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

We have written sample text (short and full versions) to help you promote ENERGY STAR certified homes and your ENERGY STAR partnership to builders and homebuyers. 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 own web site. Below are short and long versions of the sample text. Where appropriate, insert your organization’s information. For assistance please email us at hotline@energystar.gov.

Sample Text - Short Version

(Insert organization) is proud to offer Energy Efficient Mortgages (EEMs) that can be used for the purchase of new homes that have earned the ENERGY STAR® label. EEMs can make it easier for you to buy an energy efficient home by helping you to qualify for a larger mortgage. Homes that have earned the ENERGY STAR label have been designed and built to standards well above other homes in the market today and use 20-30 percent less energy than typical new homes. The EEM recognizes that ENERGY STAR certified homes cost homeowners less to operate each month because they use less energy and have lower utility bills.

For more information about our EEMs, contact…[INSERT PARTNER CONTACT INFO]

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

Sample Text - Full Version

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

(Insert organization) is proud to offer Energy Efficient Mortgages (EEMs) that can be used for the purchase of new homes that have earned the ENERGY STAR® label. EEMs can make it easier for you to buy an energy efficient home by helping you to qualify for a larger mortgage. Homes that have earned the ENERGY STAR label have been designed and built to standards well above other homes in the market today and use 20-30 percent less energy than typical new homes. The EEM recognizes that ENERGY STAR certified homes cost homeowners less to operate each month because they use less energy and have lower utility bills. 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. All 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. The builder of your new ENERGY STAR certified home has designed it 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.**

ENERGY STAR certified new homes offer better energy efficiency and performance compared to other homes, making them a better value for today and a better investment for tomorrow. Homes earning the ENERGY STAR label use 20-30 percent less energy than typical new homes, and even more when compared to most resale homes on the market today.

For more information about our EEMs, contact…[INSERT PARTNER CONTACT INFO]

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