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)…
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?

Plus a whole bunch of new “wrinkles”

<table>
<thead>
<tr>
<th>Permit Date</th>
<th>Date of Final Inspection</th>
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</thead>
<tbody>
<tr>
<td>Before 4/1/2011</td>
<td>4/1/2011</td>
</tr>
<tr>
<td>On or after 1/1/2012</td>
<td>7/1/2012</td>
</tr>
<tr>
<td>Between 4/1/2011 and 12/31/2011</td>
<td>1/1/2012</td>
</tr>
</tbody>
</table>

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

**Size Factor Adjustment**

**IT'S CERTIFIED NOW...**

**QUIT SAYING “QUALIFIED”!”**

**FLOORING HERS INDEX**
I only had enough room to go up to 2012.

Ha! That’ll freak somebody out someday.

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

Beazer Homes

New Home Information Center

MON. – SAT. 10AM – 6PM
SUN. 1 – 6PM

843-763-2002

We offer 100% ENERGY STAR® homes!

A Natural Gas Community
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
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.

Watch Videos to Learn More!
A GOOD DECISION

Consumer Video
THIS HOUSE WAS BUILT FOR EFFICIENCY.
/ Ask about it inside.

PowerForwardWithPSO.com
100% ENERGY STAR Certified
Capital Homes
We Build Trust
Model Home
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 energy free.

The foam is made from partially-reycled material, and the final result is a large solid panel that arrives to the jobsite pre-cut.
Unlimited home designs
ECO friendly homes

Hundreds of custom options
EnergyStar and LEED certified homes
Solar Panels are now included on each house!
FREE One year membership at Red Hawk Golf Club

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www.netsolarllc.com

Sales Consultant
Kathe Pass 575-644-8068
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 footprint 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 customers, they will really appreciate be living in an ENERGY STAR Home, it’s healthier, it’s economical and is wise.
Any Questions?
Thank you