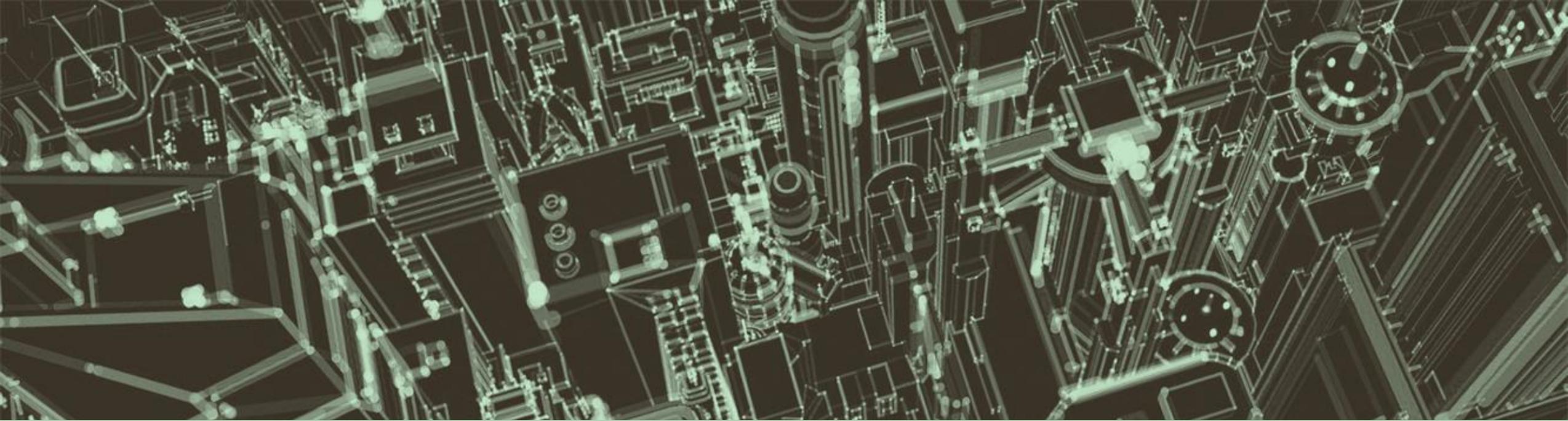


Forget the Cowbell...

...it's time to Shake the Shiny!





January 1, 2006

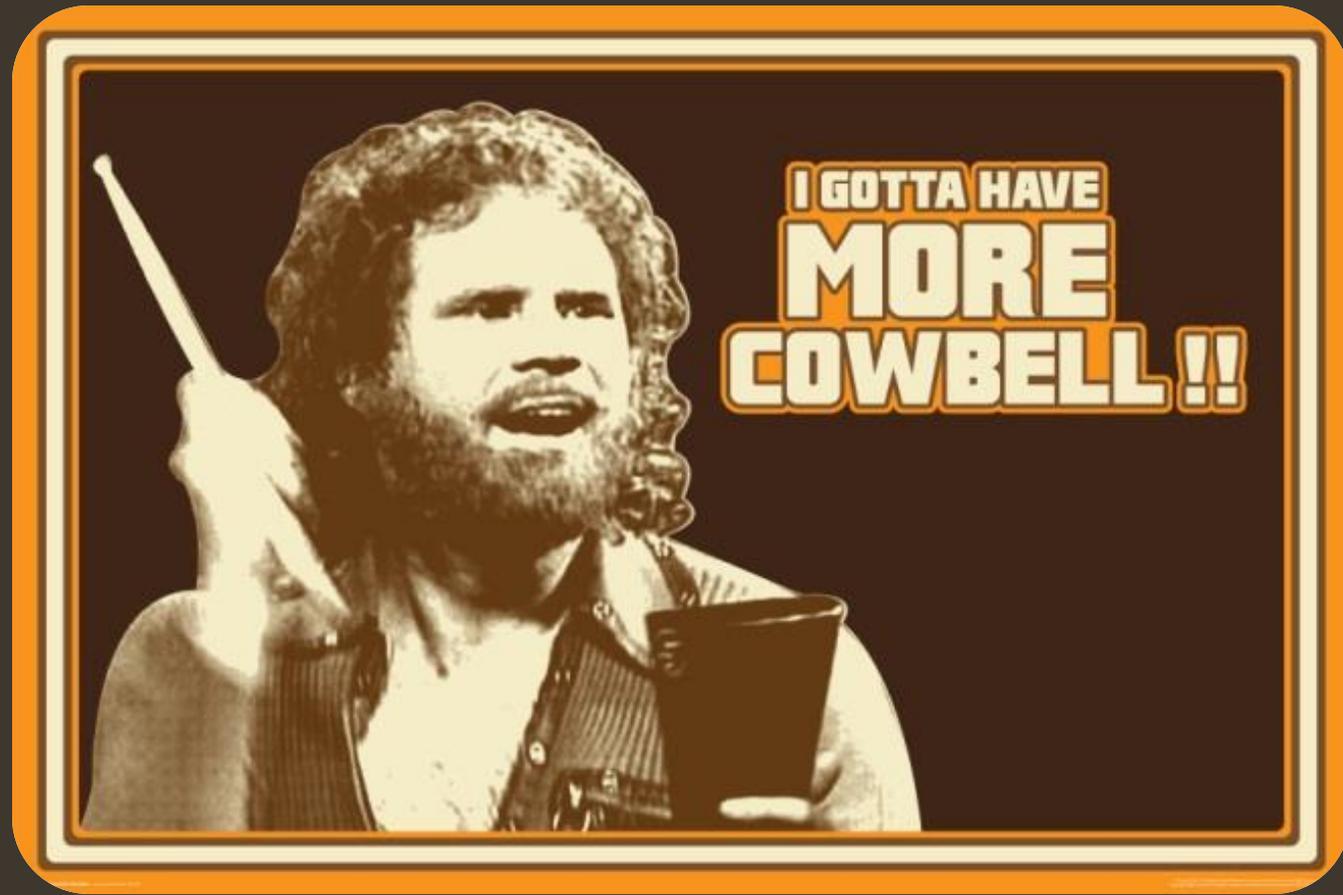




There was panic in the streets!



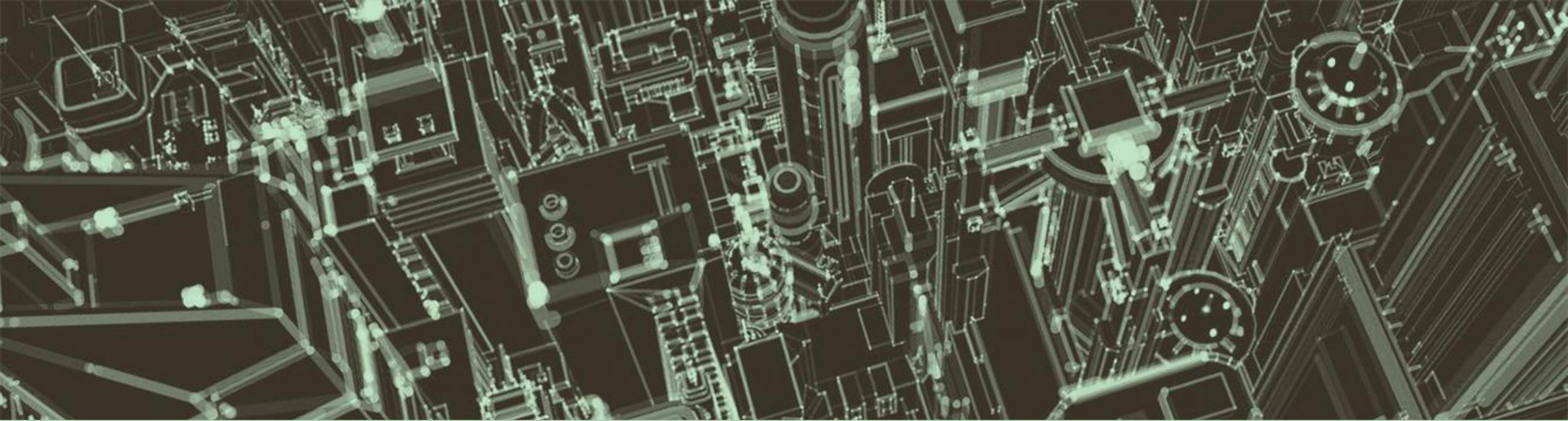
**Thermal Bypass Checklist? That will cost
like an extra \$10,000! Right?**



But we made it just fine...

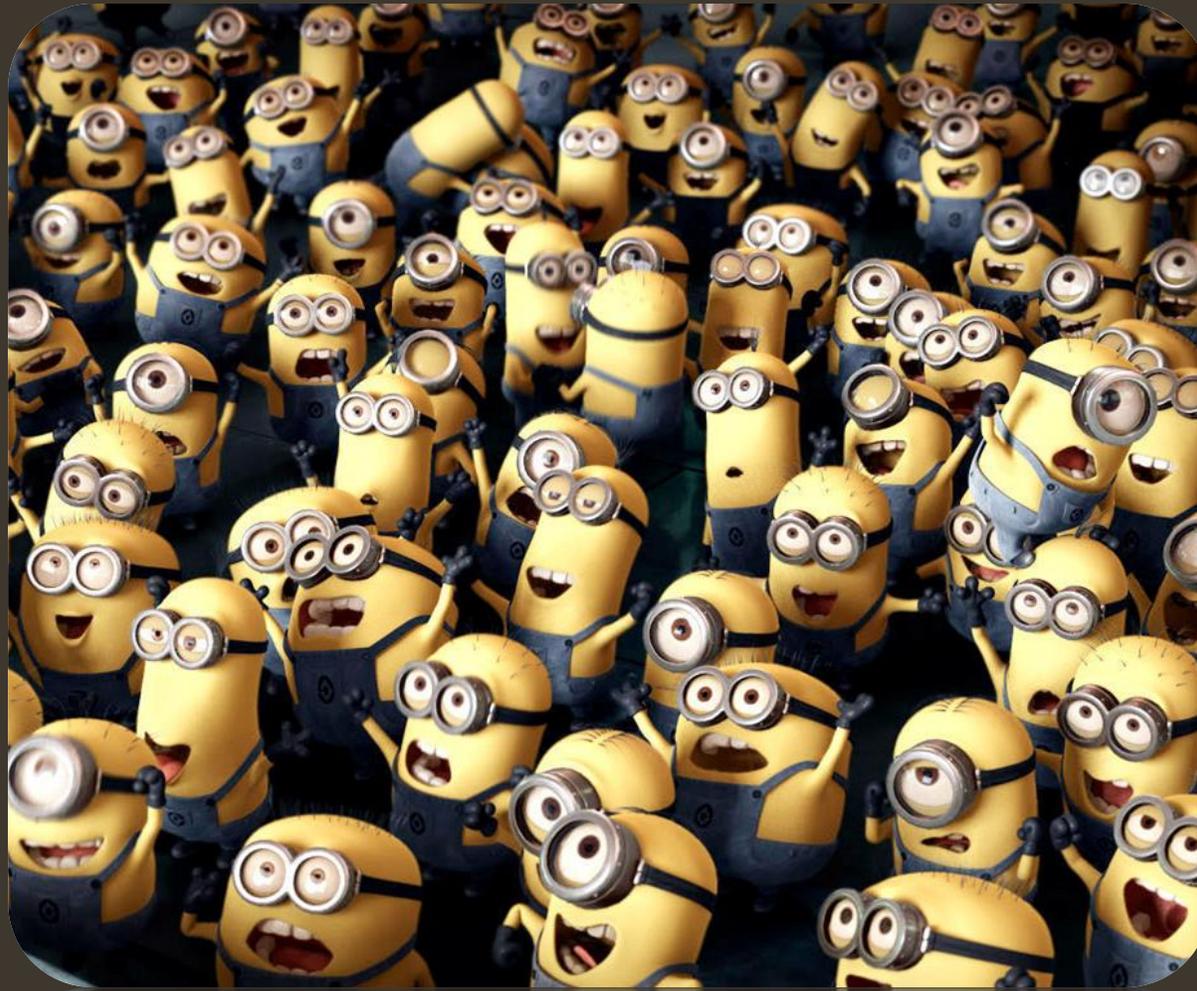


In fact we thrived (2009)...

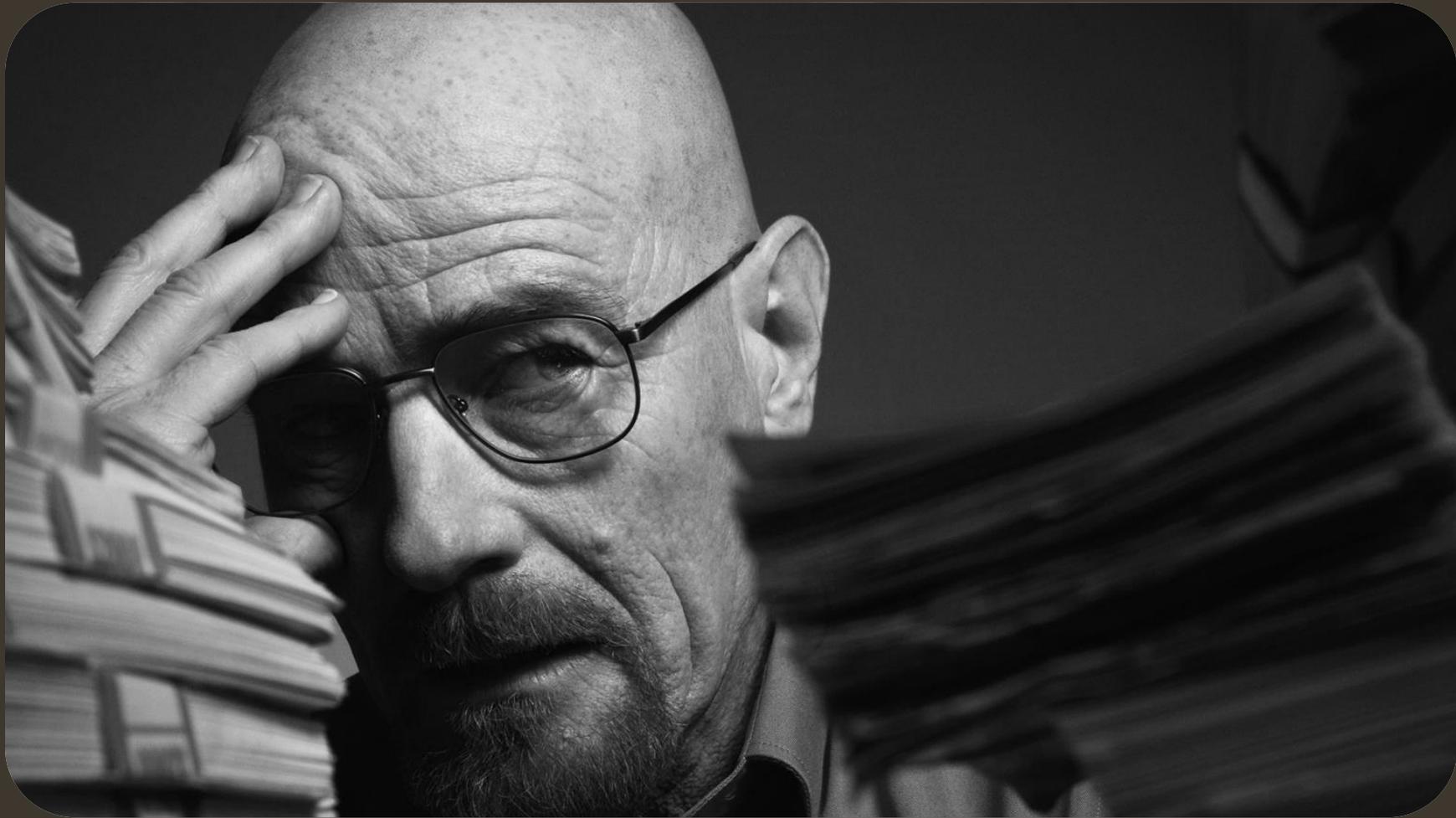


January 1, 2012





There was panic in the streets
(again)



**FOUR Checklists? That will cost like
an extra \$10,000! Right?**

Dean, when's the next Revision coming out?



Floating HERS Index

QUIT SAYING "QUALIFIED"!

Size Factor Adjustment

Permit Date ²	Date of Final Inspection ¹		
	4/1/2011	1/1/2012	7/1/2012
Before 4/1/2011 ^{3, 4}	v2	v2.5	v3
Between 4/1/2011 and 12/31/2011 ⁴		v2.5	v3
On or after 1/1/2012 ⁵		v3	

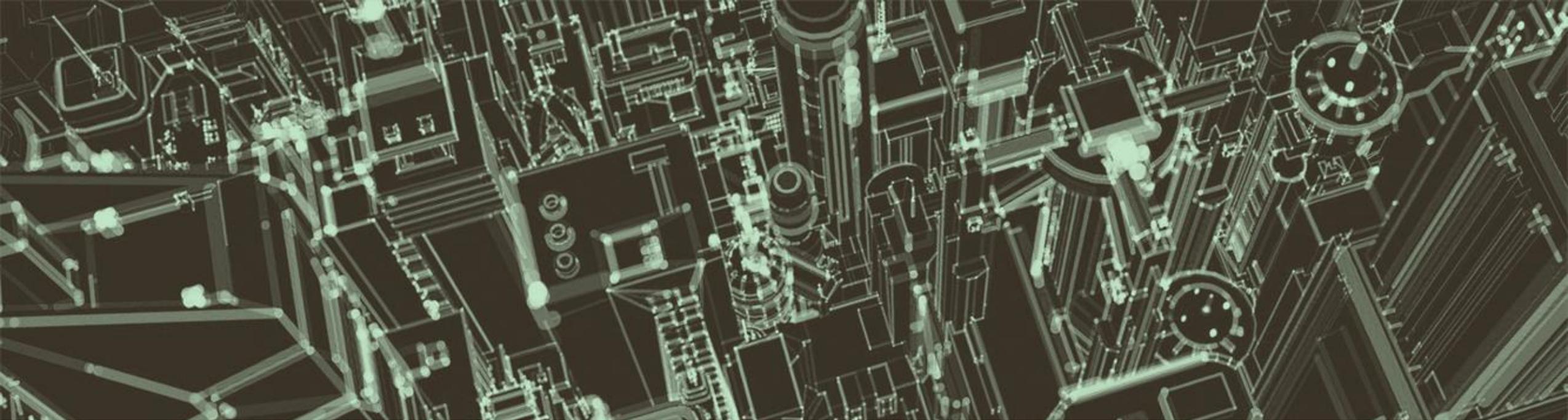
Version 2	Version 2: 2006 Guidelines
Version 2.5	Version 2.5: Core Version 3 energy efficiency measures with Air Barriers and Air Sealing sections of Thermal Enclosure System Rater Checklist; Other checklists completed but not enforced
Version 3	Version 3: Core Version 3 energy efficiency measures with all checklists completed and enforced

IT'S CERTIFIED NOW...

Plus a whole bunch of new "wrinkles"



Were the Mayans privy to V3.0?



January 1, 2013





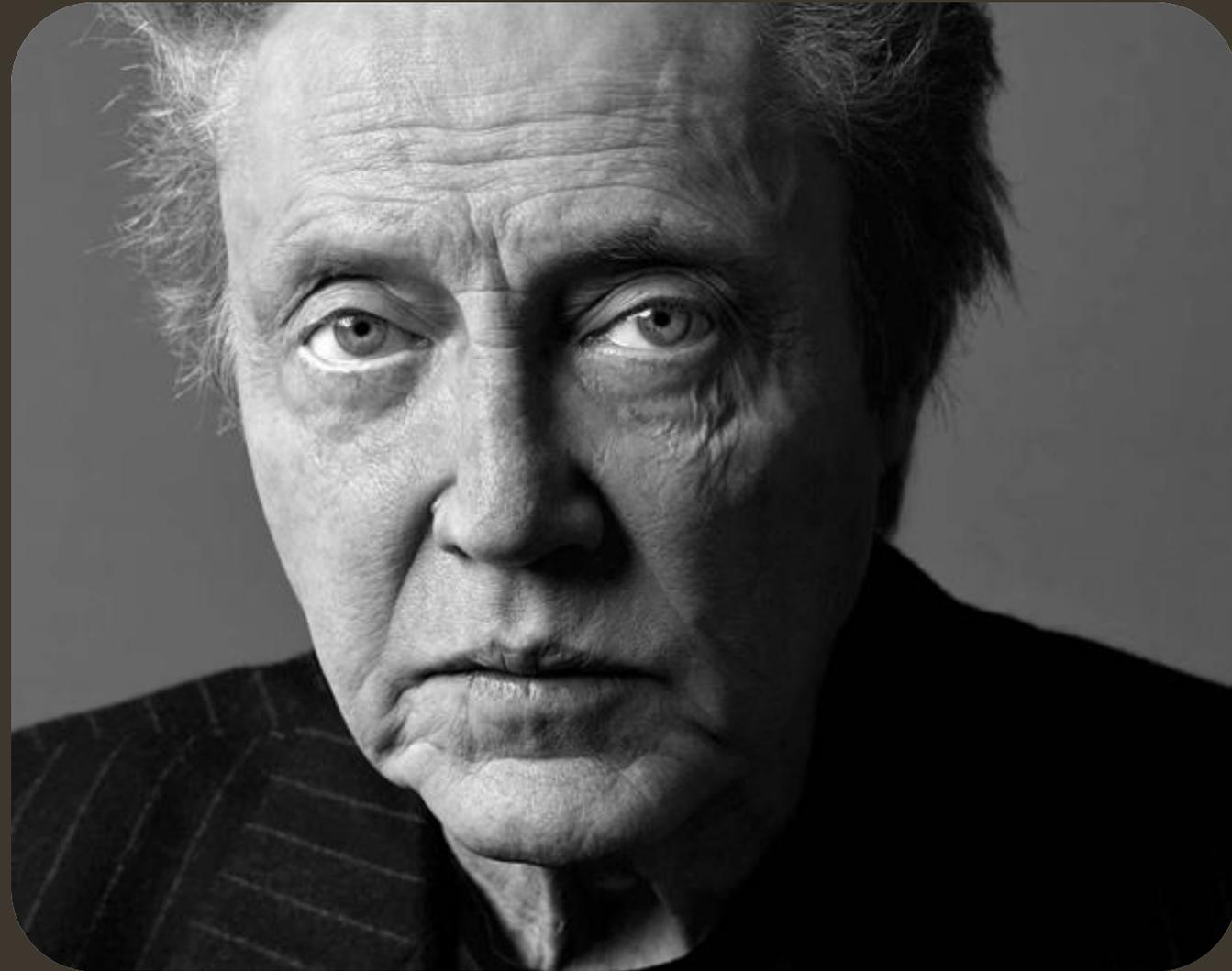
The Sun rose...



And we still had Programs to run



But how would we “save” our Programs?



Would more cowbell suffice?



Nope, we needed something more potent



We needed to Shake the Shiny

CR Herro (Meritage Homes – Phoenix)

“Shaking the Shiny is focusing on the VALUE of the ENERGY STAR home, not the technical stuff behind the walls. Don’t sell the checklists.”
(RESNET Conference 2012)





So who's Shaking their Shiny?



Beazer Homes - Charleston

- Charleston MSA: 697,439
- CZ 3 (Moist & W/H)
- 2012 SF Permits: 3,132
- 2013 Beazer Production: ~150 (5%)
- Avg HERS Index: 55





HOMES and communities

OUR process

BEAZER difference

BEAZER blog

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Beazer Difference

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Every Beazer home has built-in energy efficiencies that can save you money in heating and cooling costs. In fact, all of our homes exceed ENERGY STAR® ratings, so you get more cash back in your pocket every month.

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More Mortgage Choices



Flexible Home Plans and Personalization



More Energy Efficiency Savings



Homes & Communities >



Our Process >

- Finding a New Home
- Financing & Contract
- Making it Your Own
- Construction
- Closing & Move-In

Beazer Difference >

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Motivations

- We want to provide our customers with a high quality, comfortable home that will save them money year after year, regardless of which Beazer community they choose to live in. And to do that, we have to not only meet ENERGY STAR standards, but exceed them.
- We test each home because you can only guarantee each home if you test every single one.
- To reinforce the ENERGY STAR message, we stock each sales center with *Better is Better* brochures for our prospects, buyers and owners.
- Building ENERGY STAR Homes does require additional expenses, but we are committed to this standard. Having the rebates from SCE&G certainly helps.



Capital Homes - Tulsa

- Tulsa MSA: 951,880
- CZ 3 (Moist)
- 2012 SF Permits: 2,695
- 2013 Capital Production: ~100 (4%)
- Avg HERS Index: 63





-  [BLOG](#)
 -  [COMMUNITIES](#)
 -  [MOVE-IN READY](#)
 -  [VIDEOS](#)
-    

Introducing Energy Star 3.0 - The Highest and Only Certified Rating

Hover over the hot buttons to learn more about features that make a Capital Home the most comfortable and energy efficient home in Tulsa.



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A GOOD DECISION



Consumer Video



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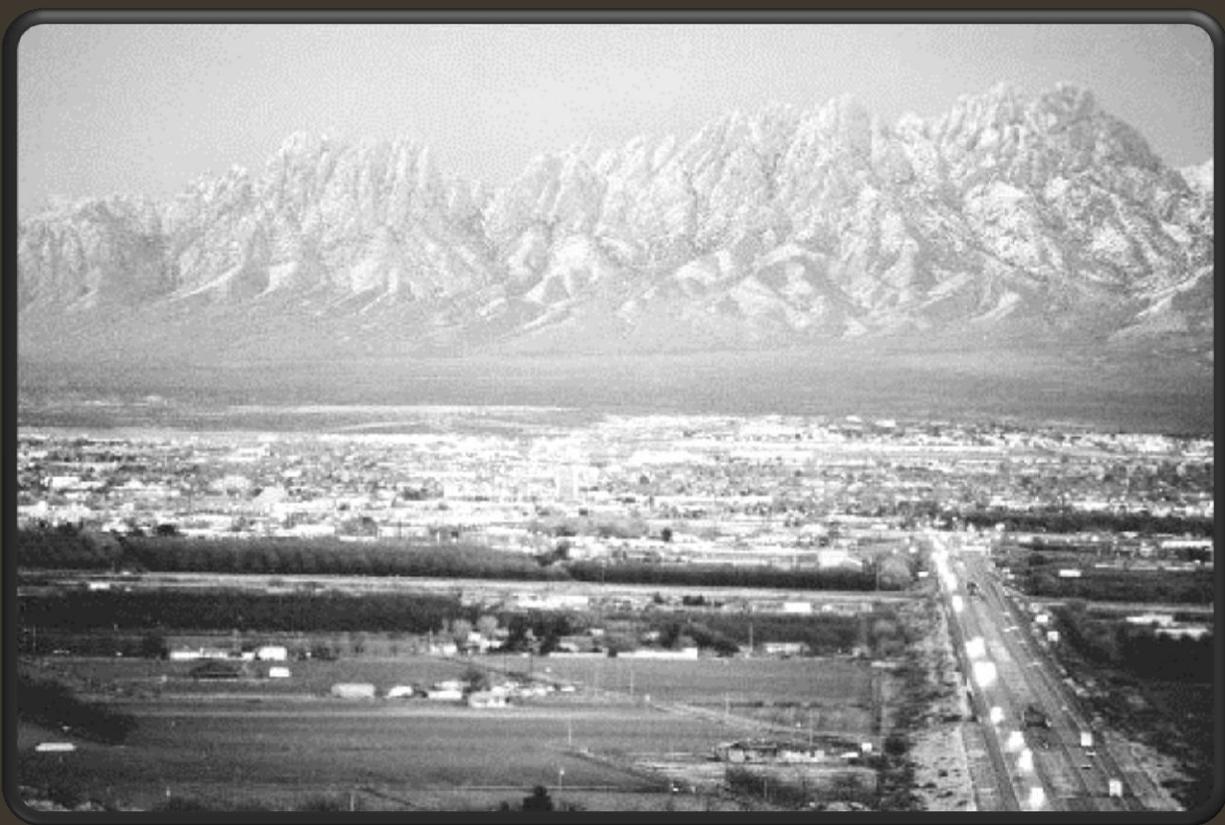
www.capitalhomes.com

Motivations

- Two Major Reasons
 - We believe that ENERGY STAR brand delivers extra value. We appreciate brand loyalty & the years of groundwork that EPA has invested in this program
 - Increased requirements gives us a competitive advantage by building a better product
- However new requirements do push tolerances.
 - Not afraid of moving forward
 - Increased costs are still largest concern



NetSolar Construction – Las Cruces



- Las Cruces MSA: 214,445
- CZ 3 (Dry)
- 2012 SF Permits: 703
- 2013 NetSolar Production: 8 (1%)
- Avg HERS Index: 32



Green Building - Net Solar

NetSolar can help you achieve a NetZero Energy Project

Energy Efficiency Features we offer:

- SIPs (structural insulated panels)
- Photovoltaic solar panels
- Solar hot water
- Hydronic heating
- Energy-efficient windows
- ENERGY STAR® light fixtures
- ENERGY STAR® appliances
- Monitoring of energy use

Water Conservation Features:

- Dual flush toilets
- Low-flow showerheads and faucets
- Rainwater collection system

Green properties of NetSolar SIPs:

NetSolar offers to build the entire building envelope (roofs, walls and floors) with a product that is one of the most environmentally-responsible, green building products in the industry today SIPs (Structural Insulated Panels). Even if they are new to you, SIPs, along with their environmental benefits, have been around for more than 60 years.

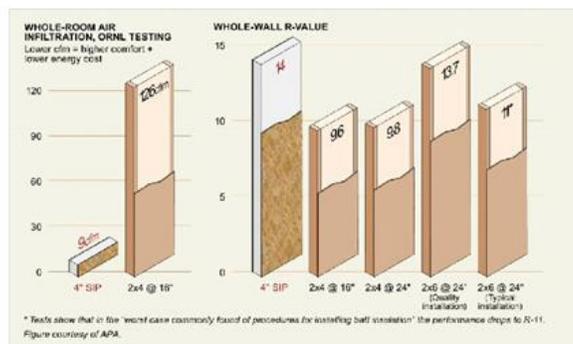
SIPs can help you save 40% to 60% on utility bills

In addition to the many environmental benefits, SIPs can also help your project or home qualify for Tax Credits, Energy Efficient Mortgages and Valuable Environmental Points.

Made from renewable resources

SIPs are made from thick EPS foam cores sandwiched between OSB (Oriented Strand Board) panel faces. The OSB is made from fast-growing trees, and produced in a way that yields a large percentage of every tree.

The foam is made from partially-recycled material, and the final result is a large solid panel that arrives to the jobsite pre-cut.





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Sales Consultant
Renee Frank 575-496-7727

homes@netsolarllc.com

Sales Consultant
Kathe Pass 575-644-8068

www.netsolarllc.com

Motivations

- Since the beginning of NetSolar we were looking to improve the energy usage in all our homes, the very first two houses were ENERGY STAR 2.5 and both achieved LEED PLATINUM Certification.
- NetSolar is the only builder in Las Cruces committed to building high performance homes & ENERGY STAR is probably the better vehicle to offer to our customers a quality home.
- To ensure maximum performance in our houses we test every house. We feel like we are testing ourselves and not the houses.
- Trying to be competitive in the market is tough all times, Incentives from EPEC are a big relief to our pockets so we can pass on to our customers a better home for a better price.

Words of Wisdom

- ENERGY STAR is very easy to meet and doesn't cost a fortune, especially having the support from the utility companies and developers. Hopefully soon we can be building zero carbon foot print homes as standard in the US.
- To others builders: get some training, educate yourself, educate your coworkers, be an example of what is possible and educate people and costumers, they will really appreciate be living in an ENERGY STAR Home, it's healthier, it's economical and is wise.

ANY
QUESTIONS
?

Thank
you