



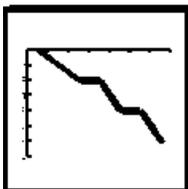
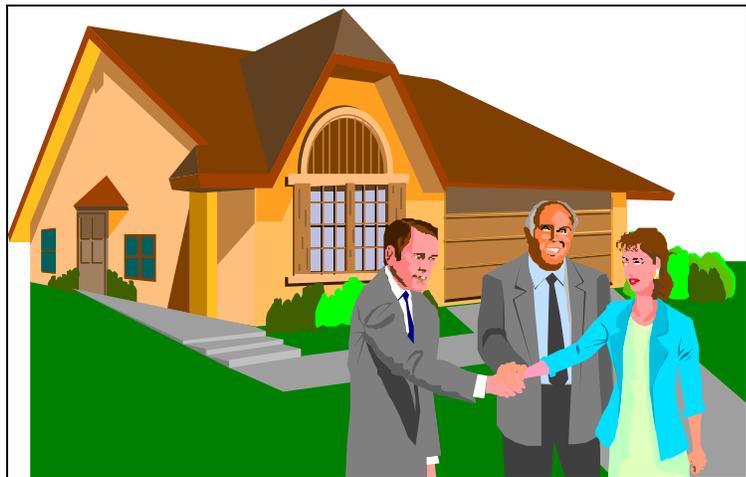
Increase Profits by Encouraging Customer Referrals

Builder Guide



DESCRIPTION

The homes you build represent your product and company, both to the person purchasing your home and to their friends and acquaintances. Each home you build is a statement of your commitment to customer satisfaction and quality homebuilding, and is a component of your overall marketing effort, whether intentional or not.



BENEFITS

The ENERGY STAR label can be used with your good construction practices to assure customers that the energy features in the home you build will provide comfort and perform as advertised. Meeting or exceeding customer expectations enhances your reputation as a quality builder. Moreover, it creates satisfied customers who will tell their friends how pleased they are with their new ENERGY STAR labeled home. Word-of-mouth referrals expand your potential customer base and can result in more home sales and increased profits. An additional benefit of homes that perform as advertised is that, usually, there are fewer costly callbacks to fix problems.

- Energy-efficient homes features are supported by the ENERGY STAR label.**

Energy-efficiency features designed into ENERGY STAR labeled homes can provide superior comfort and performance. The ENERGY STAR label assures customers that claims about energy-efficiency and

comfort are based on an unbiased

third-party evaluation (home energy rating) and can increase confidence that the home will perform as advertised. In addition to this assurance, the ENERGY STAR labeled home is part of a comprehensive EPA effort to promote the benefits of energy efficient homes.

- An ENERGY STAR labeled home creates satisfied customers.**

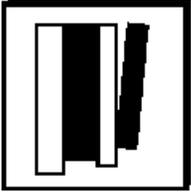
Satisfied customers are the core of all successful businesses. ENERGY STAR labeled homes can be distinguished by delivering on commitments to comfort and energy efficiency performance. The result: satisfied customers.

Comfortable homes that perform as advertised are also less likely to experience costly callbacks to fix problems. Fewer callbacks go straight to bottom-line profits.

- Satisfied customers tell their friends about their positive experiences.**

Market studies show that customers who have had a good experience with a product will tell their friends. Satisfied ENERGY STAR homeowners can enhance your reputation for building high quality comfortable

homes that are a cut above standard homes. Referrals from satisfied customers are excellent sales leads. They are more likely to generate sales than “cold call” situations where you must prove yourself to customers unfamiliar with your quality and performance. More satisfied customers mean the potential for more sales and greater profits.



RESOURCES

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