please refer to the ENERGY STAR Identity Guidelines.



Marketing Toolkit.

Use the ENERGY STAR Marketing Toolkit to create customized promotional materials to educate consumers about the features and benefits of your ENERGY STAR qualified homes through a variety of flyers, display cards, and Web tools.



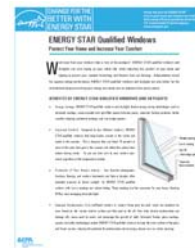
Consumer Brochure.

Order copies of our consumer brochure that highlights the energy saving features and other benefits of ENERGY STAR qualified new homes. Display the brochure in model homes, give it to prospective homebuyers, or distribute it at home shows or workshops. The brochure is available at no cost at www.energystar.gov/publications.



ENERGY STAR Fact Sheets.

Educate homebuyers about the many 'tried-and-true' energy-efficient features found in ENERGY STAR qualified homes by providing them with detailed Fact Sheets available for download on the ENERGY STAR Web site.



Web Links from the ENERGY STAR Partner Locator.

As a partner, your company, service area, and phone number are now listed on the Partner Locator found on the ENERGY STAR Web site, where consumers come to find information about ENERGY STAR in their area. You also have the opportunity to add a Web link from the Partner Locator to your Web site. To obtain this link, simply ensure that your Web site complies with our Web linking policy.



100% Builder Commitment.

ENERGY STAR partners interested in receiving special recognition can commit to building 100% of their homes to meet ENERGY STAR guidelines. Partners making this commitment are denoted with a special 100% icon on the ENERGY STAR Partner Locator.



Awards and Recognition.

ENERGY STAR recognizes partners through annual Leadership in Housing Awards. Each year, award plaques are given to partners who label a qualifying number of homes with the ENERGY STAR.



Outreach Partnership.

In markets where ENERGY STAR partners use EPA-created advertising to cooperatively promote ENERGY STAR qualified homes, a team of partners can apply for financial support from EPA.

For more information call 1.888.STAR.YES (1.888.782.7937).