

“ONE SIZE DOES NOT FIT ALL”

*DEVELOPING AND GROWING NICHE BUILDER
MARKETS*

*MARK JANSEN
ENERGY EFFICIENT HOMES MIDWEST, INC*



BACKGROUND

- 1991 PILOT IN 2 NW IN COUNTIES W/ ERHI
- 1993 EXPANDED TO ALL INDIANA W/ ERHI
- 1998 TRANSITIONED TO NON PROFIT AND PICKED UP MI, IL, OH, KY AS ERHMIDWEST
- 2002 STARTED FOR PROFIT EEHM
- 2002 MARCH PICKED UP MO, KS, IA



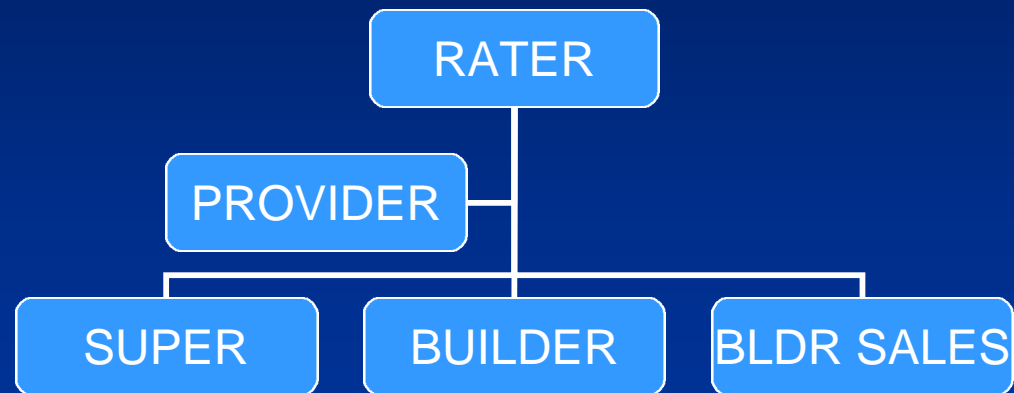
PROGRESS

ERHI / ERHM / EEHM INC

- 8500 RATINGS PROCESSED
- 200+ Raters TRAINED
- XX LENDERS RECRUITED
- 60 RATINGS PERFORMED BY EEHM INC
- 1350 RATINGS PROCESSED BY EEHM INC



BUSINESS MODEL



Energy Efficient Homes Midwest

- Keys to Success (Salesmanship)
 - No fear of rejection
 - Persistence
 - Patience
 - Believe in the product
 - Follow through ASAP
 - Provide Timely Accurate Ratings



Added Services

- Equipment Sizing
- Duct Design
- Troubleshooting Problem Homes
- Homebuyer Education
- Comfort / Utility Bill Guarantees



Energy Efficient Homes Midwest

- Application of Energy Star Homes
 - Target Builders
- -Target Builders Lenders
- -Provide Turnkey Service



Energy Efficient Homes Midwest

- Customize Partnership Agreement
- Utilize PowerPoint Presentation
- Provide Packet of Information
- Identify Decision Maker
- Follow-up w/ letter or phone call
- Offer Incentives
- HomeCalc



ENERGY STAR HOMES POWERPOINT PRESENTATION

- Added Value
- Brand Recognition
- Definition of Energy Star Home
- Advantage to Builders
- Marketing Concept
- Value / Features
- Homecalc Builder/Lender Relationship



PRINT ADVERTISING

GRANITE COUNTERTOPS

BENDER CARPETS

CUSTOM CABINETS

CERAMIC TILE FLOORS



MOST UPGRADES ON A NEW HOME COST YOU MONEY. HOW ABOUT ONE THAT SAVES YOU SOME?

The builders listed here offer ENERGY STAR[®] homes – comfortable homes that protect the environment while saving you at least 30 percent on heating and cooling bills. The ENERGY STAR label is the recognized symbol for energy efficiency. Please contact these builders to find out more about ENERGY STAR homes. Ask for department E.



Look for the ENERGY STAR[®] label from
these Builders of Excellence.

BEST HOMES
(317) 595-2950

BRUCE GUNSTRA BUILDERS, INC.
(317) 585-9005

CARRINGTON HOMES, INC.
(317) 467-0008

DAVIS HOMES, LLC
(888) 595-2800

DUKE HOMES
(317) 422-9000

GEORGE SHERMAN, INC.
(307) 462-7074

PULTE HOMES OF INDIANA
(307) 575-2350

SEAN CHRISTOPHER HOMES
(307) 575-2350

The ENERGY STAR homes program is supported by:



Public Service Announcement



They can't wait to grow up.

*The right home will help give
them a better world to do it in.*

When you buy a home with the ENERGY STAR label, you'll give your kids more than a roof over their heads. You'll give them a future. ENERGY STAR labeled homes use at least 30 percent less energy than conventional homes for heating and cooling. That cuts your utility bills and, since most energy comes from burning fossil fuels, reduces air pollution. With ENERGY STAR labeled homes, you'll save money while you save the environment. Now when you promise your kids the world, you can actually mean it. To learn more about ENERGY STAR for homes, or to locate a builder in your area, visit www.energystar.gov, or call 1-888-STAR-YES (1-888-782-7937).



BILLBOARD ADVERTISING

