



ENERGY STAR®  
Homes  
Program



## Builder Sales and Marketing Support

### Sales Assistance

- ◆ **APS ESHP Sales Book** – Attractive sales tool highlighting the features and benefits of APS Energy Star Homes.
- ◆ **Sales Training** – interactive training on energy efficiency, building science principles and APS Energy Star Homes features and benefits.
- ◆ **Energy Cost Estimates** – customized subdivision brochures showing the projected energy use of each model.
- ◆ **Consumer Brochure** – attractive take-away that explains the features and benefits

### Advertising Exposure

- ◆ Linder Publishing
  - ***New Homes & Lifestyles*** magazine
    - 2-page APS Energy Star Homes ad featuring participating builders
  - Special Features:
    - **August Cover Story in *New Homes & Lifestyles* magazine**
    - ***Building Leaders Issue Sponsor***
  - **New Homes webzine\***
    - Linder website targeting new home buyers
- ◆ **Move.com\***
  - Co-op Advertising on New Homes Search Engine \$500/community/year
  - Managing builder floor plans, photos, virtual tours, etc. on APS.com.
- ◆ **APS Energy Star Homes ad campaign**
  - Tagline “A better tomorrow starts today”
  - Print, radio and television ads to generate consumer awareness
- ◆ **aps.com**
  - Listings builders’ participating subdivision by city.
    - Includes phone numbers and links to builder’s website
- ◆ **APS newsletters/e-blasts** to customers and employees

\* In process



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## **APS Energy Star Homes Program - Builder Support**

### **Incentives**

- ◆ **\$400 per home paid to builder upon meter set and EPA Energy Star certification**
- ◆ **HERS rater submits required Energy Star certification list**
- ◆ **Checks processed monthly or quarterly depending on volume**

### **Success with Energy Star®**

- ◆ **Process and details training for builder and trade partners to successfully comply with the EPA's Thermal Bypass Checklist**
- ◆ **No charge for 1-1/2 day training and up to 20 hours follow up available with Advanced Energy for builder and trades**

### **Sales Assistance**

- ◆ **Energy Cost Estimates**
- ◆ **APS ESHP Sales Book & Sales Training**
- ◆ **Consumer Brochures**

### **Advertising Exposure**

- ◆ **Advertising Campaign – television, radio & print program awareness**
- ◆ **Linder Publishing – individual builders and communities listed**
- ◆ **Move.com – search engine and co-op advertising opportunity (\$500/community per year)**
- ◆ **aps.com – individual builders and communities listed by city**
- ◆ **APS newsletters/e-blasts to customers and employees**