

BECOME A NEW YORK ENERGY STAR® CERTIFIED HOMES BUILDER

# Get the financial incentives and resources you need to build your business.

Become a builder of New York ENERGY STAR Certified Homes and help more customers live comfortably. We'll provide you with the resources you need to convey the benefits of energy-efficient construction—and reap financial incentives. In other words, we'll make you an energy-efficient homebuilding guru that everyone looks up to.

## A DECISION THAT CAN BE VERY REWARDING

- Receive \$2,000 per home
- Earn \$3,000 for building display or model homes meeting program requirements
- Take advantage of a generous Co-Op advertising program
- May qualify for various federal tax incentives

Home builders who are first-time program participants also qualify for a one-time payment of \$200 to offset the cost of their initial plan review, as well as \$300 toward the builder's first confirmed Home Energy Rating that meets program requirements.



NEW YORK





# Master the art of energy-efficient construction.

## RECEIVE TECHNICAL SUPPORT FROM A HOME ENERGY RATER

In order to help you design and build homes that meet program standards for superior energy performance, builders must work with a Home Energy Rater. Their job is to ensure your homes feature the energy savings and quality necessary to earn the coveted New York ENERGY STAR Certified Home recognition. They provide:

- Individualized plan review and technical advice
- Customized energy rating certificates, including an estimate of each home's annual utility bills
- On-site building performance testing to evaluate home energy performance, air leakage, and health and safety issues



## GET THE MARKETING AND SALES SUPPORT YOU NEED TO SUCCEED

- Customer education and sales brochures that highlight program benefits
- Model home branding kits
- Co-op advertising funds that help stretch your marketing dollars
- Special events, public relations support, and media outreach to increase program awareness

## GENERATE SERIOUS BUSINESS AND ENERGY SAVINGS

Homes of any size, style, or price range can be constructed to New York ENERGY STAR Certified Home standards. A program home features effective insulation, ventilation and air sealing techniques, high-quality windows and doors, high-efficiency heating and cooling systems and sealed duct systems. Benefits to your customer include:

- Lower energy bills than conventional homes
- A quieter, more comfortable environment
- Improved indoor air quality
- Lower maintenance costs and enhanced durability

## BECOME A PARTICIPATING HOMEBUILDER

Visit [nyserdera.ny.gov/become-a-builder](http://nyserdera.ny.gov/become-a-builder) for complete step-by-step instructions. Once your partnership is approved, you will be listed on NYSEERDA's website as a qualified builder of New York ENERGY STAR Certified Homes.

## DOWNLOAD FREE BUILDER INFO PACKET

To get fast access to the resources you need to learn more about the value of building New York ENERGY STAR Certified Homes, visit [enlighten.nyserdera.ny.gov](http://enlighten.nyserdera.ny.gov) or call 1-866-NYSEERDA.

NYSEERDA's Low-rise Residential New Construction Programs support the construction and purchase of energy-efficient New York ENERGY STAR Certified Homes, offering recurring savings and greater value to homebuyers. Financial incentives are offered to participating builders who construct single-family homes or multi-unit residential projects that meet the New York ENERGY STAR Certified Homes standard. Income-qualified projects are eligible for additional incentives.

