



# **Marketing Examples**

## ***For Builders***



# Print Ads



WITH EACH ENERGY STAR® HOME WE BUILD,  
THE FUTURE LOOKS A LITTLE BRIGHTER



By building ENERGY STAR qualified homes we help to remove carbon dioxide from the atmosphere.

We are proud to be part of a national effort that last year alone helped to:

- Save enough energy to power 15 million homes
- Remove the emissions equivalent to 14 million cars
- Save Americans \$7 billion!

ENERGY STAR qualified homes meet EPA's strict guidelines for energy efficiency. These homes provide greater comfort and durability while lowering utility costs. Energy efficiency also protects the environment by significantly reducing the greenhouse gas emissions that contribute to global warming.

Learn more at [www.energystar.gov](http://www.energystar.gov) or [www.bobward.com](http://www.bobward.com)

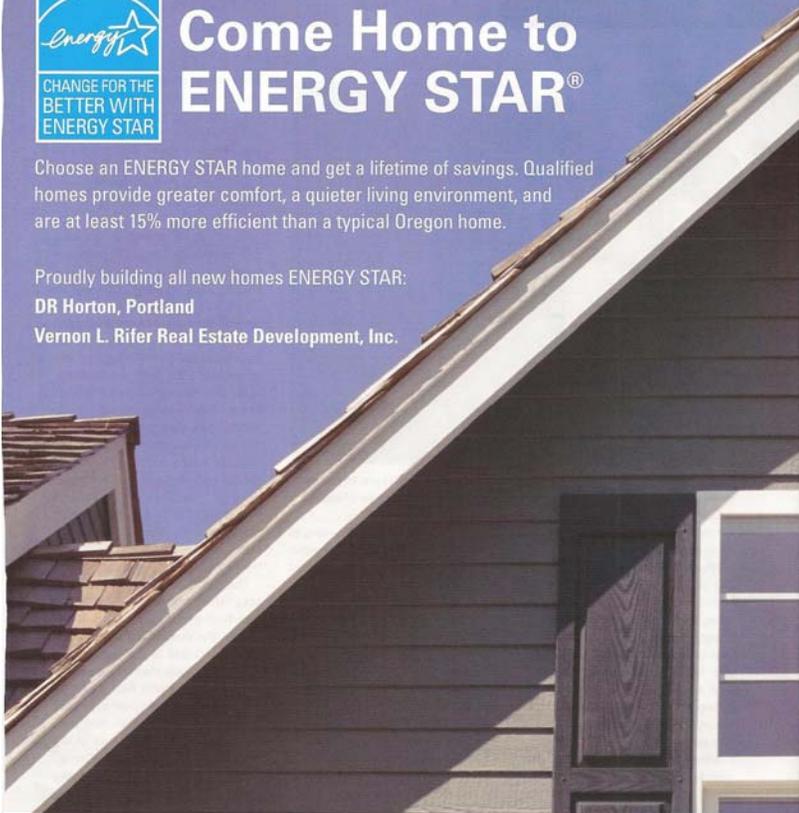
410-679-5000 • [www.bobward.com](http://www.bobward.com)



## Come Home to ENERGY STAR®

Choose an ENERGY STAR home and get a lifetime of savings. Qualified homes provide greater comfort, a quieter living environment, and are at least 15% more efficient than a typical Oregon home.

Proudly building all new homes ENERGY STAR:  
DR Horton, Portland  
Vernon L. Rifer Real Estate Development, Inc.



For a list of all builders building ENERGY STAR,  
visit [NorthwestENERGYSTAR.com](http://NorthwestENERGYSTAR.com) or call 1.888.373.2283



With support from:



NORTHWEST ENERGY EFFICIENCY ALLIANCE  
[www.nwalliance.org](http://www.nwalliance.org)



# Print Ads



## ENERGY STAR HOMES Benefits Check List

**Reduced Utility Bills:** Spend less on monthly bills thanks to the energy efficient construction and features included in ENERGY STAR labeled homes. Look for as much as 30% to 50% savings on heating, cooling, and hot water bills.

**Healthier Indoor Air:** Breathe easier in ENERGY STAR labeled homes built to reduce indoor pollutants contributing to allergies and asthma. Proper sealants and ventilation block dust, pollen, moisture, mold, radon, and carbon monoxide.

**Low Maintenance:** Homes with the ENERGY STAR label feature tight construction which prevents costly moisture damage, energy efficient windows which reduce fading of furniture and finishes, and high quality heating and cooling equipment.

**Comfortable and Quieter Homes:** Tight construction and improved insulation not only keep out heat, cold, and noise, but also insure consistent temperatures between and across rooms.

**Access to Preferred Financing:** Apply for additional savings through national and regional lenders across the country offering special ENERGY STAR mortgages.

**Help Protect the Environment:** Feel good about protecting the environment. ENERGY STAR labeled homes reduce air pollution.

# ENCE HOMES

OUR STANDARDS MEAN MORE VALUE FOR YOU



Before you build your new home, take a close look at ENCE and the advantages of owning a quality home with the ENERGY STAR label.



Marketed by:

Prudential St. George Realty • New Homes Division  
Prudential Mesquite Realty • New Homes Division

216 W. St. George Blvd., St. George, Utah 84770 • (435)628-7700 • www.encehomes.com  
114 N. Sandhill Blvd., Suite A, Mesquite, Nevada 89027 • (702)346-6000 • www.encehomes.com



WE BUILD  
THEM  
FOR US...  
*because you're  
worth it.*



At *Cape Side*, we only build homes that we would want to live in. Each home is constructed, from the foundation to the roof, with the highest quality materials and the utmost care. We strive to make every home in *Cape Side* not only beautiful and comfortable, but energy efficient, as well.



*Only Cape Side offers  
these energy-saving features  
in every home.*

# Print Ads

## ALL HOMES ARE NOT CREATED EQUAL

ENERGY STAR® is the label given by the EPA and the Department of Energy to products that exceed federal energy efficiency guidelines. Homes earn this label if they use at least 30 percent less energy than a home built to the standard energy code.

ENERGY STAR Homes achieve this distinction in five ways, beginning with the design of engineered heating, ventilation and air conditioning. The design takes into account the bends and turns in ductwork, register locations, duct lengths, connections and air flow, all of which results in energy cost savings and more consistent temperatures from room to room.

Air-tight ducts are a second way energy is saved. These are achieved by using straps, collar ties and mastic



per third party protocols which translate into lower heating and cooling costs and better air distribution. Energy efficient vinyl windows with specially selective glass are a third way ENERGY STAR Homes save money. This window treatment reflects the sun's energy away from the home in the summer and the furnace's heat back to the home in winter which reduces fabric fading as well as lowers energy costs.

Quality control is assured because energy features are documented, inspected and retested by third parties. Independent parties also certify that homes carrying the ENERGY STAR label save at least 30 percent more energy than the Model Energy Code requires.

The Grand Strand New Home Guide is pleased to present in this issue communities that feature ENERGY STAR Homes.



### Year-round comfort is a "Star" quality.

The "Energy Star®" is your assurance of more energy efficiency and home comfort.

An "Energy Star®" rating means a home rates big on comfort – all year long. It also means you'll save big on heating and cooling costs and you can even get more home for your money. All Bob Ward Companies homes are distinguished with the prestigious "Energy Star®" for outstanding energy efficiency. Awarded by The United States Department of Energy and The Environmental Protection Agency, this designation tells you that the homes are 30 percent more energy efficient than required by law.

This improved energy efficiency can be a key to getting more new home for your money. Mortgage lenders are aware that energy-efficient homes use the most up-to-date construction technology, which means they are less costly to own and maintain. Savings from "Energy Star®" rated homes increase their owner's monthly cash flow. These added financial advantages provide incentive for many lenders to stretch their qualifying ratios when you purchase an energy-efficient home. This may make you eligible for a larger mortgage, so you may be able to purchase a larger home or include more of the customized options you've always wanted.

When you're looking for a new home, make sure it gets a star-studded rating and enjoy more comfort and affordability all year long in your Bob Ward Companies home.



## Some Earn The ENERGY STAR®



### Grand Strand Energy Star Builders:

WESTBRIDGE HOMES  
(843) 272-5003

KENDALL CANADY BUILDERS, INC.  
(910) 575-6940

ARCHDALE BUILDERS  
(843) 249-6404

CHARLES FOX HOMES LTD  
(910) 579-0908

PAUL D TYNDELL CUSTOM HOMES  
(910) 575-0204

COOPER BUILDING COMPANY  
(910) 575-2667

VARBROUGH AND COMPANY BUILDERS  
(910) 575-6202

WHITNEY BLAIR, INC.  
(910) 579-9994

GALLIMORE HOMEBUILDERS  
(910) 579-1808

### SINGLE-FAMILY HOMES

Coventry Farms in Chestertown epitomizes the Eastern Shore lifestyle...a more laid-back lifestyle with beautiful surroundings, water-oriented activities and eclectic shops and eateries a short drive away. Located just 35 minutes from the Bay Bridge and close to Washington, DC and Baltimore, Coventry Farms lets you get away from it all, without going far away! Whether chosen for your primary home or a vacation/weekend getaway, you'll fall in love with the Eastern Shore's signature hospitality and Bob Ward Companies' distinctive comfort, quality and value. Select from a variety of single-family 2-story colonials including a first-floor master bedroom suite model, and rancher model.

For information, phone 410-679-5000 or visit [bobward.com](http://bobward.com) to register in our guest book.

"Your Sales Manager was so knowledgeable and helpful with all the decisions that needed to be made that she made this whole process very pleasant. Bob Ward Companies went out of their way to accommodate my wishes. I couldn't be more pleased with the workmanship that went into my home. I love everything about it. I have been recommending Bob Ward Companies homes to everyone!"

— Jane Rohleder, Deer Spring, Forest Hill



# Web

**Anderson Homes**  
You Belong Here.

You Belong in a **Peak Performance Home.**

Home | About Us | Peak Performance | Homeward Bound | Homes Ready Now | Contact Us

## Peak Performance

# Our Energy Goes Into Saving Yours.

*Anderson's Peak Performance ENERGY STAR® Homes are proven to be significantly more energy efficient than the standard home.*

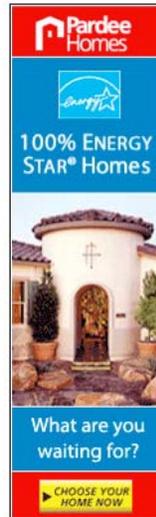
Roll the cursor over the numbers to learn more about our Peak Performance homes.

*\*Some exceptions apply.*

# Web



**Pardee Homes**  
Save on energy costs!  
100% ENERGY STAR® Homes  
[▶ CHOOSE YOUR HOME NOW](#)



**Pardee Homes**  
100% ENERGY STAR® Homes  
  
What are you waiting for?  
[▶ CHOOSE YOUR HOME NOW](#)



**Pardee Homes**  
100% ENERGY STAR® Homes  
  
  
What are you waiting for?  
[▶ CHOOSE YOUR HOME NOW](#)



**ZURICH HOMES**  
where we build | available lots | homes for sale | custom homes | sub-contractors | home technology | about



**CHANGE FOR THE BETTER WITH ENERGY STAR**

Building an Energy Star certified home means that your home has met energy efficacy standards set by the EPA. In order to receive Energy Star certification your home is built to strict standards and its energy efficiency is inspected and verified by an independent home rater. Building an Energy Star certified home means lower monthly utility bills, adding resale value to your home, and possible eligibility for [available tax credits](#). By building Energy Star you are using smart building techniques that help conserve natural resources while saving you money on your energy bills.

To find out more about Energy Star contact us or visit: [www.energystar.gov](http://www.energystar.gov).

More on Energy Star:

# Pamphlets

## What are the features of an ENERGY STAR qualified home?

ENERGY STAR qualified homes achieve their energy savings through a variety of reliable and established technologies and building practices. These typically include tight construction, tight duct sealing, improved insulation, energy-efficient heating and cooling equipment, and high-performance windows.

**Tight Construction** reduces drafts, moisture, dust, pests, and pollen.

**Tight Ducts** improve indoor air quality and comfort with less noise.



**High-Performance Windows** keep heat in during the winter and out during the summer.

**Improved Insulation** blankets the home in comfort and quiet.

**Energy-Efficient Heating and Cooling Equipment** reduces utility bills and noise while increasing durability.



PARTNER OF THE YEAR 2004

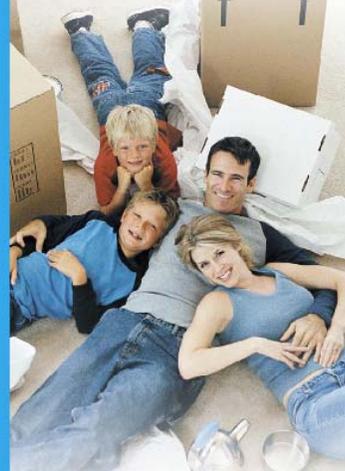
For a list of builders of ENERGY STAR qualified homes, visit [www.energystarhome.info](http://www.energystarhome.info)

Funding provided by the regulated electric utility for this program is approved by the Public Utility Commission of Texas in support of statewide energy efficiency efforts.



ENERGY STAR® is a government-backed program helping businesses and individuals protect the environment through superior energy efficiency. For more information visit [www.energystar.gov](http://www.energystar.gov)

Home is where the star is.



Enjoy your new ENERGY STAR® qualified home and spend less to live in it.

## What is an ENERGY STAR® qualified home?

ENERGY STAR is the identifying mark of energy-efficient products including equipment and new homes. It provides consumers an easy way to recognize energy-efficient homes that have been verified by a third party to meet ENERGY STAR performance levels.

An ENERGY STAR qualified home uses less energy than a home built to the Texas building code and actually provides you with a better lifestyle for less money! The energy savings delivered by an ENERGY STAR qualified home result in lower monthly utility bills, more favorable mortgage options, higher resale value, and a greater comfort level than a home of the same, or even higher, purchase price. Actual savings may vary.

## What distinguishes an ENERGY STAR qualified home?

For a home to earn the ENERGY STAR, an accredited Rating Provider must first test its performance. During this testing process the home's Home Energy Rating System (HERS) score is calculated. The HERS score determines how energy efficient the home is compared to other homes of similar size and construction. If the home scores an 86 or higher on the HERS scale, it meets ENERGY STAR performance levels, and the higher the HERS score, the better. Once the home qualifies, an ENERGY STAR certificate is issued and the homebuilder can display the ENERGY STAR in that home.



## What are the benefits of an ENERGY STAR qualified home?

Besides saving money, here are some additional benefits you'll enjoy when you own an ENERGY STAR qualified home:

- Improved Comfort and Reduced Noise**  
Tight construction and improved insulation help keep out excess heat, cold, and noise, while maintaining a consistent temperature throughout the house.
- Lower Maintenance**  
Energy-efficient heating and cooling equipment lasts longer and requires less maintenance. Energy-efficient windows reduce fading of furniture and finishes.
- Healthier Indoor Air**  
Tight construction, coupled with increased ventilation, keeps dust, pollen, and car exhaust out so you can breathe easier.
- Higher Resale Value**  
Studies show that energy-efficient homes are more highly valued in the housing market than standard homes.
- Better Construction**

With a focus on quality you can be assured that your ENERGY STAR qualified home has been built with care and attention to detail.

**Third-Party Tested**  
Participating homebuilders work with independent energy raters to certify their homes as ENERGY STAR qualified.

**Preferred Financing**  
Energy efficiency mortgages could allow you to apply the monthly energy savings of your ENERGY STAR qualified home in order to qualify for a larger loan at your current income level.

**Good for the Environment**  
Almost 20% of air pollution results from energy used in homes. An ENERGY STAR qualified home uses significantly less energy than standard homes. So while you're saving money, you're also protecting the environment by keeping the air cleaner.

# Pamphlets



## A POWERFUL PARTNERSHIP

Ence Homes and ENERGY STAR® Lead the Way



ensure that everyone understands the guidelines. All salespeople must watch a training DVD that Ence Homes created, and pass a test to confirm their knowledge. In addition, employees attend on-going training including weekly meetings, workshop seminars and sales meetings.

Ence Homes nurtures relationships with bankers, real estate agents, subcontractors, peer builders and employees. They conduct an annual breakfast to acknowledge accomplishments and set goals for the coming year. Plus, Ence Homes has sponsored 23 real estate agents to attend the

ENERGY STAR qualified homes are independently verified to be at least 10 percent more energy efficient than homes built to the 2003 National Model Energy Code. These savings are based on heating, cooling, and hot water energy use and are typically achieved through a combination of the following features:

- Improved insulation
- High performance windows
- Energy efficient heating and cooling equipment
- Tight duct systems
- Controlled air infiltration

Through these reliable technologies and building practices, ENERGY STAR homes can offer homeowners:

- Energy savings
- Increased comfort
- Improved indoor air quality
- Environmental protection
- Higher resale value

Utah homeowners have shown that they are extremely interested in creating energy efficient homes. Ence Homes is now the second largest homebuilder in Utah, building approximately 400 homes per year – all of them 5 Star Energy compliant. In addition, Ence Homes works with vendors who offer ENERGY STAR qualified products such as lighting, heating and air conditioning systems, appliances, programmable thermostats, and windows. Some products are offered as standard features, while others are upgrades.

Ence Homes is not only committed to building energy efficiency into each and every home, but also to educating and promoting awareness of the ENERGY STAR message. They invite Energy Rated Homes of Utah to present the ENERGY STAR program to employees and subcontractors, explaining the benefits of the program and steps Ence Homes takes to

Sales and Marketing Council of Southern Utah's Home Show seminar to become Certified Home Sales Professionals. Through significant efforts to promote and encourage awareness of the ENERGY STAR program, it's not surprising that Ence Homes has received numerous awards from the U.S. Environmental Protection Agency including:

- 2005 Sustained Excellence Award – the highest award achievable from ENERGY STAR and the EPA
- 2004 Home of the Year
- 2003 Outstanding Achievement Award – for building more than 200 ENERGY STAR homes
- 2002 Builder of the Year
- 2000 Merit Home Builder of the Year



619 South Bluff Street, Tower 2, St. George, Utah 84770  
 435-628-0936 • 1-800-424-3623 (ENCE) • 435-628-0172 Fax  
[www.encehomes.com](http://www.encehomes.com)



Ence Homes uses the recognition gained from receiving numerous ENERGY STAR awards to reinforce the importance of building and purchasing energy efficient homes.

### Ence Homes and ENERGY STAR

**AT-A-GLANCE:**

**BUILDER:**  
Ence Homes

**SPECIALTY:**  
Building 5 Star Energy qualified homes

**LENGTH OF PARTICIPATION:**  
Since 1999

**GEOGRAPHIC AREA:**  
Several communities in So. Utah and Nevada

**BENEFITS:**

- Makes a positive contribution to the environment
- Differentiates the company from competitors
- Helps the company grow

**TRAINING:**

- Trains all employees, subcontractors and real estate agents on the benefits of ENERGY STAR qualified homes

**MARKETING:**

- Displays the ENERGY STAR logo on all advertising and on every home
- Uses ENERGY STAR plaque installed on every home

**PUBLICITY:**

- Develops newspaper articles, magazine ads, billboards and brochures to educate the customer as well as other builders

The story of Ence Homes began in 1983 when partners Jay and Quentin Ence began constructing homes and commercial buildings. For the next few decades, the company grew to become Southern Utah's largest volume homebuilder. In 2003, Kim, Tracy, and Troy Ence acquired ownership and management of Ence Homes from their father and uncle and decided to build homes of value and quality.

In 2006, the company made a vital shift in the focus of its building practices. At that time, Kim Ence, President of Ence Homes, investigated the benefits of building ENERGY STAR qualified new homes. It didn't take the company long to discover that the goals of the ENERGY STAR program perfectly complemented the goals of the company. This partnership helped lead to Ence Homes' current mission, "providing prompt, courteous customer service while building quality, innovative and energy-efficient homes."

Through a partnership with the ENERGY STAR program, Ence Homes has been able to establish a reputation of building homes that offer the very best in terms of efficiency, comfort, and durability and gain recognition for its long standing commitment to building excellence. In addition, they are committed to preserving greenhouses gases through energy-efficient building practices.

*"Providing prompt, courteous customer service while building quality, innovative and energy-efficient homes."*



Ence Homes places brochures with newspapers and magazines, highlighting the benefits of ENERGY STAR.

In addition to the awards, the EPA has personally noted Ence Home's commitment to energy efficiency.

"ENERGY STAR partners, such as Ence Homes, that are selected for the Sustained Excellence Award have demonstrated a long-standing commitment to building homes that perform better for homeowners and for the environment," said Kathleen Hogan, director of EPA's Climate Protection Partnerships Division. "We applaud their outstanding efforts to create a new generation of homes that offer the very best in terms of efficiency, comfort and durability."

*"I believe Ence Homes is one of the most outstanding companies in the home building business. My experience in working with them as we went through the process of building my home, from changes made to the original plans, to placement on my lot, through upgrades, installation of fixtures, to the final walk through, all was of outstanding professionalism. The workmanship was of outstanding quality. My house is beautifully built and is extraordinarily energy efficient."*

*Having a home built is always a challenging experience. Thanks to Ence's spirit of friendliness, concern for the customer and dedication to top quality work, my experience turned out to be a very enjoyable one. I would not hesitate to recommend them to anyone wanting a top quality home built by a company who is dedicated to serving the customer."*

- Judith Tweedie  
ENERGY STAR homeowner



# Pamphlets



Energy Star is a voluntary program administered by the U.S. Environmental Protection Agency (EPA) that enables homeowners to save 30% or more in energy costs and the power to reduce air pollution and greenhouse gases through energy efficiency.

To earn the prestigious Energy Star Certification, a home must be third-party inspected and tested to be at least 30% more energy efficient than standard construction. As you continue your new home search, you owe it to yourself to take a close look at our differences in new home construction. When you do you will see a Haven built home is the smart choice.



Feel good about your contribution to the environment and your family's health...

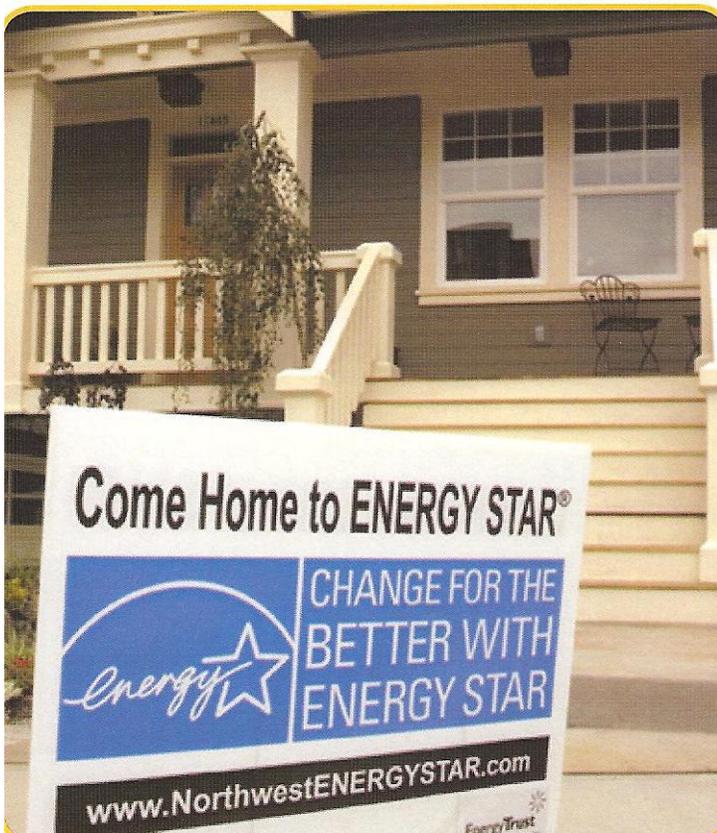
without sacrificing personal style



# Outdoor and Signage



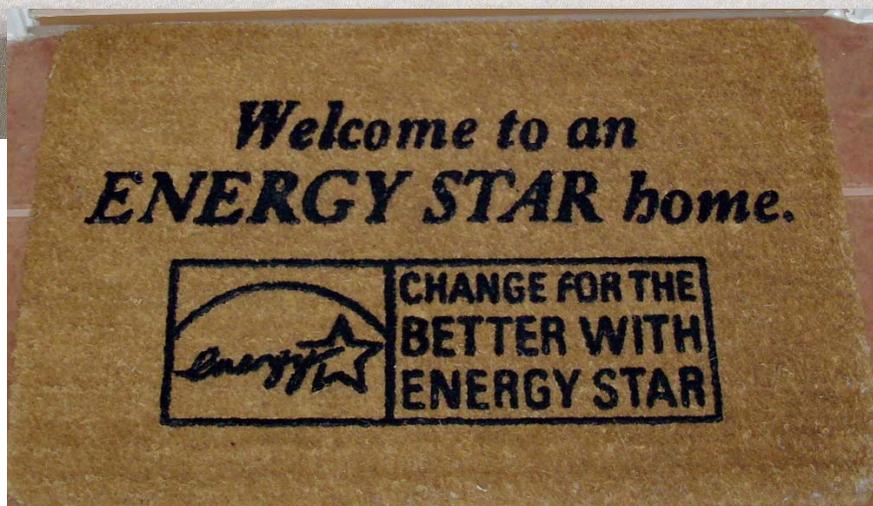
# Outdoor and Signage

An advertisement for Ence Homes. On the left, there is a blue Energy Star Partner logo with the text "ENERGY STAR PARTNER". In the center, two young boys are smiling and hugging. On the right, the "Ence Homes" logo is displayed in a stylized, outlined font, with a palm tree icon to its left. Below the logo is the website "encehomes.com". At the bottom, the text "ENERGY EFFICIENT HOMES FOR YOUR FUTURE...AND **THEIRS**" is written in a bold, yellow font.

# Outdoor and Signage



# Showroom



# Showroom



# Showroom



# Showroom



# Showroom

Products that make a difference  
**ENERGY STAR QUALIFIED<sup>®</sup>**  
**FURNACE**  
has an annual fuel utilization efficiency (AFUE) rating of 90% or greater, making it **about 15% more efficient** than standard models.

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

**ENERGY STAR** Welcome to an **ENERGY STAR QUALIFIED HOME**

A home with full Energy Star<sup>®</sup> certification will be a minimum of 15% more efficient than a home that simply meets the state building code, significantly reducing monthly utility bills.\*

\*Actual savings will vary depending on the size and location of the home, local utility rates, number of occupants, and monthly utility patterns.

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

**ENERGY STAR** CHANGE FOR THE BETTER WITH **ENERGY STAR**

**Advanced Duct Performance**

To help ensure that heated or air-conditioned air is distributed effectively from room to room, the duct system is well sealed, inspected and performance-tested for greater comfort and lower energy bills.

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

Products that make a difference  
**ENERGY STAR QUALIFIED**  
**WINDOWS**  
reduce heat flow for greater comfort, reduced condensation and **lower energy costs.**

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

Products that make a difference  
**ENERGY STAR QUALIFIED<sup>®</sup>**  
**REFRIGERATOR**  
uses **less energy** in one year than a 75-watt light bulb.

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

Products that make a difference  
**ENERGY STAR QUALIFIED<sup>®</sup>**  
**COMPACT FLUORESCENT LIGHT BULBS**  
save up to **75%** on your lighting bill with the flip of a switch.

**QUADRANT HOMES**  
MORE HOUSE. LESS MONEY.

# Showroom

