Marketing Examples
For Builders
Print Ads

WITH EACH ENERGY STAR® HOME WE BUILD, THE FUTURE LOOKS A LITTLE BRIGHTER

By building ENERGY STAR qualified homes we help to remove carbon dioxide from the atmosphere.

We are proud to be part of a national effort that last year alone helped to:

- Save enough energy to power 15 million homes
- Remove the emissions equivalent to 14 million cars
- Save Americans $7 billion!

For a list of all builders building ENERGY STAR, visit NorthwestENERGYSTAR.com or call 1.888.373.2283

With support from:

- EWEB
- Northwest Energy Efficiency Alliance
- Energy Trust of Oregon, Inc.
Print Ads
Print Ads

ALL HOMES ARE NOT CREATED EQUAL

ENERGY STAR® is the label given by the EPA and the Department of Energy to products that exceed federal energy efficiency guidelines. Homes earn this label if they use at least 10 percent less energy than a home built to the standard energy code.

ENERGY STAR® homes achieve this distinction in five ways, beginning with the design of engineered heating, ventilation and air conditioning. The design takes into account the bays and turns in ductwork, register location, duct lengths, connections and air flow, all of which results in energy cost savings and more consistent temperatures from room to room.

Air tight ducts are a second way energy is saved. These are achieved by using straps, collar ties and mastic per third party protocols which translate into lowering heating and cooling costs and better air distribution. Energy efficient vinyl windows with specially selected glaze are a third way ENERGY STAR Homes save money.

This window treatment reflects the sun's energy away from the home in the summer and the furnace heat back to the home in winter which reduces fabric fading as well as lowers energy costs.

Quality control is ensured because energy features are documented, inspected and reviewed by third parties. Independent parties also certify that homes carrying the ENERGY STAR® label save at least 10 percent more energy than the Model Energy Code requires.

The Grand Strand New Home Guide is pleased to present in this issue communities that feature ENERGY STAR® Homes.

Some Earn the ENERGY STAR®

Grand Strand Energy Star Builders:

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<thead>
<tr>
<th>WESTBRIDGE HOMES</th>
<th>CHARLES FOX HOMES LTD</th>
<th>VARIBROOK AND COMPANY BUILDERS</th>
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<tbody>
<tr>
<td>(843) 272-5000</td>
<td>(910) 579-0008</td>
<td>(910) 579-6202</td>
</tr>
<tr>
<td>KENDALL CANDAV BUILDERS, INC.</td>
<td>PAUL D TYNARD CUSTOM HOMES</td>
<td>WHITNEY BLAIR, INC.</td>
</tr>
<tr>
<td>(910) 575-6940</td>
<td>(910) 575-0204</td>
<td>(910) 579-9994</td>
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<tr>
<td>ARCHDALE BUILDERS</td>
<td>COOPER BUILDING COMPANY</td>
<td>GALLINIS HOME BUILDERS</td>
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<tr>
<td>(843) 249-6404</td>
<td>(910) 575-2667</td>
<td>(910) 579-1808</td>
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Single-Family Homes

Covington Farms in Cherawtown epitomizes the Eastern Shore lifestyle...a more laid back lifestyle with beautiful surroundings, water-based activities and eclectic shops and services...a short drive away. Located just 35 minutes from the Oak Bridge and close to Washington, DC and Baltimore. Covington Farms lets you get away from it all, without going far away! Whether chosen for your primary home or a vacation/weekend getaway, you'll fall in love with the Eastern Shore's unique hospitality and Rob Wood Communities' distinctive comfort, quality and value. Select from a variety of single-family 2-story colonials including a one-floor master bedroom suite model, and another model.

For information, phone 410-679-5000 or visit bobwood.com to register in our guest book.

"Your staff's knowledge and expertise helped us choose the right elements that would be most effective for the home we wanted. It made the whole process very pleasant. Rob Wood Communities went out of their way to accommodate my wishes. I couldn't be more pleased with the overall experience that eventuated into my home. I have nothing but good things to say about the experience!"

— Jane Polk, Burnsville, Forest Hill
Web

Peak Performance

Our Energy Goes Into Saving Yours.

Anderson's Peak Performance ENERGY STAR® Homes are proven to be significantly more energy efficient than the standard home.

Roll the cursor over the numbers to learn more about our Peak Performance homes.

*Some exceptions apply.*
Building an Energy Star certified home means that your home has met energy efficiency standards set by the EPA. In order to receive Energy Star certification, your home is built to strict standards and its energy efficiency is inspected and verified by an independent home rater.

Building an Energy Star certified home means lower monthly utility bills, adding resale value to your home, and possible eligibility for available tax credits. By building Energy Star you are using smart building techniques that help conserve natural resources while saving you money on your energy bills.

To find out more about Energy Star contact us or visit: www.energystar.gov.
What are the features of an ENERGY STAR® qualified home?

ENERGY STAR® qualified homes achieve their energy savings through a variety of reliable and established technologies and building practices. These typically include:

- **Tight Construction**: reduces drafts, muffles noise, dust, pests, and pollutants.
- **High-Performance Windows**: keep heat in during the winter and out during the summer.
- **Tight Rainscreen**: improve indoor air quality and comfort with less noise.
- **Improved Insulation**: lessens the home's energy consumption.

These features collectively contribute to lower utility bills, more comfortable living conditions, higher resale value, and a greater sense of well-being.

What is an ENERGY STAR® qualified home?

ENERGY STAR® is the identifying mark of energy-efficient products including equipment and new homes. It provides consumers an easy way to recognize energy-efficient homes that have been verified by a third party to meet ENERGY STAR performance levels.

An ENERGY STAR® qualified home uses less energy than a home built to the Texas building code and actually provides you with a better lifestyle for less money! The energy savings delivered by an ENERGY STAR® qualified home result in lower monthly utility bills, more comfortable living conditions, higher resale value, and a greater sense of well-being than homes of the same size, age, or price.

What distinguishes an ENERGY STAR® qualified home?

For a home to earn the ENERGY STAR®, an accredited Rating Provider must test its performance. During the testing process, the home's Home Energy Rating System (HERS) score is calculated. The HERS score determines how energy efficient the home is compared to other homes of similar size and construction. If the home scores an average higher than the HERS scale, it meets ENERGY STAR performance levels, and the higher the HERS score, the better. For a home to qualify, an ENERGY STAR® certification is issued to the homebuilder, which can display the ENERGY STAR® logo on their homes.

What are the benefits of an ENERGY STAR® qualified home?

Besides saving money, here are some additional benefits you'll enjoy when you own an ENERGY STAR® qualified home:

- **Improved Comfort and Reduced Noise**: tight construction and improved insulation keep your home cool, warm, and comfortable, raising the comfort levels in your home.
- **Lighting**: energy-efficient lighting and controls help save energy and money, extending the life of your lights.
- **Water Heaters**: energy-efficient water heaters can save you money and reduce your home's energy consumption.
- **Heating and Cooling**: high-efficiency heating and cooling equipment keeps your home at a consistent temperature throughout the year.
A Powerful Partnership

Ence Homes and ENERGY STAR® Lead the Way

Ence Homes

Ence Homes and ENERGY STAR®

In addition to the above, the FHA has personally assisted Ence Homes in its commitment to energy efficiency. "ENERGY STAR® partners, such as Ence Homes, that are vetted and certified by the program, are committed to helping homeowners reduce energy costs and achieve greater comfort while saving money and protecting the environment."

Pamphlets
Energy Star is a voluntary program administered by the U.S. Environmental Protection Agency (EPA) that enables homeowners to save 30% or more in energy costs and the power to reduce air pollution and greenhouse gases through energy efficiency.

To earn the prestigious Energy Star Certification, a home must be third-party inspected and tested to be at least 30% more energy efficient than standard construction. As you continue your new home search, you owe it to yourself to take a close look at our differences in new home construction. When you do you will see a Haven built home is the smart choice.

Feel good about your contribution to the environment and your family’s health... without sacrificing personal style.
Outdoor and Signage
Outdoor and Signage

Come Home to ENERGY STAR®

www.NorthwestENERGYSTAR.com

Energy\n
CHANGE FOR THE BETTER WITH ENERGY STAR

Energy\n
CHANGE FOR THE BETTER WITH ENERGY STAR

Ence Homes

ENCE EFFICIENT HOMES FOR YOUR FUTURE...AND THEIRS
Outdoor and Signage
Showroom

Welcome to an ENERGY STAR home.
Showroom
Showroom
Showroom
Showroom

Welcome to an ENERGY STAR® QUALIFIED HOME

A home with full Energy Star® certification will be a minimum of 15% more efficient than a home that simply meets the state building code, significantly reducing monthly utility bills.

Products that make a difference ENERGY STAR QUALIFIED FURNACE

Has an annual fuel utilization efficiency (AFUE) rating of 95% or greater, helping it about 15% more efficient than traditional models.

Advanced Duct Performance

To help ensure that heated or air-conditioned air is distributed efficiently from vents to rooms, the duct systems were sized, inspected, and performance-tested for greater comfort and lower energy bills.

Products that make a difference ENERGY STAR QUALIFIED WINDOWS

Reduce heat flow for greater comfort, reduced condensation and lower energy costs.

Products that make a difference ENERGY STAR QUALIFIED REFRIGERATOR

Uses less energy in one year than a 75-watt light bulb.

Products that make a difference ENERGY STAR QUALIFIED COMPACT FLUORESCENT LIGHT BULBS

Save up to 75% on your lighting bill with the flip of a switch.
Showroom

Mastic sealing, collar ties and straps on your ductwork...create less dust, lower heating and cooling costs, increased comfort and a quieter home!