



**Engineered to Build
Sales and Profits**





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New Jersey's Clean Energy Program is working to help you build certified New Jersey ENERGY STAR Homes—with financial incentives to make it worth your while, and technical assistance available from the design stage through final certification. We even provide marketing support to help you reach prospective homebuyers.

To be eligible for program incentives, homes must be located in Smart Growth areas defined as Planning Areas I and II plus the Designated Centers utilizing the State Plan Map.

When you build a New Jersey ENERGY STAR Home, a variety of energy upgrades are integrated to help yield better overall construction quality, homeowner comfort and dramatic gains in energy-efficiency—all of which are better for you, your customers and the environment.

A Wide Range of Resources for Builders are Available Through New Jersey ENERGY STAR Homes:

Financial Incentives

Financial incentives (detailed on the "Program Incentives" insert to the builder information kit) will help you offset the cost of building more energy-efficient homes. Core incentives apply to each qualifying building, based on size and type:

- Single-family units
- Multiple single-family units
- Multi-family units

Additional incentives are also available for qualifying energy-efficiency upgrades, such as:

- Heating and cooling systems
- Light fixtures (above the required 3)
- Clothes washers



Marketing Support

New Jersey's Clean Energy Program is coordinating efforts to be sure homebuyers are aware of the many benefits of owning a New Jersey ENERGY STAR home. Plus, to help you sell these new homes, the program provides other materials and services, which may include:

- Consumer brochures
- Public relations activities
- Signage for model homes

Technical Assistance

Program representatives are available for technical assistance through every phase of design and construction. They'll provide:

- Design analysis and energy-related recommendations
- On-site training consultation for builders and contractors
- Final performance testing and New Jersey ENERGY STAR Homes certification

As a builder, you'll enjoy:

Faster Sales and Increased Profits

New Jersey ENERGY STAR Homes provide greater value for your customers. Financial incentives from the program may provide opportunities for increased sales and profits as you build better quality homes. And because these homes require less energy to operate, homebuyers may qualify for larger mortgages, so they may choose to build a larger home or purchase optional upgrades.

Future Benefits

Buyers who purchase New Jersey ENERGY STAR Homes typically are more satisfied homeowners—this could mean fewer callbacks and more referrals! Further, your reputation as a premium, quality builder is enhanced and supported by recognition from the U.S. Environmental Protection Agency (EPA).

Program Details and Technical Guidelines

Included in the full builder information kit are several inserts that provide more information on New Jersey ENERGY STAR Homes:

- Program Incentives
- Building Envelope
- Mechanical Systems
- Thermal Bypass Checklist Summary
- Specification Submittal Form
- Sample Final Certificate

The Specification Submittal Form can help you get started right away! If you have questions about any of these inserts, or would like additional copies, please visit our website, njcleanenergy.com.

About ENERGY STAR...

ENERGY STAR was introduced in 1992 by the U.S. Environmental Protection Agency (EPA) as a voluntary labeling program designed to identify and promote energy-efficient products in order to reduce carbon dioxide emissions. In 1995, the EPA launched the ENERGY STAR labeling program for new homes. Soon after, the EPA partnered with the U.S. Department of Energy to promote the ENERGY STAR label. ENERGY STAR has expanded to cover residential heating and cooling equipment, major appliances, office equipment, lighting, consumer electronics, most of the new construction sector and additional product areas.

Better for Homebuyers ... Better for the Environment

Buying a new home is a major life decision, one that impacts homebuyers AND the environment. American household energy use contributes significantly to U.S. carbon dioxide emissions, a major factor in air pollution. Making the decision to build a New Jersey ENERGY STAR home offers your customers many benefits—now and for as long as they own their home—while helping to reduce air pollution.

Don't Miss This Chance to Build Your Sales and Profits

Any builder of residential new construction in New Jersey is eligible to participate in New Jersey ENERGY STAR Homes. Homes in designated Smart Growth areas are also eligible for program incentives. If you are not currently a program participant, please visit njcleanenergy.com.