



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Alexander Lighting: Increasing Builder Sales with ENERGY STAR® Residential Light Fixtures and The Advanced Lighting Package

Alexander Lighting, a lighting showroom located in the Puget Sound region of Washington State, is home to ENERGY STAR residential light fixture champion Tom Woltjer. Since the beginning of the ENERGY STAR lighting program, Tom and Alexander Lighting have been actively promoting ENERGY STAR qualified fixtures to their builder customers. The company demonstrates their leadership by proudly displaying ENERGY STAR indoor and outdoor qualified fixtures in their showrooms, giving consumers and builders an opportunity to see and select energy-efficient fixtures.

“Our large ENERGY STAR qualified fixture offering allows Alexander Lighting to provide builders in every size development with fixtures for any room, in any style, while helping to reduce the homeowner’s utility bill, creating a win-win situation for everyone.” Phil Alexander, Alexander Lighting.

Always anxious to do more to further energy conservation, Alexander uses a marketing strategy that clearly defines goals within the residential building community. Stocking ENERGY STAR qualified fixtures and educating the builder community are central components of their marketing plan. Tom and Alexander Lighting believe that ENERGY STAR qualified products

helps builders feel more comfortable with incorporating advanced lighting technologies into their homes. Introducing builders to ENERGY STAR is seen as a way to build Alexander Lighting’s reputation and increase ENERGY STAR sales because the products relate to “green” messaging, and help set builders apart from their competition. By collaborating on the local level and understanding local needs, they can serve the building community, while providing environmental benefits due to decreased energy use and savings to homeowners.

Sharing ENERGY STAR Knowledge:

A key part of the marketing plan includes enhanced training for Alexander Lighting builder sales representatives. Tom recognizes that sharing his knowledge and experience with the entire Alexander Lighting sales team will help others succeed in increasing overall company sales. With support from Puget Sound area utilities, Alexander Lighting provided training to all their builder reps including information on ENERGY STAR qualified fixture performance, features and benefits, sales and marketing tools, and local codes related to residential lighting. This training prepared staff to increase sales and better assist builders.



Increasing Builder Sales with the Advanced Lighting Package

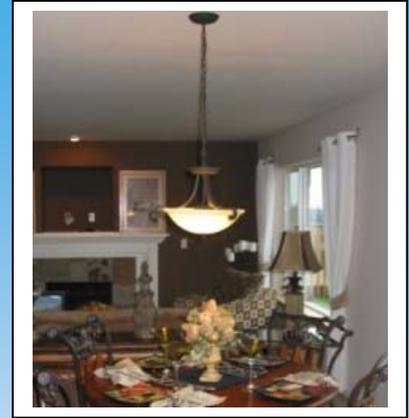
The Advanced Lighting Package requires that a home must be built with at least 60% ENERGY STAR qualified light fixtures, and all ceiling fans must be ENERGY STAR qualified.

Advanced Lighting Package Declaration

Each qualified home receives an Advanced Lighting Package Declaration from the U.S. Environmental Protection Agency (EPA). The Declaration includes information on the features and benefits of ENERGY STAR qualified fixtures and is customized by EPA with the builder's name and logo, the house address, energy savings, warranty information, and environmental messaging. The Declaration can be showcased in a model home and can be presented to homeowners upon purchase of the model home or any home featuring the ENERGY STAR Advanced Lighting Package.

Selling the ENERGY STAR Advanced Lighting Package

A key to increasing builder sales included Alexander Lighting creating a system to make the sale and installation of the Package an effortless event for the builder. In order to make sure builders comprehended all the features and benefits of the qualified fixtures and the Advanced Lighting Package, Alexander Lighting hosted a training event for twenty-six area builders. The event provided builders with an opportunity to learn about ENERGY STAR residential light fixtures, the marketing tools available, the support available from Puget Sound electric utilities, and how to differentiate their company's homes from the competitors' by offering home buyers environmentally friendly fixtures that lower their utility bills.



“Alexander Lighting recognizes that different builders have different reasons for using ENERGY STAR qualified light fixtures. Whether it is a green strategy, financial incentives, competitive advantage, progressive thinking, or personal inclination, our approach is to show the builder that Alexander Lighting has the right program, and we are the right partner.”

Tom Woltjer, Residential Market Development Manager, Alexander Lighting.

Keys to ENERGY STAR Sales Success:

- Educate staff by providing proper training on technology, features, and benefits;
- Work with local electric utilities and the ENERGY STAR Program to position the company as an energy-efficiency leader;
- Understand the builder's needs and what is important to them. Then, sell the benefits that fit their business model;
- Offer a wide selection of ENERGY STAR qualified fixtures and display the fixtures so homeowners and builders can see how they look and perform;
- Assist the builder with the selection of the right ENERGY STAR qualified fixtures for their projects;
- Promote The Advanced Lighting Package Declaration as a marketing tool for the builder, and tangible evidence for the homebuyer of both energy savings and environmental protection.



To learn more about the Advanced Lighting Package visit www.ENERGYSTAR.gov/ALP