

A photograph of a porch with a Texas state flag and an ENERGY STAR flag. The porch has white railings and a wooden deck. Two white Adirondack chairs are visible on the left. The background shows a house with light-colored siding and a window.

# Marketing **ENERGY STAR**<sup>®</sup> Qualified Homes

Third Annual  
ENERGY STAR for Homes  
Utility Sponsor Meeting

Grapevine, Texas

April 2009





- Program Background
- Educating Homebuilders and Allies
- Support in Incorporating ENERGY STAR
- 2009 and Beyond



## Oncor ENERGY STAR Homes

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- Program Launch: 2002
- Early Years
  - Focus on Dallas/Fort Worth Metroplex
  - Focus on Increasing Consumer Awareness
    - Advertising
      - Radio and Print: Comfort Message
      - Billboards
      - Online Advertising (REALTOR.com, etc.)
    - Events
      - Sports Events: Rangers and Mavericks
      - Home and Garden Shows





# Advertising and Outreach

**Lone Star just got some company.**

**ENERGY STAR®**  
All the comforts of home, plus a few new ones.

More Texans than ever are choosing ENERGY STAR qualified homes. That's because with tighter construction, energy-efficient heating and cooling equipment, and healthier indoor air, ENERGY STAR qualified homes help you breathe cooler and stay comfortable year round. And because they're built to be more energy-efficient, they will save you money on energy bills.\*

You're not alone in wanting a more comfortable home. For a complete list of homebuilders throughout the Dallas/Ft. Worth area, visit [www.energystarhome.info](http://www.energystarhome.info).

\*See energy.gov/epa

**For & Jacobs**  
Goodman Family of Builders  
Berkshire Homes  
Marlboro Homes  
Marlboro Homes  
Plantation Homes

Choose the best. Build it right. With ENERGY STAR.

TXU Electric Delivery is a proud ENERGY STAR Partner.

Lone Star just got some company.  
ENERGY STAR® QUALIFIED HOMES  
[www.energystarhome.info](http://www.energystarhome.info)

TXU Electric Delivery

Choose the best. Build it right. With ENERGY STAR.

- Advertisement in newspapers and New Home Guides
- Online Advertising





## Early Education and Training

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- Homebuilder Sales Training Classes
- Homebuilder Resource Kit
  - Printed Binder
  - CD-ROM with PDF Files



*Then...*





# Awareness of ENERGY STAR grew...



## EARTH DAY

Simple Actions  
Can Make a Big Difference.

By choosing products that have earned the ENERGY STAR®, you save energy and help protect our environment now, and for future generations.  
You have the power to make this change. Visit [www.energystar.gov](http://www.energystar.gov) and find out more.

Products that meet strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy earn the ENERGY STAR

CHANGE FOR THE BETTER WITH ENERGY STAR

**WAL-MART**  
Save money. Live better.  
Haier Semi-Integrated Energy Star Dishwasher, Stainless Steel - Series A  
\$548.98  
ADD TO CART

**Home Depot**  
Welcome to Eco Options  
Only at The Home Depot

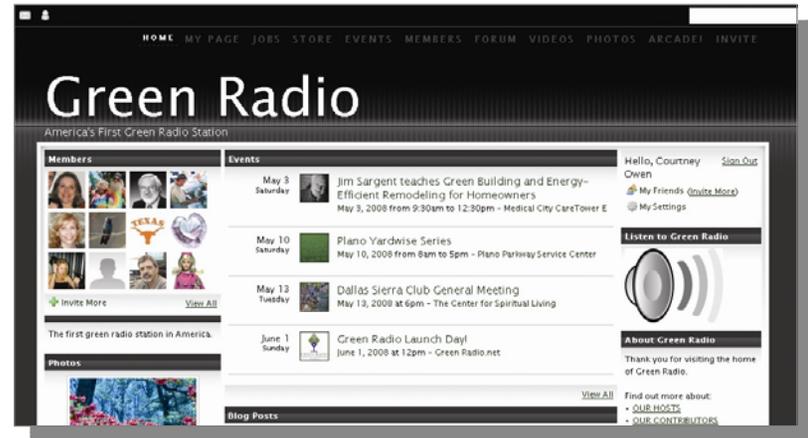
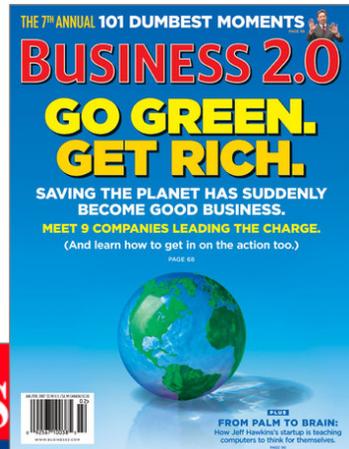
**LOWE'S**  
Let's Build Something Together  
Celebrate Earthday Tuesday April 22nd

**ENERGY SOLUTION CENTER**  
FREE Parcel Shipping on Orders \$49 and Above  
CHANGE FOR THE BETTER WITH ENERGY STAR  
PARTNER OF THE YEAR 2005  
3 YEARS IN A ROW...  
2003, 2004, 2005  
Why Buy ENERGY STAR?  
When you buy products with the ENERGY STAR label, you know you're making a smart decision - one that will save energy and money, and make a difference for the environment by helping address global warming. You'll also be doing your part without sacrificing the personal comfort and quality you expect from Lowe's products.





# ...Green Became Cool





## Focus on Educating Builders and Allies

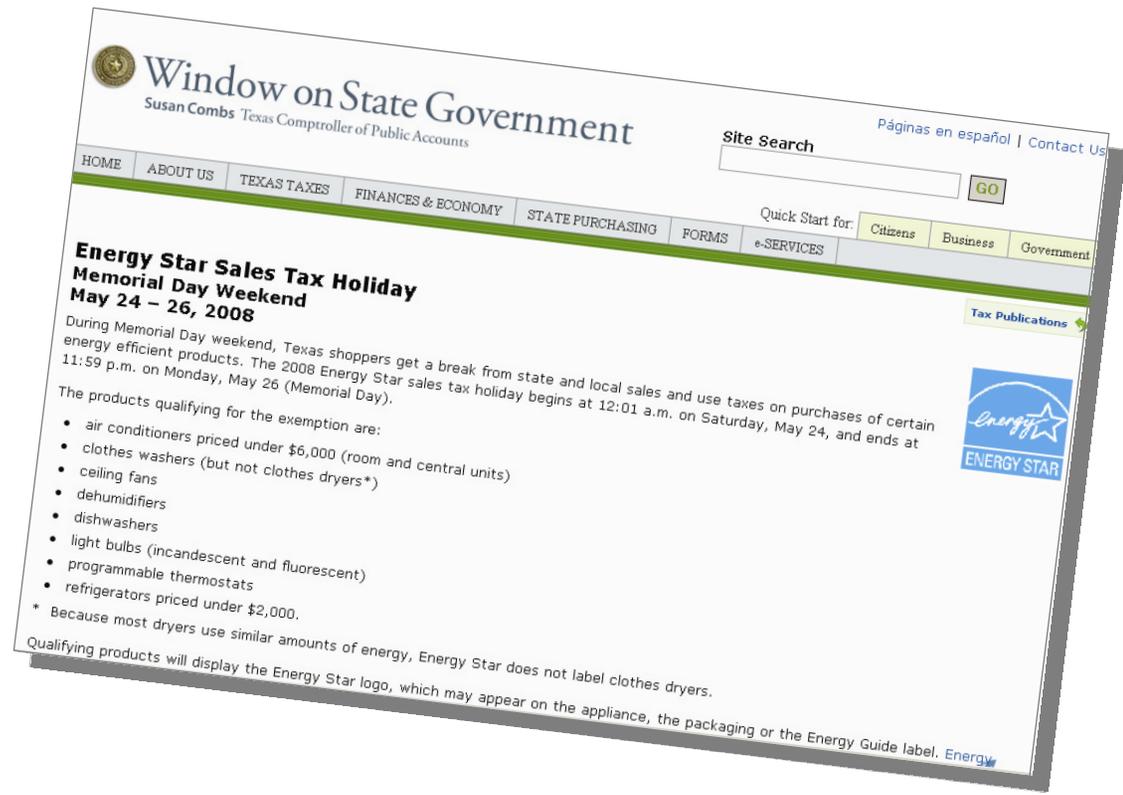
- Sales Training
  - In person or online
  - Focus on areas outside the D/FW Metroplex
- Ally Education
  - REALTOR MCE Course
  - Lenders
  - Others (TVLB, HBAs, Etc.)

Message: ENERGY STAR can help increase business if you...



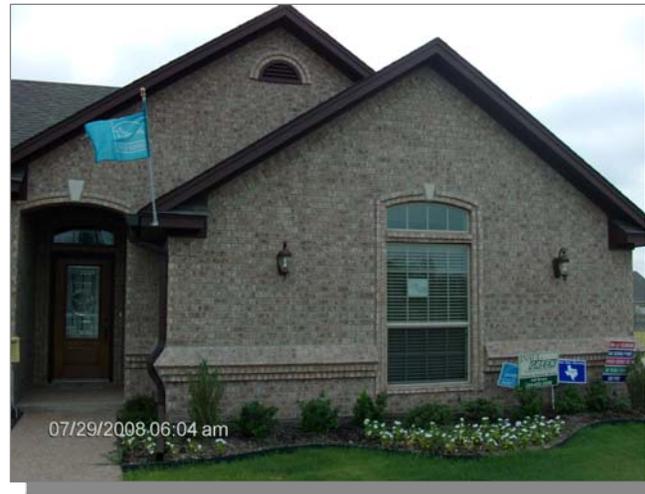


# Leverage Resources and Promotions





# Use Program Collateral



2009 Program Collateral chosen based on paying attention to what builders were using - and by asking what would work best for them.





# Promote Affiliation on the Web

**ENERGY STAR® Qualified Homes**  
Your guide to energy-efficient new homes in North, Central, and East Texas.

Home About ENERGY STAR About ENERGY STAR Qualified Homes Choosing an ENERGY STAR Homebuilder Homebuyer Resources For More Information

**Builders Listed by Region**  
North Texas - Dallas/Fort Worth and Wichita Falls

**Aaron & Co. Builders**  
Phone: 972-380-8263

**Alliance Homes**  
Web Site: [www.myalliancehome.com](http://www.myalliancehome.com)  
At Alliance Homes, we believe every home should reflect the needs and requirements of the homeowner's individual taste. That's why we offer quality homes that include custom design plans tailored to the specific taste of each individual homebuyer. We know today's homebuyers want to be more involved in realizing their own dreams, and do not wish to be limited to the few selected plans that are offered by some homebuilders. That's why Alliance Homes provides a full-service homebuilding system to accommodate these needs and more. At Alliance Homes, our goal is to provide a true American dream home to enjoy for years to come.

**American Legend Homes**  
Web site: [www.americanlegendhomes.net](http://www.americanlegendhomes.net)  
At ALH we do the right things and we do them right the first time. We are diligently working to improve and ensure a quality experience by implementing a five-star customer service program, unsurpassed by our competitors. Our program is effective as well as efficient and you can be assured a superior product backed up by our promise to create a home buying experience that will last a lifetime.

North Texas  
Austin  
Central Texas  
East Texas

Google AdWords - in the first month of use, the OESH site experienced a 131 percent increase in visits.

**Sandlin Custom Homes**  
Family Building Since 1957.

52 Years 1957-2009

- Search for a NEW HOME
- View our FLOORPLANS
- Our SERVICES
- Our PRODUCTS
- Sandlin Custom Homes

Click on map numbers for available homes and a direct link to community information.

**FOR A LIMITED TIME ONLY**  
UP TO \$20,000 SAVINGS ON SELECT INVENTORY HOMES  
View Community Home Pricing For Details.

Map showing locations in North Texas: FORT WORTH, DALLAS, CELINA, DENTON, JUSTIN, MANITOWOC, GRANITE, MANORFIELD, WEATHERFORD, AZLA, HURTT, EULESS, DALLAS.

**OMEGA BUILDERS**  
Quick Move-in | Plan Book | Contact Us  
Energy Efficiency • Testimonials • Our Community • Terms Dictionary • For Realtors

What's New At Omega

- 5809 Butterfly Ct Featured Home
- 3614 Valley Park Featured Executive Home
- Featured Neighborhood VALLEY RANCH

1st Time Buyers: Uncle Sam Wants You To Get A \$7,500 Tax Credit  
Click Here For Program Details

Contact One Of Our New Home Consultants Today:  
Contact Lee Ann, Contact Andrea, Contact Lewis





# Take Advantage of Homebuilder/Ally Resource Kits



- Branded flash drive with interactive program
- Oncor Program and EPA guidelines
- Suggested ways to incorporate ENERGY STAR in ads, Web sites, etc.
- Tips on how to sell ENERGY STAR - comfort and savings messages





## 2009 and Beyond

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- Take a Load Off, Texas Campaign
  - Reaches millions of consumers via advertising/media
  - Has interacted with more than 100k consumers at events throughout Oncor's service area
- Web 2.0/Social Networking
  - Facebook
  - Twitter
  - Blog





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