

APS
ENERGY STAR®
Homes Program

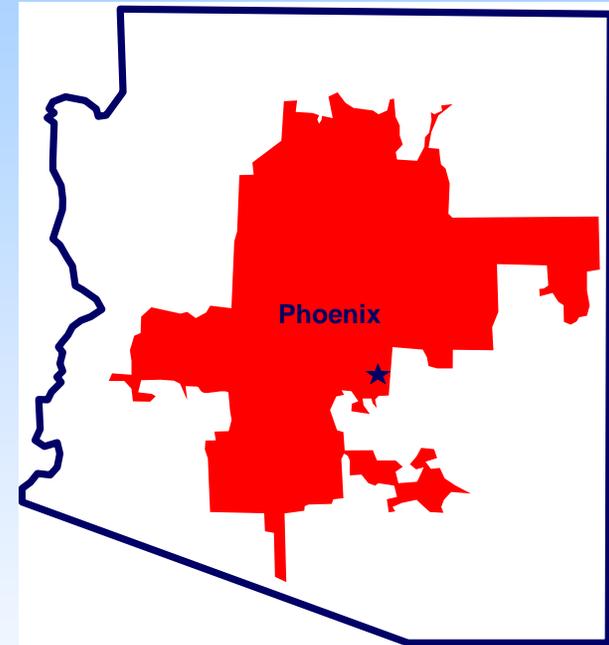
Energy-saving systems for a lifetime of comfort



PARTNER OF THE YEAR

Profile: Arizona Public Service

- Largest electric utility in Arizona
- 1.1 million customers
- Peak demand of 7,500 MW
- Annual sales of 30,000 GWH
- Annual sales growth rate higher than national average – but slowed in 2008
- \$3.5 billion in annual revenue
- 0.7% of annual revenue spent on Energy Efficiency (\$25 M)

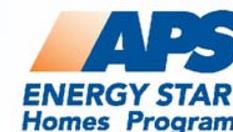


Spending / Savings Update

(\$MM) including Performance Incentive

	<u>Annual Spending</u>	<u>Cum. Spending</u>	<u>Annual MWh Savings</u>	<u>Cum. MWh Savings</u>
2005	\$ 3.2	\$ 3.2	24,000	
2006	\$ 10.6	\$ 13.8	104,000	
2007	\$ 19.4	\$ 33.2	260,000	
2008	\$ 24.1	\$ 57.3	310,000	698,000
2009 est.	\$ 25.6	\$ 82.9	320,000	
2010 est.	\$ 27.5	\$110.4	325,000	

- Spending and savings continue to increase each year
- Expect to have approx. 1 million MWh saved by 2010; after 5 years of program implementation



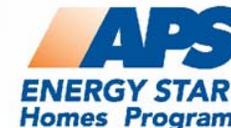
Current EE Programs

Residential

- **Consumer Products**
 - ENERGY STAR CFLs
- **Existing Home HVAC**
 - Rebates (SEER)
 - Quality install
 - Duct test & repair
 - Home Performance
- **New Homes**
 - ENERGY STAR
- **Low Income**
 - Bill assistance
 - Weatherization

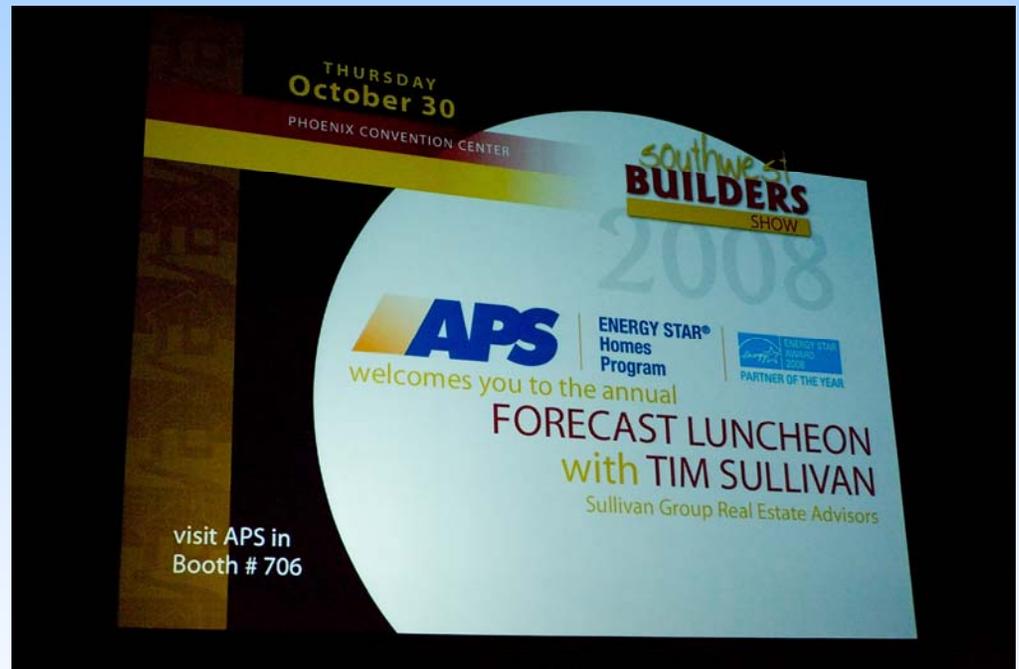
Features

- ✓ Upstream buydown of retail price of bulbs
- ✓ \$250-\$400 rebate for 14 SEER/16 SEER
- ✓ \$100 rebate for Quality Install
- ✓ Up to \$250 for repairing duct leaks
- ✓ \$400 builder incentive to build home using at least 15% less energy than standard home
- ✓ Provide free weatherization for limited income households and occasional bill assistance



Marketing to Builders

- Build awareness
- Generate builder interest
- Know your audience at the builder
- Help your champion
- Make it easy



Building Program Awareness with Builders

- HBA involvement
- Event sponsorships
- Links to APS touch points
- HERS Rater relationships
- “Pull” from consumer advertising
- Building science training sessions
- New....interest in green



Encouraging Participation

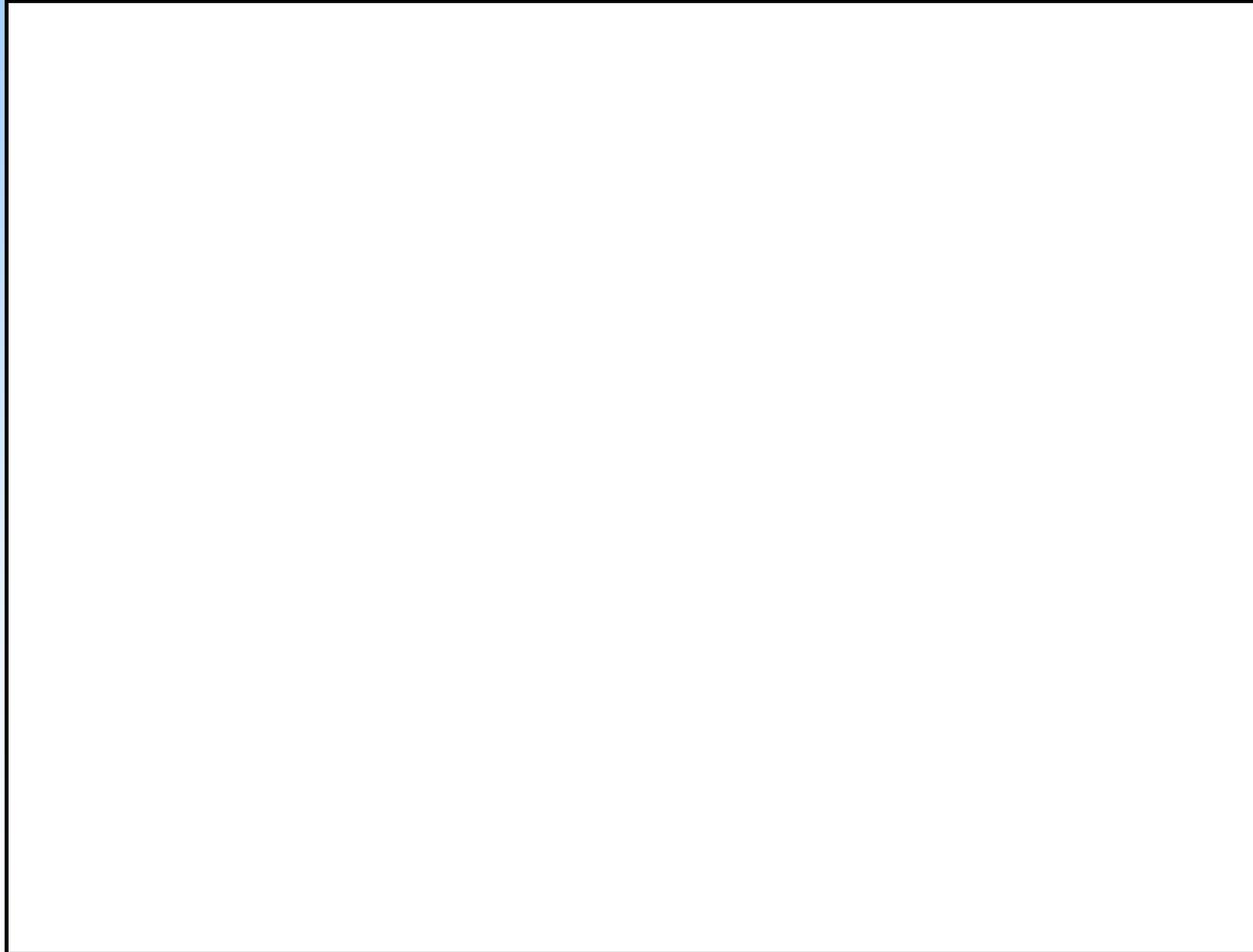
“Why and How”

- “Sales” meetings
 - With/without raters
 - Leave behind materials
- Builder video clip
- “Getting Started” on aps.com

APS ENERGY STAR Homes Builder Video



APS ENERGY STAR Homes Builder Video



aps.com



APS GREEN CHOICE
A Better Tomorrow Starts Today

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**ENERGY STAR®
Homes
Program**



APS ENERGY STAR® Homes Program for Builders

In today's competitive construction market, it helps to differentiate yourself from your competitors. That's why builders are invited to join the APS ENERGY STAR Homes program. Using traditional building techniques to construct energy-efficient homes from the ground up, you'll increase market share, offer more efficient homes to your customers, earn financial incentives from APS, and gain training and marketing support.

[Builder Benefits](#) | [Builder Resources](#) | [Get Started](#)



Change their future

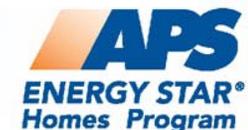


homebuilder
news



[Order Marketing Materials](#)

[Program requirements](#) | [Find a HERS rater/inspector](#)
[Construction Corner](#) | [Contact APS ENERGY STAR Homes](#) | [Consumer information](#)





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- ABOUT APS
- MANAGE ACCOUNT
- EMPLOYMENT
- NEWS RELEASES
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- WEB SURVEY
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- LOGIN



SEARCH

GO



APS ENERGY STAR® Homes - Get Started

It's easy to start building APS ENERGY STAR Homes. It's as simple as working with a HERS rater and signing an agreement.

- **Step One**
Contact Sandy Lockard at (602) 250-3455 or by e-mail at Sandra.Lockard@aps.com to learn about ENERGY STAR Homes certification requirements.
- **Step Two**
Contact one of our [HERS Raters/Providers](#) to determine if your new home construction plans comply with both the [EPA and APS compliance standards](#).
- **Step Three**
Enroll in the program by completing the [EPA Online Partnership Agreement](#), completing an [Agreement Information form](#), and signing your APS ENERGY STAR Homes Participation Agreement.
- **Step Four**
Attend a [Success with ENERGY STAR® building science workshop](#) (provided courtesy of APS).
- **Step Five**
Your [HERS rater](#) will complete verification of compliance, and then you will receive an incentive check.

Marketing to Homebuyers

- Mass Media
 - TV
 - Radio
- Targeted
 - Print
 - Online
- PR
 - APS opportunities
 - Article placements
- Point of Sale

Television Commercial

- TV commercial

Green Programming on Cox Cable



Renovation Nation
Total Wrecklamation
Alter Eco
Battleground Earth
Emeril Green
Focus Earth
World's Greenest Homes
Greenovate
Go For the Green
WASTED
G Word
Mean Green Machines
Off the Grid
Supper Club with Tom Bergeron



Red Hot & Green
World's Most Extreme Homes
House Hunters
My House is Worth What?



Earth's Natural Wonders
Samantha Brown's Passport
Top Ten Natural Wonders
National Parks



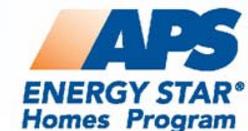
Amazing Planet
Earth: The Biography
Naked Science
Six Degrees Could Change the World



Forecast Earth
When Weather Changed the World
It Could Happen Tomorrow
Sunrise Weather



EcoTech
Ecopolis
Fearless Planet
Five Ways to Save the World
Invention Nation
Miracle Planet
Weird Connections
An Inconvenient Truth
Mega Science
Miracle Planet
How do they do it?
Junkyard Wars

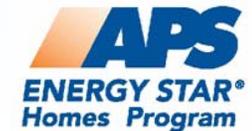


Targeted Homebuyer Advertising

New Homes and Lifestyles



2008
August Cover



2009 APS Print Ad – New Homes Today



Save money in the comfort
of your own home.

Choose an APS ENERGY STAR® Home for maximum energy efficiency.

When you buy a home in the APS ENERGY STAR® Homes Program, you'll be living in a home that's designed and built to save energy.

These homes are built to meet strict EPA ENERGY STAR® high efficiency standards. The result is a home designed to keep you comfortable and save money on your monthly utility bills.

All ENERGY STAR® Homes are subject to random inspections and testing to ensure they perform efficiently.

Homes in the APS ENERGY STAR® Program feature:

- Improved insulation
- High-efficiency air conditioning systems
- Energy-efficient appliances
- Energy-efficient low-E windows
- Tight construction
- Fresh air ventilation

This program was approved by the Arizona Corporation Commission and is funded by APS customers.

ENERGY STAR® Partner of the Year Award 2008 & 2009



PARTICIPATING BUILDERS

For more information visit aps.com



AB Builders
928-427-0808
- Valle del Sol
- Venetia

Adrian Woods
877-609-1187
- Estrella Mountain Ranch
- Manley Park
- Verrado
- Vistancia

Cadect Homes
480-556-7000
- Grayhawk
- Verrado

Centex Homes
480-747-6800
- Cibola Vista
- Desert Oasis
- Oasis at Canyon Trails
- Verrado

Charley Arizona Inc.
480-949-5981
- Tranquil Trail Estates

Columbia Communities
623-566-4612
- Riverstone Estates

Copper State Custom
623-465-5882
- Custom Homes

David Weekley Homes
602-267-0004
- Estrella Mountain Ranch

Del Webb
866-340-Webb
- Sun City Anthem at Merrill Ranch
- Arroyo Grande
- Fireside at Desert Ridge
- Fireside at Northstar
- Sun City Festival

Dovesette Flagstaff
928-774-1076
- Presidio in the Pines

Erickson Homes
928-708-9232
- Custom Homes

Habitat for Humanity Flagstaff
928-779-1112
- Custom Homes

Habitat for Humanity
Valley of the Sun
602-348-9022
- Various Locations

Edge Construction
928-527-3159
- Custom Homes

Jacobson Homes
928-782-1801
- Cielo Verde

Keystone Homes
520-421-0999
- Ironwood Village

MC Homes
480-786-1104
- Choe Hollow Estates

Marriage Active
623-386-8371
- Sundance

Monterey Homes
480-998-6700
- Madril Village
- Seta Brisa

Palomino Community Builders
480-682-4480
- Palomino Community

Perricone Development Group
928-329-1560
- Terra Bella

Pulte Homes
866-to-Pulte
- Anthem at Merrill Ranch
- Cabela's Point
- Canyon Trails
- Festival Falls
- Fireside at Northstar
- Lone Mountain
- Northgate
- Red Rock Village (Tucson)
- Stearns Valley
- Tereasa
- Verrado
- Vista De Montezuma
- White Tank Foothills

RES Contracting, Inc.
928-776-0101
- Custom Homes

Richmann Construction
928-435-1511
- Custom Homes

Richwood American
623-972-5005
- Canyon Ridge West

Rubson Communities
623-355-6700
- Hobbit Creek

Riverwood Homes
480-922-6366
- DC Ranch
- Estrella Mountain Ranch
- Vistancia

Shira Homes
480-348-6000
- Arroyo Mountain Estates
- Vistancia

SunCor Homes
623-536-9731
- Palisades Valley

Sun Pine Homes
800-778-6604
- Canyon at Granite Park

T&M Mulhane Properties
480-325-8100
- Pine Knoll Village

Texas Homes
623-327-0709
- Buckley Ranch
- Ranchettes
- Sun Valley Ranch

Taylor Morrison
623-386-9327
- Monarch at Estrella

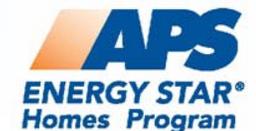
Trilogy by Shea Homes
623-215-6315
- Trilogy at Vistancia

TWK Lewis
480-820-0807
- Paradise
- Sonoran Foothills
- Vistancia

William Ryan Homes
866-608-1468
- Estrella Mountain Ranch

- This builder offers solar

For specific community information,
please visit www.aps.com/homes





QUICK HOME SEARCH



INTERACTIVE MAP SEARCH



CATEGORY / LIFESTYLE

Get your FREE COPY of New Homes Today



ENERGY STAR HOMES



start your search

Builder / Community Name:

City:

choose a city 

House Options

Priced from: < \$100,000 

to: > \$1,000,000 

Bedrooms: 1 + 

Bathrooms: 1 + 

Search

NEW HOME BUILDER DIRECTORY

Parade of Homes Sponsorship

DON'T MISS THE VALLEY'S BIGGEST NEW HOME TOUR

FINCHES METRO

PARADE of homes

MARCH 28-29 & APRIL 4-5

For up-to-date information, visit paradeofhomes.com/central.com

NOW IS A GREAT
TIME TO BUY A
NEW HOME!

Visit 55 beautiful
MODEL HOMES!

\$10,000
CUSTOM CLOSET

From Classy Closets and more than \$20,000 in other great stuff, it's a treasure trove of all you desire in a new home!

CLASSY
CLOSETS.



WHAT TO EXPECT

- 1. Be at the head of the parade. If you are looking for a new home, this is your chance to see the Valley's best new homes.
- 2. Learn about the latest in design and technology. If you are a professional, this is your chance to see the latest in design and technology.
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VISIT THESE MODEL HOMES

APRIL 4-5
BLISSWOOD HOMES

FINCHES METRO

PARADE of homes

MARCH 28-29 & APRIL 4-5

PRIME
THE ANAHEIM HIGHLANDS

NORTHEAST

Princeton
Prestige at Deer Creek
Call: 949.440.1111

Leatherfield Park
Prestige at Deer Creek
Call: 949.440.1111

South East
Prestige at Deer Creek
Call: 949.440.1111

NORTHWEST

Blue Ridge
Prestige at Deer Creek
Call: 949.440.1111

Westside
Prestige at Deer Creek
Call: 949.440.1111



APS Marketing

- Lifestyles Newsletter
- Aps.com
- E-News
- Public Relations
- Events
- "Newsline"



Arizona Lifestyle
June / July 2007
The Power to Make It Happen

When you save energy you save money. Here are tips for doing both.

You'll be surprised at how easy it is to save energy and money during the summer. One of the most effective things you can do is replace older air conditioning units and heat pumps. Replace them with newer, high-efficiency units and you'll see immediate savings on the amount of energy used for heating and cooling your home. Today's technology makes these units about 40 to 50 percent more efficient than the ones sold just fifteen years ago.

Old air conditioners and heating units aren't the only things costing you money each month. You can reduce your cooling and heating costs by as much as 10 percent by insulating and sealing leaks. Tighten cracks around doors, windows and where ever an outside link through exterior walls, floors or ceilings. Weather strip doors to unoccupied areas like garages, crawl spaces and attics. And make sure you wrap air conditioning ducts with R-4 insulation and seal the seams with mastic. Remember, when you use tips like these to help lower your energy bill, you're also doing your part to help the environment.

As summer approaches, here are some tips to help you prepare for the heat:

- Have your air conditioning/cooling system serviced
- Clean or replace all air conditioning filters monthly

Turn up the thermostat a few degrees. For every degree you can save two to three percent on your cooling costs.

- Use ceiling fans to circulate air and make it feel up to five degrees cooler
- Replace old incandescent bulbs with new Compact Fluorescent Lamps – they use energy and give off much less heat
- Use awnings or shades on windows
- Close the drapes or blinds on the sunny side of your house
- Check out the APS Energy Survey at [aps.com](#) for customized energy saving tips, information and recommendations.

No matter what time of year it is, you can save money by remembering to turn off lights and unnecessary appliances when no one is in the room. These tips can help you save big, while helping the environment. For more energy saving tips and information on APS rebates and discounts on energy efficient products, visit [aps.com](#) and go to "Save Energy".

Get a rebate on a new air conditioner. Save money. Help the environment.

As warmer weather approaches, you'll most likely be relying on your air conditioner to keep you comfortable. And while your old air conditioner might be keeping you cool, it's probably burning more money than you think. An air conditioning unit account for as much as 10 percent of your annual energy cost. Right now, buying a new, high-efficiency model is a smart move, especially if you take advantage of APS rebates* (up to \$800 for a quality system).

- \$50 for a 14 SEER/12 EER system
- \$800 for a 16 SEER/14 EER system

continued on back

There's nothing like an APS Energy Star® Home to make you comfortable.

Buying an APS Energy Star Home is a great way to save energy every day, because energy efficiencies are built right into the home's quality construction.



Attentive homeowners, in cooperation with APS, consider the installation of all the systems in the home – including heating/cooling, windows, insulation, appliances and lighting – to construct a home that will save energy and money. And, APS Energy Star Homes are randomly tested and inspected during construction.

The APS Energy Star Home you buy today will have a great impact in the future on your comfort, your energy costs and our natural resources.

For more information on APS Energy Star Homes and a list of participating homebuilders, visit [aps.com](#) and go to "Save Energy" or call the APS Energy Answer Line at 602-371-3636 or 888-890-9730.

**The APS Energy Star Home program is funded by APS customers and is approved by the Arizona Corporation Commission.*

Take some precautions before this year's summer storms.

Summer storms can make power interruptions unavoidable. Here are some tips to help you prepare:

- **Protect your equipment.** – When the power goes off, immediately turn off or disconnect all motor and sensitive electronic equipment including your air conditioner, television, computer, printer and fax. This will protect sensitive equipment from a sudden surge when power is restored and lessen restoration efforts. Since electronic equipment draws more power when it first comes on, a second outage is more likely when motor equipment is left on. Wait a minute or more after power is restored before turning on your equipment.
- **Stay away from downed power lines.** – Stay at least 100 feet away from a downed power line. If you see a fallen line, call your local law enforcement agency and APS 602-258-5481 or 800-253-9495. Don't touch anyone who comes in contact with a power line. Instead, call 911 immediately if a wire is in contact with a vehicle, do not touch the wire or the vehicle. If you are inside the vehicle, stay there until rescue personnel arrive. If the vehicle catches fire, jump away from it. Do not touch the ground and the vehicle at the same time.
- **Report the outage.** – Call 602-371-7171 or 800-253-9495 to report a power outage. When you call, please be prepared to provide your APS account number and phone number.



We're available 7-days-a-week, 24-hours-a-day, [aps.com](#)
Metro Phoenix area: 602-371-7171 — Other areas: 800-253-9495

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- WEB SURVEY
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THE POWER TO MAKE IT HAPPEN®



SEARCH

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ENERGY STAR®
Homes Program



Participating APS ENERGY STAR® Home Builders

<p>Anthem Buckeye Casa Grande Flagstaff Florence</p>	<p>Glendale Goodyear New River Peoria Phoenix Prescott</p>	<p>Red Rock Scottsdale Sun City Surprise Waddell Yuma</p>
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Estimated Energy Costs brochure (PDF format)

City/ Builder	Master Planned Community	Subdivision	Community Phone
Anthem			
Del Webb	Anthem at Parkside - Arvo Grande	Aspire Celebrate Dream	(623) 742-7500
Buckeye			
Ashton Woods Homes	Verrado	Casitas Madison Park Presidio	(623) 594-2288 (623) 594-2288 (623) 266-9118
Cachet Homes	Verrado	Summit Park	(623) 444-4961
Centex Homes	Verrado	Parkview Square	(480) 747-6800
Del Webb	Sun City Festival	Classics Collage Estates Premiers	(866) 450-9322

Point of Sale

“Features and Benefits”

- Consumer brochures
- Energy cost brochures
- Sales books
- Sales signs
- Consumer video (coming soon)
- Make it EASY!

aps.com



APS GREEN CHOICE
A Better Tomorrow Starts Today

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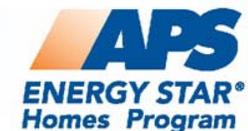


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Marketing Toolkit @aps.com



ENERGY STAR®
Homes
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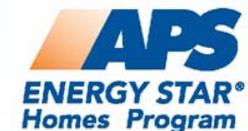
Marketing Materials Order Form

The following resources and reference materials are available – free of charge – to help you market your APS ENERGY STAR® Homes more effectively. You may also customize the pieces with your own logo. Simply choose your selections and quantities below, and select the check box on the right if you would like us to add your logo.

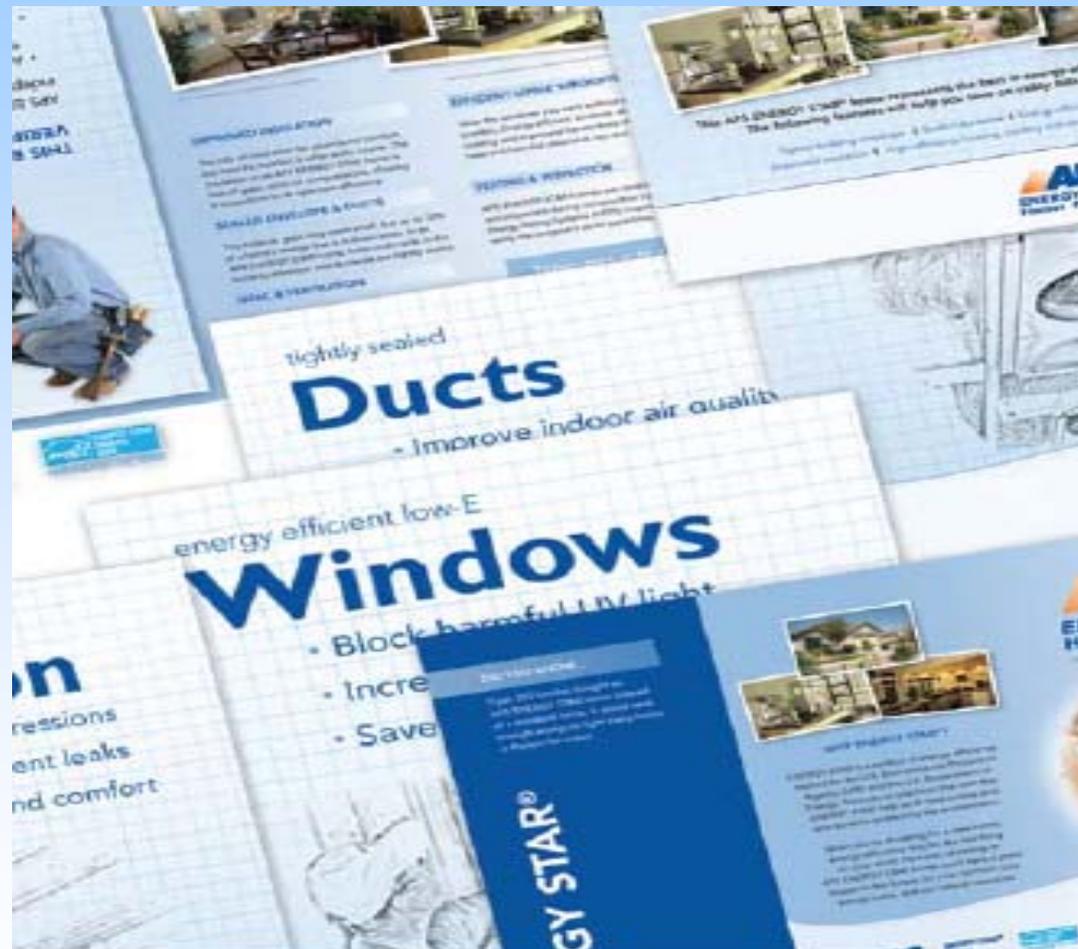
Model Home Collateral	view ▼
Customer Brochures	view ▼
Training/Materials	view ▼

NEXT →

1. Select Items 2. Upload Logo 3. Your Info 4. Submit Order



Online Marketing Toolkit

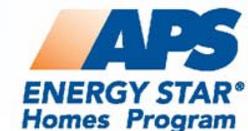
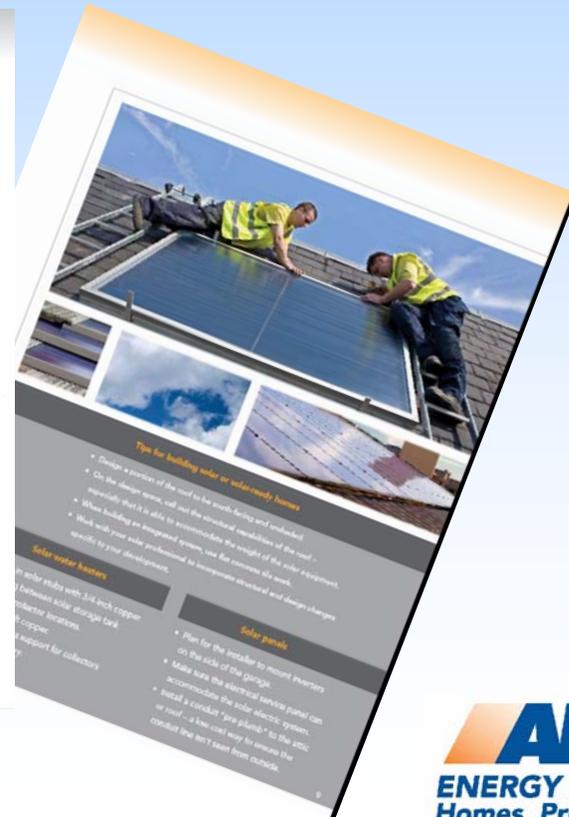


Results

- **Currently.....(through Dec 08)**
 - 36 Builders in the program (15 new in '08)
 - 116 participating communities
 - 16,072 additional committed lots under contract
- **Program to Date (Jul 06–Dec 08)**
 - \$4.5 million total spend/\$2.1 million incentives
 - 5,119 total homes to date
- **Energy Savings**
 - 10 MW
 - 21,000 annual MWH/425,000 lifetime MWH
- **Market Share**
 - 2007 = 7% share
 - 2008 = 24.5% share (16% increase)

"New and In the Works"

- APS ENERGY STAR Homes + Solar Requires ENERGY STAR!



“New and In the Works”

- AZ Green Builder Program (HBACA)
 - APS is premiere sponsor
 - APS lobbied hard for ENERGY STAR efficiency
- Higher program tier
 - Higher builder incentive tied to lower HERS score

APS ENERGY STAR Homes Team

- Tom Hines – Program Manager
- Sandy Lockard – Builder Program Rep
- Dresden Osterman – Program Coordinator
- Ecos Consulting – Marketing Support

THANK YOU...

