



Increase Profits ENERGY STAR Labeled Homes Are Easier To Sell

Builder Guide



DESCRIPTION

Industry surveys continue to demonstrate a rapidly growing market for more energy efficient and comfortable homes. Look for ENERGY STAR labeled homes to contain many features home buyers seek to reduce utility costs and improve quality. Reduced costs, greater comfort, and superior quality are great sales advantages.



BENEFITS

Builders offering ENERGY STAR labeled homes can attract more potential home buyers with extra value. This can translate into closing more sales and greater profits.

- Use the lower ownership cost of ENERGY STAR labeled homes for easier sales.**

ENERGY STAR labeled homes are designed to use less energy, and hence have lower energy bills than standard code homes of the same size. Moreover, with energy savings greater than incremental mortgage cost, the resulting positive cash-flow will mean your homes cost less to own from the first day your buyers move in. In addition, your home buyers can use their positive cash flow to buy upgrade packages without increasing their total monthly operation costs. These are important selling points that can make an ENERGY STAR labeled home easier to sell.



- The energy efficiency market is growing.**

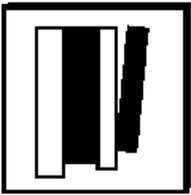
Surveys show that homeowners want to avoid high utility bills. There is also an increasing awareness of the link between energy efficient homes and better built, more comfortable homes that are better for the environment.

- ENERGY STAR label recognition attracts potential buyers.**

EPA is working with a wide range of partners to promote how consumers can reap the benefits of energy efficiency with the ENERGY STAR label. With this promotion, greater numbers of potential home buyers will be exposed to the ENERGY STAR label and associate it with homes that can offer improved comfort, quality, and energy efficiency for less cost. Moreover, there are other ENERGY STAR products in the marketplace that will enhance recognition of the ENERGY STAR label. For example, the ENERGY STAR label will be featured and promoted on office equipment, heating and cooling equipment, home appliances and consumer electronics.

The ENERGY STAR label adds credibility to your comfort and energy efficiency claims.

The ENERGY STAR label is earned by homes that meet EPA's energy efficiency performance criteria. ENERGY STAR can be used to tell home buyers about your strong commitment to comfort, quality, energy efficiency, and environmental stewardship and differentiate you from your competitors. When you make claims about quality construction based on your association with a third-party EPA ENERGY STAR label, customers can have greater confidence in your product. You can build on this confidence to close more sales.



RESOURCES

- For more information on the ENERGY STAR labeled homes program, call 1-888-STAR-YES; or access the ENERGY STAR Homes web page on the Internet at: <http://www.energystar.gov/homes>.