



focus on energysm

Partnering with Wisconsin utilities



BUILD BETTER HOMES

Focus on Energy New Homes Program: The standard for quality



Why?

New Homes Program



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Partnering with Wisconsin utilities

Why?



Why?

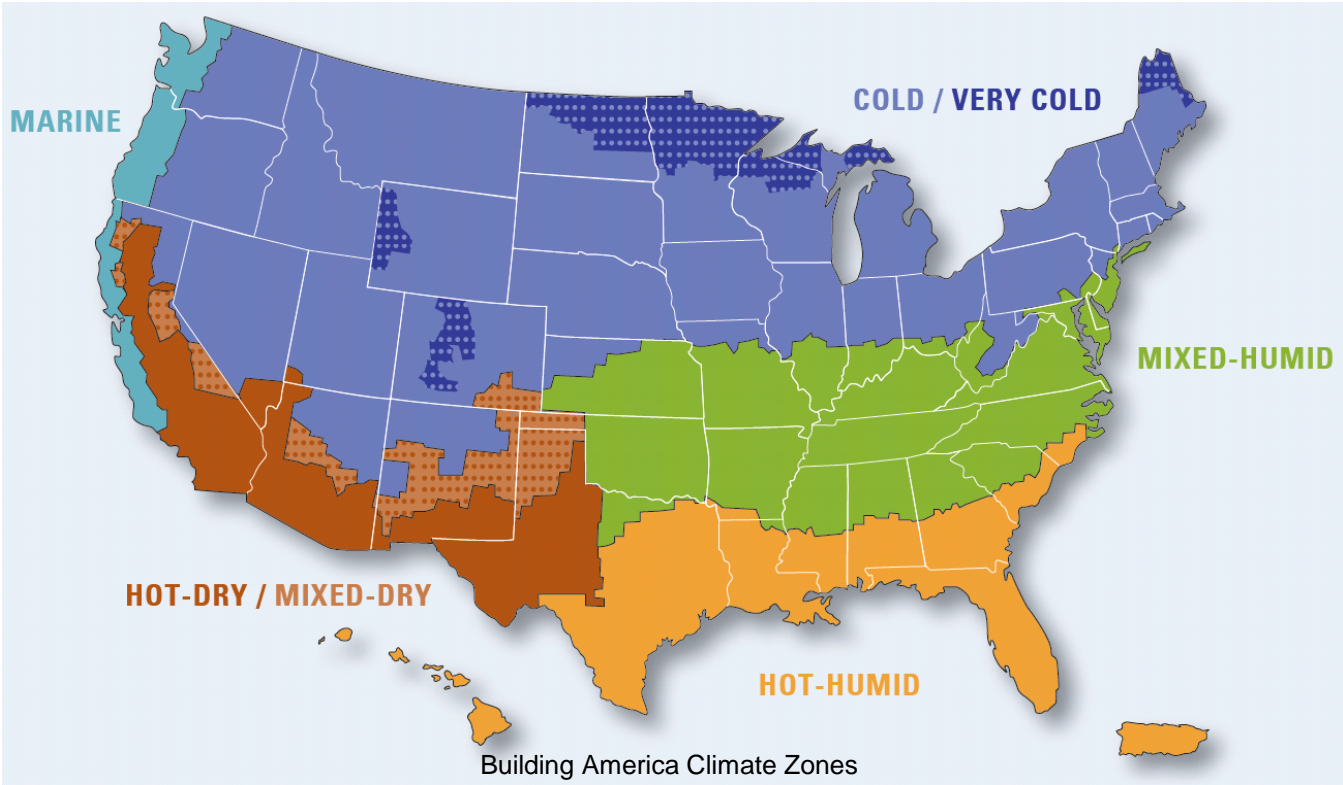


Why?

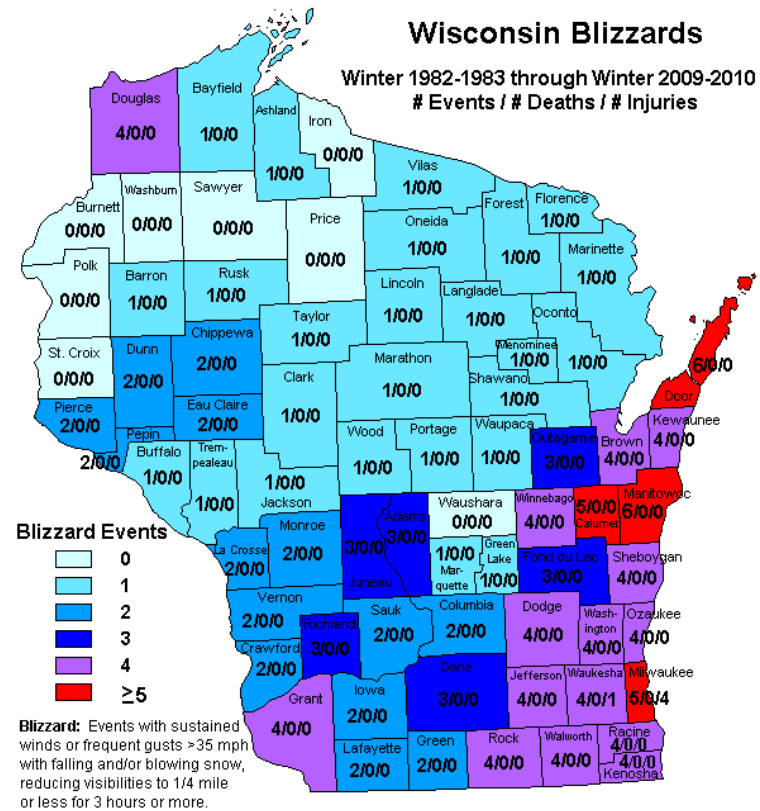
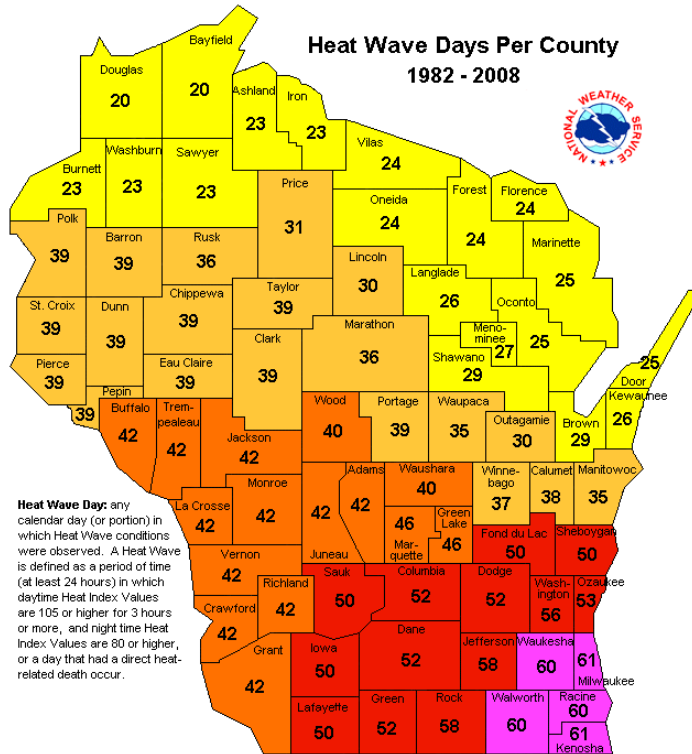
Wisconsin Uniform Dwelling Code



Why?



Why?



Why?



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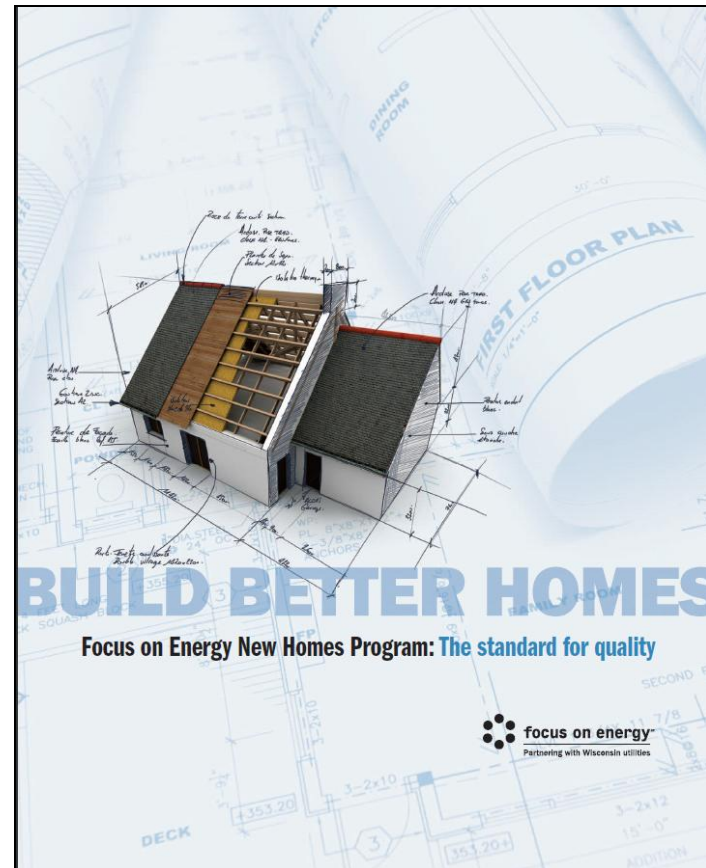
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Why?

- Specific to Wisconsin and the way we build homes
- Specific to Wisconsin's climate and extremes in weather
- Based on the success of Focus on Energy as Wisconsin's resource for energy efficiency

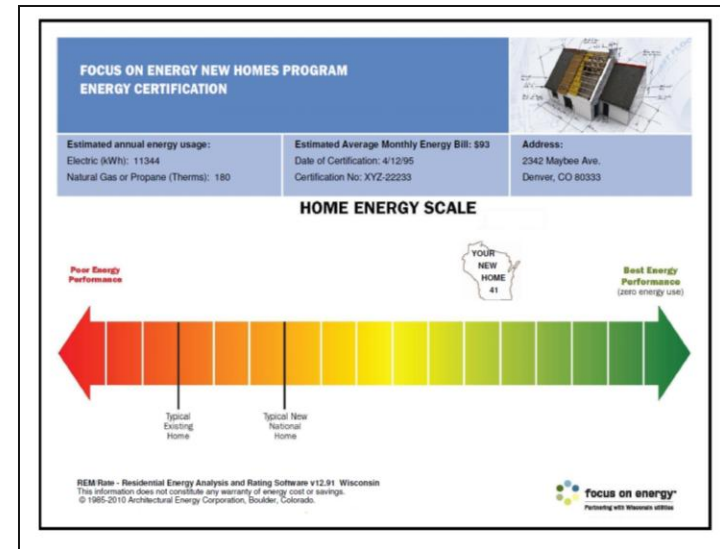
Resources

Builders Brochure
Ready to go
Homeowner Brochure
Late February
Factsheets
Late February
Statewide Marketing
June



Resources

Home Energy Scale
Ready to go
Coop
Ready to go
Certification packet
February



Market Quality



Market Quality

- Comfort
- Durability
- Safety
- Energy Efficiency

Market Affordability



Market Affordability

How much could I **save**?

- 6% interest 30 year mortgage
- 3% annual utility rate increase
- \$200 average monthly utility bill

Percentage decrease of monthly utility bill	10%	20%	30%	40%
Annually (over first year)	\$240	\$480	\$720	\$960
Annually (over 30 years)	\$11,418	\$22,836	\$34,354	\$45,672

Market Affordability

How much could I **save**?

- 6% interest 30 year mortgage
- 3% annual utility rate increase
- \$200 average monthly utility bill

Mortgage amount	\$200,000	\$300,000	\$400,000
Annually	\$14,384	\$21,583	\$28,778
Percentage decrease of utility bill to eliminate one year of mortgage payment (30 year mortgage)	13%	20%	25%

Market Affordability

How much could I **spend**?

- 6% interest 30 year mortgage
- 3% annual utility rate increase
- Same first year cost between original mortgage plus utility bill and increased mortgage plus decreased utility bill

Percentage decrease of monthly utility bill	10%	20%	30%	40%
\$200 monthly average utility bill	\$3,336	\$6,671	\$10,007	\$13,343
\$300 monthly utility average bill	\$5,004	\$10,007	\$15,011	\$20,015

Market Credibility



Market Credibility

- Third party verification
- Testing using building science principles
- Administration and verification of certification through Focus on Energy

Market Responsibility



Market Responsibility

Concern for:

- Environment
- Future generations
- Conservation of resources
- National security

Market

- Quality
- Affordability
- Credibility
- Responsibility

New Homes Hierarchy



Hierarchy of Needs



What About?

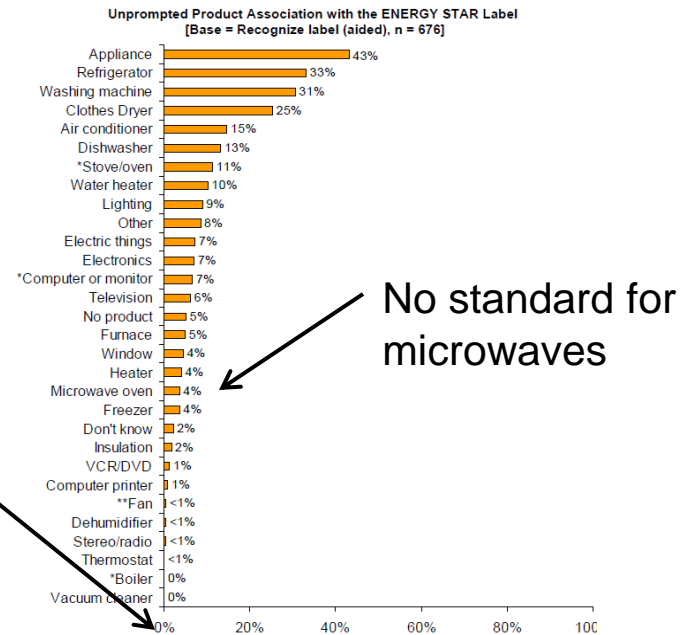


What About?

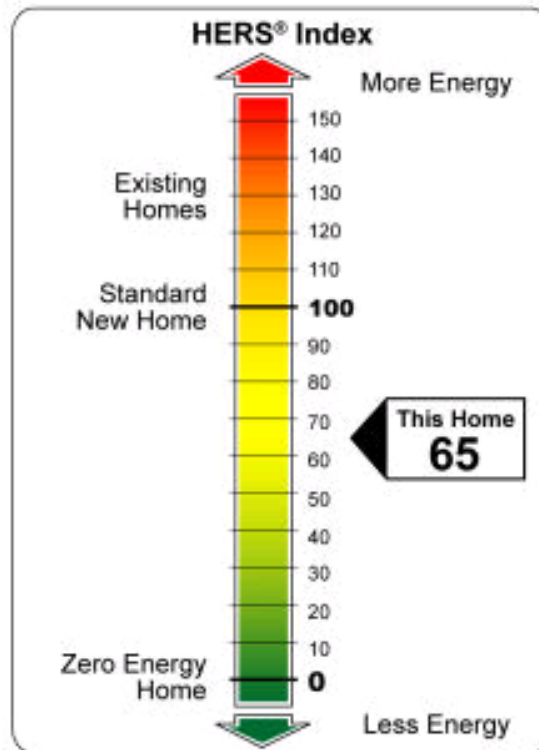


National Awareness of ENERGY STAR for 2009 (Consortium for Energy Efficiency)

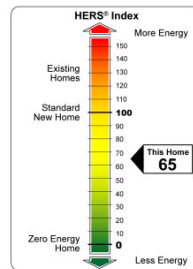
- Newly built home
- Confirms what many builder partners have told us



What About?



What About?



- The HERS Index is a scoring system established by the Residential Energy Services Network (RESNET)
- A home built to the specifications of the **HERS Reference Home** (based on the 2006 International Energy Conservation Code)
- The lower a home's HERS Index, the more energy efficient it is in comparison to the **HERS Reference Home**
- The HERS Index **should not be used as a comparison between homes it specific to that home**
- The HERS Reference Home **is a national reference home not a reference home for Wisconsin**

What About?

New Homes Program



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What About?

- The programs are very similar
 - Several new or modified standards
 - Rewards based on energy savings

What About?



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Builders Challenge

Recognizing Energy Leadership in Homebuilding

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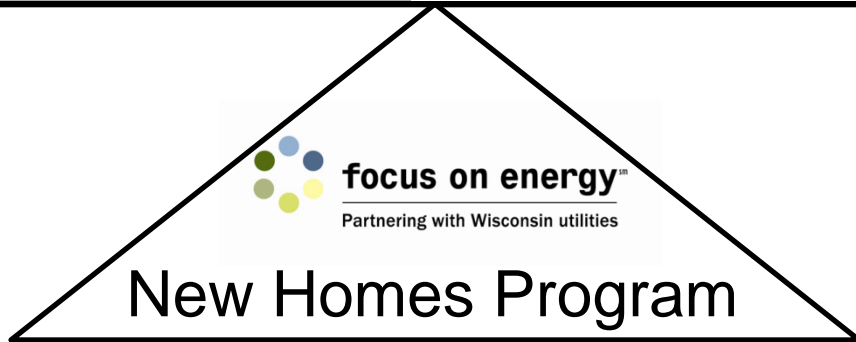


What About?

New Homes Program



New Homes Program is a platform that other programs can participate



Thank you!

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