

Text options for Wisconsin ENERGY STAR Homes Advertising Templates

HEADLINE
OPTIONS:

**With a Wisconsin ENERGY STAR® Home, the
difference is in the details.**

A dream home can be both smart and beautiful.

High-End Design Meets High Efficiency.

Our dream homes are also energy efficient.

**Our dream homes combine customized comfort
and energy efficiency.**

INTRO
OPTIONS:

1. Since (year), (name of business) has constructed high quality, energy efficient homes for new home buyers throughout (city/region) Wisconsin.
2. Quality craftsmanship. Rich detail. (Name of Business) specializes in high-end construction for new home buyers throughout (city/region) Wisconsin. What makes our homes better?
3. A (year) Parade of Homes Award Winner/Participant, (name of business) specializes in superior performance, excellent value and rich detail. We'll help you discover the meaning of dream home.
4. Quality craftsmanship. Rich detail. Outstanding energy efficiency. (Name of Business) specializes in high-end construction for new home shoppers throughout (city/region) Wisconsin.
5. (name of business) participates in the Wisconsin ENERGY STAR[®] Homes Program. That means that we pay special attention to the details that make your new home better, safer and more comfortable, durable and energy efficient.
6. (name of business) takes a unique approach to new home construction. We believe a dream home should combine comfort and energy efficiency. Sounds comforting. That's why we participate in the Wisconsin ENERGY STAR[®] Homes Program.
7. (name of business) takes a unique approach to new home construction. Our designs include the custom comforts you expect. Plus, we pay special attention to the details that make your new home safer, more comfortable, more durable and energy efficient.

Wisconsin ENERGY STAR Homes

Bullet Options:

Our Wisconsin ENERGY STAR® Certified Homes include:
(select from bullet points, depending on the amount of space in ad)

- Proper framing, insulation and ventilation capacity
- Enhanced ability to control moisture and indoor air quality
- Minimized drafts
- Properly installed insulation
- Sealed combustion equipment that vents gasses directly outdoors
- Carbon monoxide detectors
- High-performance windows and doors
- Certification that proves performance and provides peace of mind that your new home will be comfortable, safe, durable and energy efficient
- Proper framing
- Proper air-sealing

Our Wisconsin ENERGY STAR® Certified Homes are: (select from bullet points, depending on the amount of space in ad)

- Properly framed, insulated and tested to perform
- Evaluated for their efficiency throughout construction and certified by an independent consultant
- Comfortable, safe, durable and energy efficient
- Estimated to be 25 percent more efficient than homes built to Wisconsin's Uniform Dwelling Code

Call-to-action options:

1. With a builder who participates in the Wisconsin ENERGY STAR® Homes Program, the difference is in the details. Contact us today.
2. When you work with a builder who participates in the Wisconsin ENERGY STAR® Homes Program, the difference is in the details. Contact us today.
3. Experience the difference. Choose a builder who participates in the Wisconsin ENERGY STAR® Homes Program. Contact us today.
4. The difference is in the details. Experience it for yourself. Select a builder who participates in the Wisconsin ENERGY STAR® Homes Program. Contact us today.
5. Make a smart investment. Think ahead and build efficiently. Contact us today to learn more about the Wisconsin ENERGY STAR® Homes Program.

Wisconsin ENERGY STAR Homes blurb options:

(For those that chose not to use the templates, but would like a headline or program description to use in an existing ad).

We participate in the Wisconsin ENERGY STAR® Homes Program.

We participate in the Wisconsin ENERGY STAR® Homes Program. Our homes are estimated to be up to 25 percent more energy efficient than the Wisconsin Uniform Dwelling Code requires.

A Wisconsin ENERGY STAR® Home is an investment that pays off today and tomorrow. The potential to decrease utility bills and increase resale value.

The new definition of “dream home.” A Wisconsin ENERGY STAR® Home is estimated to be 25 percent more efficient than the average new home built to Wisconsin Uniform Dwelling Code.

Brains and beauty. Wisconsin ENERGY STAR® Homes. Everything you expect in custom construction, plus proven energy efficiency.

We’re redefining “dream home.” Wisconsin ENERGY STAR® Homes. Comfortable. Durable. Energy efficient. Safe.

Be 100% sure you’re making a great investment. Build a Wisconsin ENERGY STAR® Home. They’re estimated to be 25 percent more efficient than the homes built to Wisconsin Uniform Dwelling Code.

Built tight. Ventilated right. Combustion safe. And estimated to be 25 percent more energy efficient. That’s the value of a Wisconsin ENERGY STAR® Home.

Make your next home up to 25 percent more energy efficient. Work with a builder that participates in the Wisconsin ENERGY STAR® Homes Program.

Make sure your next home is built tight, ventilated right and combustion safe. Work with a builder that participates in the Wisconsin ENERGY STAR® Homes Program.

Real estate is a good investment. Wisconsin ENERGY STAR® Homes Certification makes it even better. Partner with a builder that participates in the Wisconsin ENERGY STAR® Homes Program.