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ENERGY STAR® Qualified Lighting Helps Builder Keep Pace with Demand – An ENERGY STAR Advanced Lighting Project



Chuck Reiss, Owner Reiss Building and Renovation

Over the past three years, Chuck Reiss, owner of the green and ecological building firm Reiss Building and Renovation in Hinesburg, VT, has seen his business increase substantially. Reiss attributes his success to educated customers seeking out

“green” homes and ENERGY STAR.

Reiss leverages the marketing power of the ENERGY STAR brand in all of his home construction projects to satisfy increasing demand for greener, more energy-efficient homes. This includes featuring the ENERGY STAR Advanced Lighting Package (ALP).



“The great selection and sheer aesthetic beauty of ENERGY STAR light fixtures makes selling the ENERGY STAR ALP even easier”

—Chuck Reiss, Reiss Building and Renovation

His customers, like Peter Schneider, of Burlington, VT, are thrilled with the results. “We love our ENERGY STAR lighting. Our friends comment on our great lighting—they love the recessed cans and track lighting [Technical Consumer Products], the domes [General Electric], and the exterior fixtures [Sea Gull Lighting],” says Peter.

Peter’s home qualified for the ENERGY STAR Advanced Lighting Package, and marketing support, after Chuck renovated the house in 2004.

The Bottom Line Advantage

What does Chuck have to say about the ENERGY STAR Advanced Lighting Package? “It allows me to provide added value to my customers and provides me another way to differentiate my company by using *high quality* energy-efficient products.”

Chuck Reiss is aiming to serve the Vermont market that desires high performance, energy efficient homes. ENERGY STAR qualified lighting is a key part of his overall package that includes high ceiling and wall insulation levels, ENERGY STAR qualified heating systems, windows, and appliances.

When Chuck pitches to potential customers, lighting is one of the first selling points. “Our overall concept is to sell a house focusing on reducing electrical needs.” While the initial cost of ENERGY STAR qualified lighting is higher than conventional lighting, the energy savings and great quality help clinch the sale. “I sell homeowners on the logic that spending more upfront means long term savings.”

Increasingly, consumers know that ENERGY STAR indicates a builder is committed to more energy-efficient

Schneider Residence at a Glance
Price: \$300,000
Description: 2,240 square foot single family home; 3 bedrooms, 2.5 baths.
Lighting: ENERGY STAR Advanced lighting package. 53% of the 43 light fixtures in the home are ENERGY STAR qualified.



homes. This has translated into big growth for Chuck: over the past three years, Chuck has doubled construction crews in order to keep up with business. “My business has jumped considerably--I wouldn’t build a house without ENERGY STAR” says Chuck.

Getting the Job Done

Chuck says “The great selection and sheer aesthetic beauty of ENERGY STAR lighting fixtures makes selling the ENERGY STAR ALP even easier. The selection has increased enormously—this, by far, is the biggest thing for me and really helps me make the sale on ENERGY STAR lighting. Now, you can have tasteful fixtures in addition to energy efficiency—this is particularly important in custom homes where customers are looking for high-quality, designer fixtures. ENERGY STAR qualified lighting adds real atmosphere to a house.”



Chuck works closely with Efficiency Vermont’s ENERGY STAR Homes program. Efficiency Vermont helps customers and builders ramp up on the ENERGY STAR learning curve. “I wouldn’t build a house without their help” says Chuck.

Referring customers to lighting supply stores that are well-versed and stocked in ENERGY STAR qualified fixtures is essential.



Peter Schneider, Home Owner

Chuck refers his customers to local Vermont lighting supply stores such as Walsh Electric, Yankee Electric, and The Lighting House.

According to homeowner Peter Schneider, the right lighting supply store makes all the difference. “At first, I went to some lighting supply stores where the staff really didn’t know much about ENERGY STAR qualified lighting. But the staff at Walsh Electric and The Lighting House were able to discuss all the options intelligently, from how to light our cathedral ceiling and under cabinets, to using recessed cans and track lighting. They worked with us to design an ENERGY STAR Advanced Lighting Package within our budget.”

The results for Chuck? Happy homeowners, a prospering business, and a growing reputation as one of Vermont’s leading green and energy-efficient homebuilders.

Within These Walls

The Schneider’s 2,240 square foot 2.5 bath, 3 bedroom home features ENERGY STAR qualified lighting from



General Electric, Technical Consumer Products, and Sea Gull Lighting. Of the 43 light fixtures in the home, 53% are ENERGY STAR qualified.

Helpful Hints and Sales Tips

- Refer customers to lighting supply stores that are well-educated about the wide variety of ENERGY STAR qualified lighting fixtures and can help customers design an ENERGY STAR Advanced Lighting Package that fits their budget
- Work closely with the ENERGY STAR program implementer and utilize them to educate yourself and your customers about ENERGY STAR
- Publicize your ENERGY STAR partnership in your marketing materials and establish yourself as a builder known for quality and energy-efficient homes

For More Information...

on business opportunities with the ENERGY STAR Advanced Lighting Package, contact Meghan Hoye, ICF Consulting, at 703-934-3089, or by e-mail at mhoye@icfconsulting.com.