



Wisconsin ENERGY STAR® Homes

The difference is in the details.





Get with the program.

Building a new home is one of the biggest projects and largest investments of your life. Of all the decisions you'll have to consider, you've already made an important one: to investigate Wisconsin ENERGY STAR® Homes.

Building a Wisconsin ENERGY STAR Home can ensure the comfort, safety, durability and energy efficiency of your new home. You will be building to standards that are appropriate for Wisconsin's extreme climate and lowering your energy bills for years to come. Keep reading to learn more. Then call or return the enclosed card for more information. **800.762.7077** focusonenergy.com

Building smarter, building safer, building better.

As with any major purchase, you're looking for quality in your new home. In a Wisconsin ENERGY STAR Home, the quality is in the details—details you may not be aware of. Like the safety of a power-vented water heater. And the comfort and energy efficiency provided by properly installed insulation. Or the convenience a quiet exhaust fan contributes to indoor air quality. These are simple, inexpensive details that can help you get the most comfortable, safe, durable and energy efficient new home possible.

In addition, a Wisconsin ENERGY STAR Home surrounds you and your family with important and valuable benefits, such as:

- **A quality home** built with greater attention to detail
- **Properly installed** insulation and draft-free construction
- **The ability to control** or enhance indoor air quality by managing indoor moisture and airborne pollutants
- **Added safety**, because furnace, water heater and fireplace combustion by-products are exhausted directly from the home
- **Added durability**, because warm moist inside air, as well as rain and moisture from the outside, is kept out of walls and attic spaces, preventing structural damage
- **Better resale value**
- **Access to ENERGY STAR mortgages** and possible savings on things like closing costs
- **Greater energy efficiency**, including electrical as well as monthly space heating and cooling savings

Plus, when you build a Wisconsin ENERGY STAR Home, you get the added benefit of knowing you're helping preserve Wisconsin's environment. Less energy used means fewer environmental impacts on our air, water and land. Saving energy also helps the state's economy.

Details make the difference.

Wisconsin ENERGY STAR Homes are on average 2% more efficient than those built to the Wisconsin Uniform Dwelling Code. Each certified home includes:

- Carbon monoxide detector requirement
- Mandatory safe combustion equipment
- Ventilation capacity testing
- Professional consultation
- Building air tightness standard
- Electrical efficiency options

An expert partnership.

If you've already selected a builder or contractor, be sure to ask them about the Wisconsin ENERGY STAR Homes program. The program is open to any builder who is committed to quality, understands that the details of construction can lead to high performance, and is willing to meet program standards. If you're still in the planning stages, we can help you find a Wisconsin ENERGY STAR Homes builder in your area.

During construction, a program consultant will work closely with your builder to certify your home as a Wisconsin ENERGY STAR Home. The consultant will make site visits to verify construction details and conduct performance tests. This process ensures your home works as designed and meets Wisconsin ENERGY STAR Homes criteria.

Look for the ENERGY STAR logo.

ENERGY STAR is the nation's symbol for energy efficiency; it enables consumers to easily identify energy efficient products and services.



Intrigued?

Get more information by returning the attached card today. Or check us out online.

800.762.7077 focusonenergy.com

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Yes, I want to learn more about saving money and energy through the Focus on Energy Program.

Please send me information on the following:

- Wisconsin ENERGY STAR® Homes Participating Builders
- Wisconsin ENERGY STAR Homes information and building tips
- ENERGY STAR Lighting
- ENERGY STAR Appliances
- ENERGY STAR Home Electronics
- Home Performance with ENERGY STAR (a program for existing homes)
- Apartment and Condo Efficiency Services

Name _____

Address _____

City, State, Zip _____

My electric utility is _____

[Optional] Would you like to receive periodic information via e-mail about energy saving programs like these? No Yes

My e-mail address is _____

Note: we do not share e-mail lists with other entities.

What stage of the new construction process are you in?

- Still talking and dreaming Planning
- Selecting builders and contractors Breaking ground on _____ (date)

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Save money on the house, then save money in the house. Once your home is built, you can continue your commitment to saving money and energy by choosing ENERGY STAR qualified appliances, electronics and lighting. These products have built-in energy saving features, like clothes washers that use less water and computers that power-down after periods of inactivity.



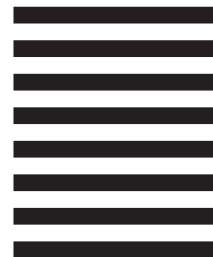
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211 S PATERSON ST FL 3
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Focus on Energy is a public-private partnership offering energy information and services to energy utility customers throughout Wisconsin. The goals of this program are to encourage energy efficiency and use of renewable energy, enhance the environment and ensure the future supply of energy for Wisconsin. 800.762.7077 focusonenergy.com



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