

Focus on Energy New Homes. Building the dream.

Think about where you'd like to live. In no time, you'll have a healthy wish list going for your dream home. Is energy efficiency on that list? It should be.

Focus on Energy is Wisconsin's statewide program for energy efficiency and renewable energy, so infusing energy best practices into new construction is a natural extension of its services. In other words, Focus' New Homes Program helps builders stay on the cutting edge of building techniques so they can focus on what they do best, build your dream home.

FOCUS NEW HOME FROM START TO FINISH

- Step 1:** Builder works with a Focus consultant
- Step 2:** New home is framed out and insulated
- Step 3: Focus site visit 1**
- Step 4:** Construction finished
- Step 5: Focus site visit 2**
- Step 6:** Home certified (must pass all tests)
- Step 7:** Moving day for homebuyer

WHAT IS IT?

Focus' New Homes Program pairs Wisconsin builders with leading energy experts in order to construct new homes that are safer, more durable, and more energy efficient than other homes merely built to code.

Participating builders can offer as many as four tiers of energy-efficient construction. The higher the level, the more energy efficient the new home will be.

Home's Energy-Efficiency Level	Performance
1	10-19.9% more efficient than code
2	20-29.9% more efficient than code
3	30-39.9% more efficient than code
4	40-100% more efficient than code



HOW DOES IT WORK?

For builders

Any residential builder in Wisconsin can participate in Focus' New Homes Program. First, they'll sign a program ally agreement pledging to uphold Focus' high customer service standards. Then, a builder chooses an accredited building performance consultant to work with. The consultant confirms that all Focus standards have been met, ensuring the home's comfort, safety, durability, and energy efficiency.

The Focus consultant will complete two site visits to ensure the new home meets the efficiency level you expect. The first visit is done when the home is framed and insulated. The last visit occurs when the home is completely finished. Only homes that pass the consultant's tests in full can be certified a Focus New Home.

For more information,
call 800.762.7077 or visit focusonenergy.com/newhomes.



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For homebuyers

The **finditwithfocus.com** tool connects homebuyers with local builders who are participating in Focus' New Homes Program. After meeting with builders and getting estimates, homebuyers hire the Focus New Homes Program builder they like the best. Homebuyers may never meet the Focus consultant, but can feel confident knowing the consultant is working behind-the-scenes on their behalf.

ADVANTAGES

Benefits of the Focus New Homes Program include:

- Peace of mind—your new home meets strict standards for energy efficiency, air tightness, insulation, ventilation, and safety.
- Suited for Wisconsin's climate.
- Easy—no extra work for builders or homebuyers.
- Third-party certified.

IS IT RIGHT FOR YOU?

If you want a dream home that has looks, function, and delivers ongoing energy-savings, a Focus New Home is a smart choice. On the other hand, if you're a builder who prides yourself on quality construction, consider becoming a Focus New Home participant. You all win.

DREAM IT. BUILD IT.

Builders and homebuyers alike can visit **focusonenergy.com/newhomes** or call **800.762.7077** to learn all about Focus' New Homes Program.

STAY CURRENT AND CONNECTED

Join our online conversation at **focusonenergy.com/socialnetworks** to connect with people who share your interest in saving energy and money at home and work. Also, visit **focusonenergy.com/incentives** for the latest incentives and requirements as Focus offers are subject to change.

Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit **focusonenergy.com**.

