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CASE STUDY: ENERGY STAR® Qualified Lighting Fixtures Light Up the Madera Community

In the spring of 2003, construction started on an 88-home “green community” located in Gainesville, Florida. Each home was to feature sustainable design and the latest energy-saving technology, including ENERGY STAR qualified lighting fixtures and ceiling fans.

The builders used the Gainesville Parade of Homes as an opportunity to showcase advanced building techniques, including the ENERGY STAR Advanced Lighting Package, to 1,400 potential buyers. After the event, the builders all agreed that the ENERGY STAR qualified lighting and ceiling fans were well received by the public. Pierce Jones, Director of the Energy Extension Service, said “I believe that the lighting was on a short list of the clearly recognizable elements that differentiated Madera from other homes in the Parade.” This is reflected by the fact that all four builders are continuing to promote ENERGY STAR qualified lighting fixtures and ceiling fans within the Madera Community and in other projects.

“Choosing ENERGY STAR qualified lighting fixtures and ceiling fans differentiates me from other builders in the market.”

—Gary Brooks, Brooks Design Construction

The Bottom Line Advantage

According to Gary Brooks of Brooks Design Construction, using ENERGY STAR qualified fixtures in new construction and remodeling projects provide two business advantages: differentiation and credibility. Both advantages help Brooks secure projects.



Madera at a Glance

Price Range: \$250,000 to \$300,000

Description: 88 home development by GreenTrust, LLC, in cooperation with University of Florida’s Energy Extension Service. Custom builders Carter Construction, Edinborough Development Corp, Brooks Design Construction, and Martin McFall all built homes in the development.

Lighting: Four Spring 2004 Parade of Homes featuring ENERGY STAR qualified lighting fixtures and ceiling fans by Sea Gull Lighting.

“What really convinced me, and what means the most to my clients, is that the ENERGY STAR qualified fixtures are beautiful – I am ‘wowed’ by the design of the fixtures. In addition, I believe that the benefits of lower utility bills, long lamp life, and less heat are real benefits for my clients.” Brooks and the other three Madera project builders were

so impressed by the ENERGY STAR qualified products, at least two more of the upcoming Madera homes will feature 100 percent ENERGY STAR qualified fixtures.

Getting the Job Done

Using ENERGY STAR qualified lighting fixtures was a new adventure for the builders working in this community. Product education, service, and support were key in convincing them to use the fixtures. Pierce Jones increased their comfort level by educating the builders on the benefits of energy-efficient lighting.

The builders received further education and encouragement from their local lighting supplier, Lighting Unlimited and the fixture manufacturer, Sea Gull Lighting. Together, they provided sales training to all the Madera Sub-division builders and worked closely with them to select ENERGY STAR qualified lighting fixtures that fit the décor of the homes. In addition, Lighting Unlimited worked closely with the builders to ensure that the cost of the ENERGY STAR qualified lighting package fell within their budgets and made sure the materials arrived on site and on time. Finally ENERGY STAR sales training was provided to residential sales agents to ensure they were ready to answer any question posed by the public during the Parade of Homes.

During the Parade, the ENERGY STAR qualified lighting fixtures were identified by hangtags. In addition, an electric meter display demonstrated the energy savings from ENERGY STAR qualified products that would result in lower utility bills. This was a big hit with the visitors. According to Brooks, who answered visitor questions during the Parade, "the lighting was well received by the public; all the consumer myths associated with fluorescent lighting were dispelled.

Within These Walls

The Brook Design Construction's 1,892 square foot, 2 bath, 3 bedroom home features ENERGY STAR qualified lighting fixtures throughout the home and includes ceiling fans with ceiling fan light kits from Sea Gull Lighting. Over 90 percent of the lighting fixtures installed in this home are ENERGY STAR qualified, easily exceeding the ENERGY STAR Advanced Lighting Package requirements.



Helpful Hints and Sales Tip

- Work closely with your manufacturers, and distributors to assist with technical and selection criteria.
- User point-of-purchase materials and displays to illustrate energy savings and benefits of ENERGY STAR qualified lighting.
- When considering lighting fixtures, don't forget about ENERGY STAR qualified ceiling fans with lighting.
- Be enthusiastic about the products. Understand the intrinsic benefits of ENERGY STAR qualified lighting fixtures and ceiling fans. Use this knowledge to address the client's needs and make the sale.
- Demonstrate the aesthetic appeal and quality of ENERGY STAR qualified lighting fixtures and ceiling fans by using them to light the model home.

For More Information...

on the ENERGY STAR Advanced Lighting Package, visit the ENERGY STAR Web site at www.energystar.gov or send an e-mail to ENERGYSTAR_ALP@icfi.com.