



Energy Efficient Lighting Successes from the field?

Successes



<u>Builder</u>	<u>Reasons</u>	<u>% Energy Star ®</u>
Regent Homes (Ebey Vista)	Response to "Carrot"	20%
www.regenthomes.com	Financial Opportunity	300/60
Specialized Homes	Corporate Strategy	100%
www.specializedhomes.com	Early Adapter	25
GMP Homes	Green Development "Fit"	100%
www.gmphomes.com	Personal Inclination	30
Timberland Homes	Competitive Advantage	Customer Option
www.timberland-homes.com	Personal Inclination	50
the Cottage Company	Personal Passion	100%
www.cottagecompany.com	Innovators	20
MD Jackson	Utility Initiative	100%
	Progressive Thinker	130

Products Sold



Decorative “Families” (Sea Gull)

Basics

- ***Recessed (TCP)***
- ***Flushmounts***
- ***Mushrooms***

Outdoor

Partner Assistance



- ***Product Incentives/Rebates***
- ***Referrals to Interested Parties***
- ***Energy Star ® Marketing***
- ***Other Financial Incentives***



Support Enhancements

- ✓ Direct Resources to the Cooperators***
- ✓ Develop Risk Management Strategies***
- ✓ Customized Joint Market Solicitations***
- ✓ Support New Product Development***
- ✓ Promote Product Quality/Acceptance***