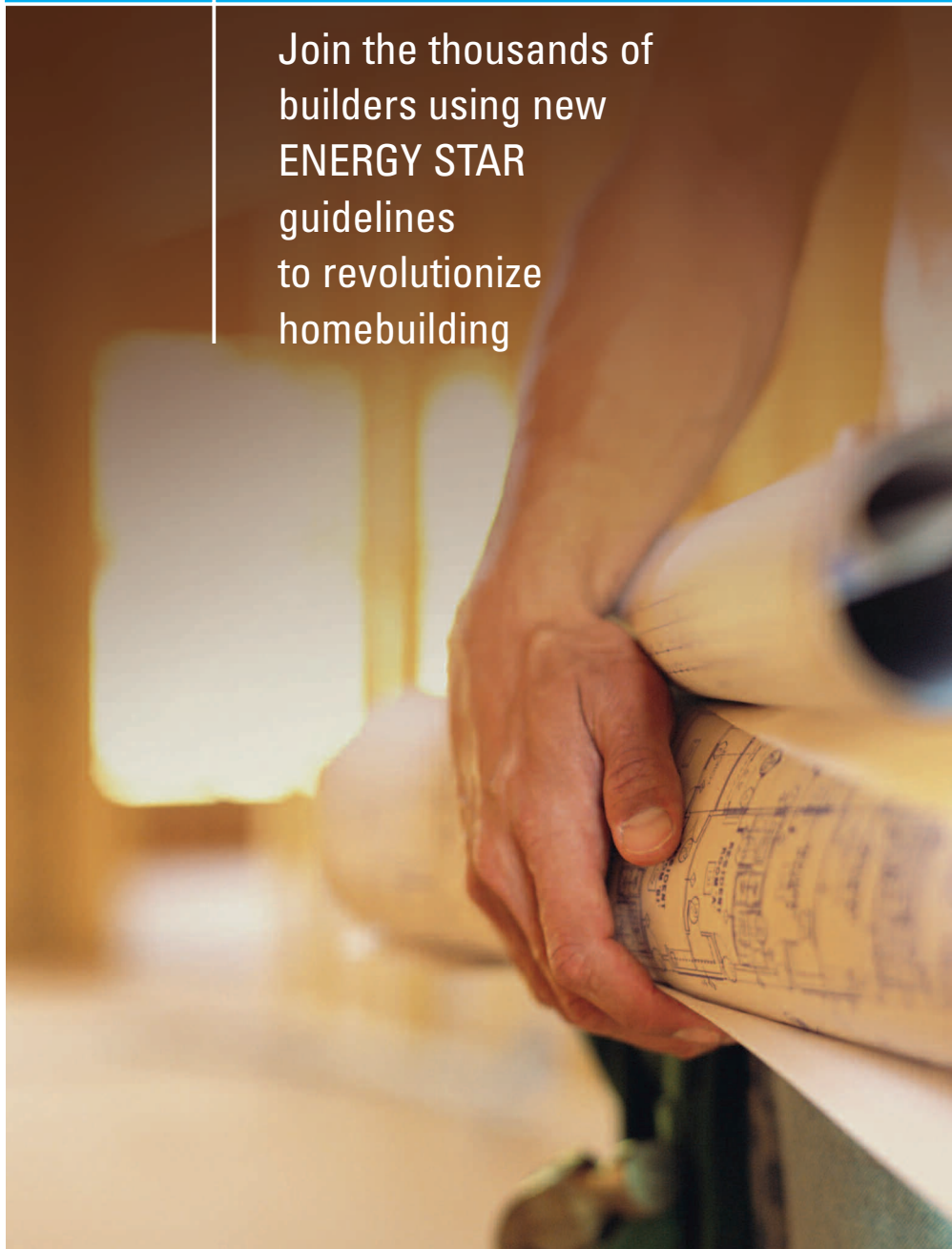




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WHY DO BUILDERS PARTNER WITH ENERGY STAR?

EPA's ENERGY STAR program helps builders meet consumers' growing demand for high quality, energy-efficient homes.

By building homes that earn the ENERGY STAR, your company can join more than 5,000 trend-setting builders that have already constructed over 850,000 ENERGY STAR qualified homes across the country. New homes earn the ENERGY STAR by meeting rigorous energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA). In 2007, 12% of all new housing starts nationally were ENERGY STAR qualified. In many areas, ENERGY STAR homes represent 20% or more of local home starts.

Build ENERGY STAR qualified homes to:

■ **Enhance Homebuyer Satisfaction**

Provide your customers with a value-added benefit—energy efficiency—and help them save money every month, be more comfortable at home, and protect our environment. The quality features built into ENERGY STAR homes translate into lasting value, increased customer satisfaction, and more referrals. Recent JD Power surveys show a strong correlation between a builder's participation in ENERGY STAR and higher customer satisfaction ratings.

■ **Increase Profit**

Satisfy the growing demand of today's homeowners to save energy, and translate that into an opportunity for your company to profit. Some buyers will use projected energy savings to pay for additional, high-value upgrades. ENERGY STAR builder partners also report reduced customer callbacks and fewer warranty claims.

■ **Reduce Liability**

Adopt EPA's rigorous guidelines, which include third-party inspections and testing, to help reduce liability issues. In particular, new requirements will help builders avoid common construction defects such as air leakage, improperly installed insulation, and missing air barrier details that can result in drafts, uncomfortable temperatures, and moisture problems. These defects can be easily detected using infrared cameras. As a result, the details of true quality construction are no longer hidden behind the walls.

■ **Gain Recognition**

Associate your company with a nationally recognized, trusted program to create market advantage. Partnering with EPA distinguishes your company as a leader in efficient construction, craftsmanship, and environmental stewardship. More and more Americans recognize the ENERGY STAR as the mark for high efficiency.



"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. While custom home sales decreased in the market, our market share increased. Sales and profit also increased."

ENERGY STAR Partner Winton/Flair Custom Homes, Texas

WHAT MAKES A HOME ENERGY STAR?

Homes that earn the ENERGY STAR meet rigorous EPA guidelines for energy efficiency.

ENERGY STAR qualified homes are at least 15% more energy efficient than homes built to the 2004 International Residential Code (IRC) and include additional energy-saving features that typically make them 20-30% more efficient than standard homes. Your home designs, layouts, and option packages need not change to incorporate energy efficiency. Builders can choose from a variety of “tried and true” energy efficiency features to meet ENERGY STAR performance guidelines:

■ Effective Insulation Systems

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

■ Tight Construction and Ducts

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

■ Efficient Heating and Cooling Equipment

In addition to using less energy to operate, energy-efficient heating and cooling systems can be quieter, reduce indoor humidity, and improve the overall comfort of your home. When properly installed into a tightly sealed home, this equipment won’t have to work so hard to heat and cool the home.

■ High Performance Windows

Energy-efficient windows employ advanced technologies, such as protective coatings and improved frame assemblies, to help keep heat in during the winter and out during the summer. These windows also block damaging ultraviolet sunlight that can discolor carpets and furnishings.

■ Efficient Products

ENERGY STAR qualified homes may also be equipped with ENERGY STAR qualified products—lighting fixtures, compact fluorescent bulbs, ventilation fans, and appliances, such as washing machines, refrigerators, and dish-washers.

■ Third-Party Testing

With the help of an independent Home Energy Rater, ENERGY STAR builder partners choose the most appropriate energy-saving features for their homes. Additionally, the rater conducts onsite inspections and testing to verify the energy efficiency measures, as well as insulation, air sealing, and duct sealing details.



“Our subcontractors send their best crews because they know their work will be inspected.”

ENERGY STAR Partner ASTORIA HOMES, Nevada

WHY DO HOMEBUYERS CHOOSE ENERGY STAR?

ENERGY STAR qualified homes are better for owners and the environment, offering benefits such as:

■ Better Performance

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pests, pollution, and noise. An energy-efficient home helps ensure consistent temperatures between rooms, improved indoor air quality, and greater durability.

■ Lower Ownership Cost

Compared with standard construction, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating—delivering \$200 to \$400 in annual savings. Although these energy savings may seem small relative to the cost of monthly mortgage payments, no one likes to waste money. And over the 7 or 8 years that a typical buyer lives in the home, it adds up to thousands of dollars saved. Additional savings on maintenance can also be significant.

■ Smarter Investment

To date, more than 5,000 builders have partnered with EPA to construct over 850,000 ENERGY STAR qualified homes. By choosing a home with the ENERGY STAR label, buyers can be confident that it will have an increasingly valued feature when the time comes to sell.

■ Added Confidence

Home buying is a complex process. Consumers don't always want to know all the details of energy-efficient construction. Instead, the government-backed ENERGY STAR makes it easy to identify homes that are truly energy efficient. Buyers can find the house of their dreams and enjoy peace of mind knowing it also meets rigorous energy efficiency guidelines set by EPA and verified by an independent Home Energy Rater.

■ Environmental Protection

Because ENERGY STAR qualified homes use less energy, they help prevent greenhouse gas emissions—an added benefit for today's environmentally-conscious homebuyers looking for "green" choices. Greater energy efficiency helps us all make the most of our energy resources, mitigates the impact of high energy prices, decreases the need for new power plants, lowers our reliance on energy imports, and reduces the emissions of greenhouse gases and air pollutants at the source.

For all of these reasons, EPA is pleased to partner with leading builders to offer ENERGY STAR qualified homes.

WHAT SUPPORT DOES EPA OFFER BUILDERS?

ENERGY STAR is a proven partnership program that has helped builders construct energy-efficient homes for over a decade.

■ Recognition

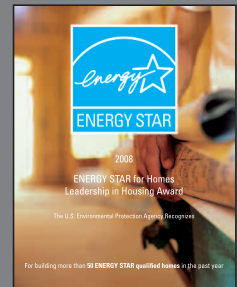
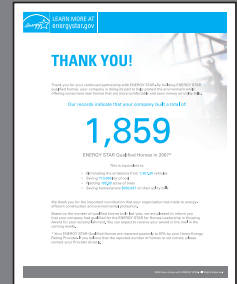
EPA provides builders valuable recognition for their participation in the program through:

- Listing on the ENERGY STAR Web site with contact information and links to builder Web sites
- Awards for reaching program milestones
- Public Service Announcements publicizing ENERGY STAR and its partners
- Local consumer outreach featuring participating builders

■ Tools and Resources

ENERGY STAR builder partners have access to a variety of technical and marketing materials at no cost:

- ENERGY STAR marks for use in marketing materials and publicity
- An online Toolkit that makes it easy to produce highly customized ENERGY STAR sales and marketing materials
- Consumer-oriented brochures that describe the features and benefits of ENERGY STAR qualified homes
- Fact sheets that provide detailed information about typical features found in ENERGY STAR qualified homes



READY TO JOIN ENERGY STAR?

There is no cost to partner with EPA's ENERGY STAR or to use the program's promotional materials.

Here's the partnership process for builders:

- Work with a local Home Energy Rater to ensure that your homes are designed and built to meet ENERGY STAR performance guidelines.
- Fill out a Partnership Agreement, a simple online form that explains the proper use of the ENERGY STAR name and mark.
- Have your homes inspected and tested by your Home Energy Rater.
- Affix the ENERGY STAR label on each qualifying home.
- Use ENERGY STAR promotional materials and resources to gain market advantage for your energy-efficient homes.

About ENERGY STAR



ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through increased energy efficiency. Today, ENERGY STAR offers businesses and consumers energy-efficient solutions to save energy, save money, and help protect the environment for future generations. More than 9,000 organizations are ENERGY STAR partners, committed to improving energy efficiency in homes, products, and businesses.



United States Environmental Protection Agency
Office of Air and Radiation (6202J)
EPA 430-F-07-011