

# Benefits

of the **ENERGY STAR**<sup>®</sup>

## New Homes Program for Builders



Join the **ENERGY STAR** for **New Homes program** and take advantage of the many **benefits** of being part of the **ENERGY STAR family**.

### 1. Market recognition

Homes that are built to the **ENERGY STAR for New Homes Standard** are awarded a nationally recognized ENERGY STAR label by the Government of Canada.



**Did you know? 88% of Canadians recognize the ENERGY STAR symbol.**

The ENERGY STAR symbol is more than a mark of energy efficiency; it's also a symbol of trust. As an ENERGY STAR builder, you may use the ENERGY STAR symbol in your advertising, on your website, on signage and in other promotional materials.

All active builders have access to **free ENERGY STAR marketing materials**. Builders are also **listed on Natural Resources Canada's website**, where homebuyers can find energy-efficient homebuilders in their area.

### 2. Program flexibility

The ENERGY STAR for New Homes program offers two flexible construction options for builders:

**1. Performance path** – Involves energy modelling the home using Natural Resources Canada's energy simulation software to confirm performance (or compliance).

**2. Prescriptive path** – Includes several builder option packages based on provincial location. This option can be beneficial to tract builders who build numerous homes within a short time frame and want to build to the ENERGY STAR Standard as part of their base model or offer their customers energy efficiency upgrade packages.

**Did you know? More than 300 Canadian builders have joined the ENERGY STAR for New Homes program.**



### 3. Enhanced customer satisfaction

ENERGY STAR builders can provide customers with a certification that their home was carefully designed and built to be energy-efficient. This can save homeowners hundreds of dollars on their energy bills and improve their overall comfort and satisfaction.



**Did you know? 3 out of the top 10 must-have home features identified by Canadian homebuyers are related to energy efficiency.\***

### 4. A growing market

By joining ENERGY STAR for New Homes, you become part of a growing network of builders, trades, suppliers, utilities and other collaborators who are transforming the residential construction market.

You will also be part of an even larger family, as ENERGY STAR has more than 70 product categories, and this network includes manufacturers, retailers and advocates who are all champions of energy efficiency and transforming energy use in Canada.

**Did you know? In 2014 alone, ENERGY STAR certified products and homes delivered energy savings equivalent to taking 66,000 cars off our roads for one year.**



### 5. Support and learning opportunities

As a member, you will have access to expertise in building science, training and overall support.

**Did you know? Over 60,000 ENERGY STAR certified homes have been built across Canada.**



Interested in learning more about the **ENERGY STAR for New Homes program?**

Visit [nrcan.gc.ca/homes](http://nrcan.gc.ca/homes)

