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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.

Working with ENERGY STAR as a Developer

Energy is on everyone's minds lately. From higher gas prices to higher utility bills, Americans are feeling the pinch. So it's no surprise that today's new homebuyers are increasingly concerned about energy efficiency. But how can consumers know for sure that the home they are buying is truly energy efficient? By looking for the blue ENERGY STAR label, the government-backed symbol for energy efficiency.

To earn the ENERGY STAR, a home must meet strict guidelines set by the U.S. Environmental Protection Agency. These homes are at least 15% more energy efficient than required by code and include additional energy-saving features that typically make them 20–30% more efficient than standard homes. They offer homebuyers all the features they want in a new home, plus energy-efficient improvements that deliver better performance, greater comfort, and lower utility bills.



To be eligible for ENERGY STAR partnership, a developer must commit to requiring that all homes in their community be qualified to earn the ENERGY STAR.

With ENERGY STAR partnership, developers can:

Gain Market Differentiation and Recognition. ENERGY STAR partnership distinguishes developers as leaders in environmental stewardship through the creation of energy-efficient communities. This provides valuable peer and public recognition that can translate into market advantages as consumers' demand for energy efficient homes continues to grow.

Did You Know?

Constructing a community of 100 ENERGY STAR qualified homes is the equivalent to:

- Eliminating the emissions from ~50 vehicles;
- Saving ~300,000 lbs of coal;
- Planting ~80 acres of trees; or
- Saving the environment ~580,000 pounds of CO₂ per year.

Enhance the Ability to Attract Builders. When positioned correctly, builders will understand that constructing ENERGY STAR qualified homes in your development will lead to market differentiation and recognition, as well as enhanced customer satisfaction and increased revenue.

Capitalize on Growing Interest in Green Building. For home builders and homebuyers interested in green building, energy efficiency is the place to start. And the best way to make sure that a new home is energy efficient is with ENERGY STAR.

Gain Easier Access and Rights to Land Development. An increasing number of jurisdictions give expedited permitting to developers that require energy efficient or green building for all homes in a community. Contact your county and/or city to see if this is available in your area.

Get Support. As an ENERGY STAR partner, you can use EPA-produced marketing, educational, and technical resources at no cost, including:

- ENERGY STAR logos
- Award programs
- Listing on the ENERGY STAR Web site
- Brochures, Fact Sheets, and a Marketing Toolkit



Learn more about becoming an ENERGY STAR partner at
www.energystar.gov/homesPA.