Sample Text for Promoting ENERGY STAR on Builder Partners’ Web Sites

We have written sample text (short and full versions) to help you promote your valued ENERGY STAR certified homes and ENERGY STAR partnership to consumers. Simply copy and paste the sample text below to your organization’s web site. Also use this content in combination with our [web banners and buttons](https://www.energystar.gov/index.cfm?fuseaction=mesa.showLinkingOpportunities) to take advantage of [ENERGY STAR’s web linking policy](http://www.energystar.gov/index.cfm?c=web_tools.pt_linking_policy), which provides a link to your organization’s web site from the ENERGY STAR web site while a link to the ENERGY STAR web site is displayed on your web site. Where appropriate, insert your organization’s information. For assistance please email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).

Sample Text - Short Version

(Insert organization) is proud to offer new homes that have earned the ENERGY STAR® label. The ENERGY STAR label means that your new home has been designed and built to standards well above other homes in the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. The ENERGY STAR label gives you the peace of mind that your home has undergone a better process for inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

Learn more about ENERGY STAR certified new homes at [http://www.energystar.gov/](http://www.energystar.gov/index.cfm?c=home.index)newhomes.

Sample Text - Full Version

**ENERGY STAR. It’s the little label with the big message: Better is Better.**

(Insert organization) is proud to offer new homes that have earned the ENERGY STAR® label. The ENERGY STAR label means that your new home has been designed and built to standards well above other homes in the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. The ENERGY STAR label gives you the peace of mind that your home has undergone a better process for inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA). ENERGY STAR certified homes are better because they are designed and built to provide homeowners:

**Peace of Mind. The result of a home that’s built better.**

With the ENERGY STAR label on your new home, you can be confident that it will deliver. When ENERGY STAR requirements are applied to new home construction, an integrated approach to design combined with tried-and-true best building practices adds up to a durable, comfortable home with reduced utility and maintenance costs. Our ENERGY STAR certified homes have undergone more inspections and testing than typical homes to ensure that your new home was built to higher standards.

**Enduring Quality. Better systems make all the difference.**

Purchasing a new home is a big investment, so it’s important to be sure that it’s built to last. We’ve designed all of our new ENERGY STAR certified homes to include value-adding energy efficiency features, and a combination of materials and equipment that will deliver better performance.

ENERGY STAR certified new homes include features like:

* A complete **Thermal Enclosure System** that includes comprehensive air sealing, quality-installed insulation, and high-performance windows, to deliver improved comfort and lower utility bills.
* A high-efficiency **Heating, Ventilation, and Cooling System** that is designed and installed for optimal performance.
* A comprehensive **Water Management System** to protect roofs, walls, and foundations from moisture damage.
* **Energy-efficient Lighting and Appliances** to help keep utility bills low, while providing high-quality performance and longevity.

**Wall-to-Wall Comfort. A better way to live.**

Ask anyone who lives in an ENERGY STAR certified home to go back to their old home. You’ll likely hear that there’s no way they’ll give up the comfort that came with the ENERGY STAR label on their new home. From the moment you walk in the door of an ENERGY STAR certified home, you’ll see, feel, and hear the difference.

**Proven Value. A better investment for today and tomorrow.**

Homes earning the ENERGY STAR label offer better energy efficiency and performance compared to other homes, making them a better value for today and a better investment for tomorrow. ENERGY STAR certified homes are at least 10% more energy efficient than homes built to code and achieve a 20% improvement on average.

For more information on our ENERGY STAR certified new homes, contact…[INSERT PARTNER CONTACT INFO]

Learn more about ENERGY STAR certified new homes at [http://www.energystar.gov/](http://www.energystar.gov/index.cfm?c=home.index)newhomes.