



The Road Ahead

This section explains how the proposed guidelines fit into the broader direction where ENERGY STAR New Homes is heading.

THE ROAD AHEAD: WHY OPPORTUNITY TO RETOOL...



● **11** *+ million homes for sale*

Glut of homes for sale leading to builders competing on price. The new guidelines are an opportunity to rethink how homes are sold and make homes more profitable for builders.

THE ROAD AHEAD: WHY OPPORTUNITY TO RETOOL...



● **11** + million homes for sale

● **1** + million vacant new homes

Glut of homes for sale leading to builders competing on price. The new guidelines are an opportunity to rethink how homes are sold and make homes more profitable for builders.

THE ROAD AHEAD:
WHY OPPORTUNITY TO RETOOL...



- **11+** million homes for sale
- **1+** million vacant new homes
- **12+** million mortgages under water

Glut of homes for sale leading to builders competing on price. The new guidelines are an opportunity to rethink how homes are sold and make homes more profitable for builders.

THE ROAD AHEAD:
A UNIQUE TIME FOR 'BIG' CHANGE



"The automotive companies' being in a crisis [means]

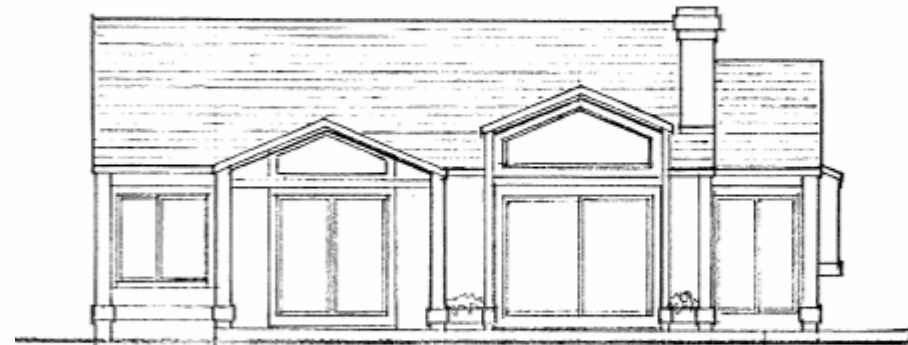
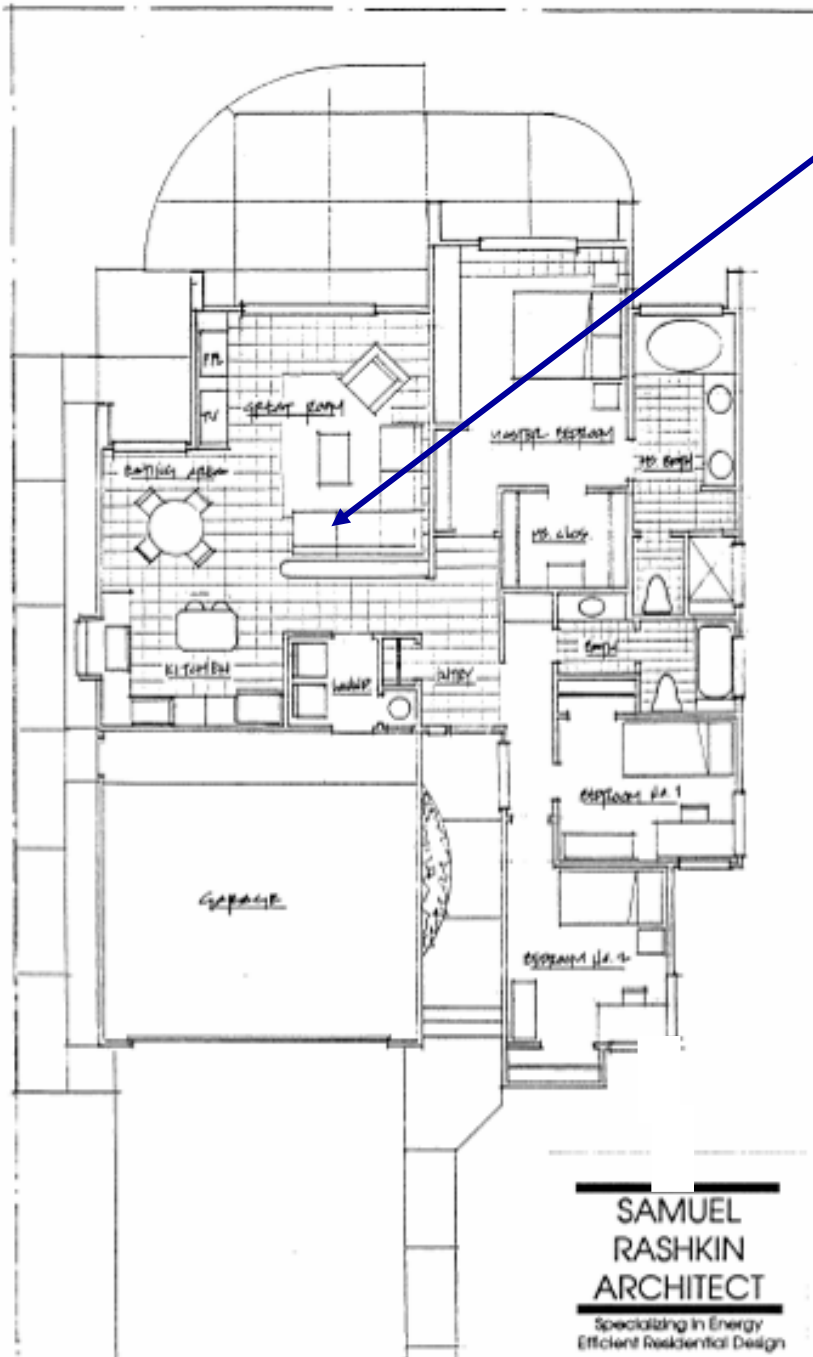
***now's the time for a
disruptive technology...***

The automotive industry has now

***moved beyond trying to
protect old technology..."***

Alex Molinaroli, President of Power Solutions at Johnson Controls

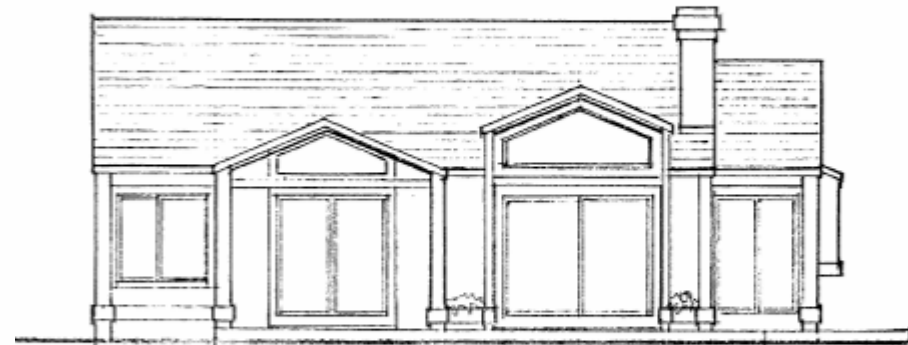
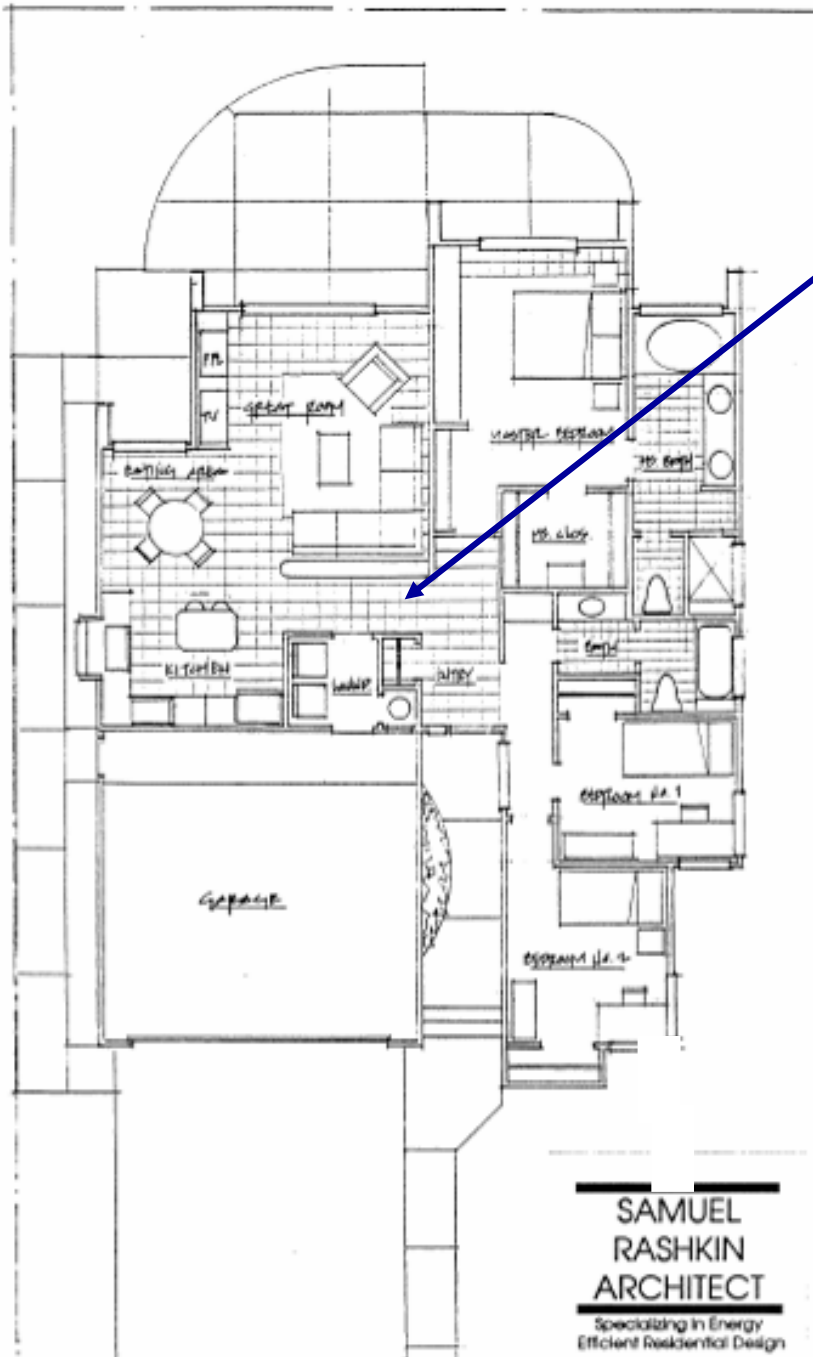
**3 Bedroom 1,150 sq. ft.
Open layout**



SOUTH ELEVATION

**SAMUEL
RASHKIN
ARCHITECT**
Specializing in Energy
Efficient Residential Design

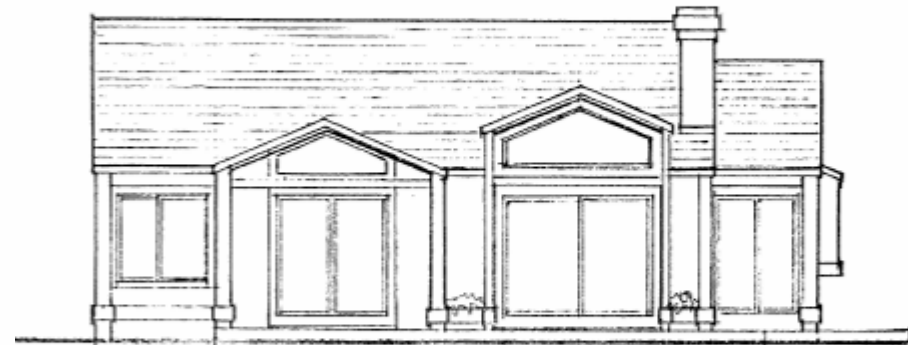
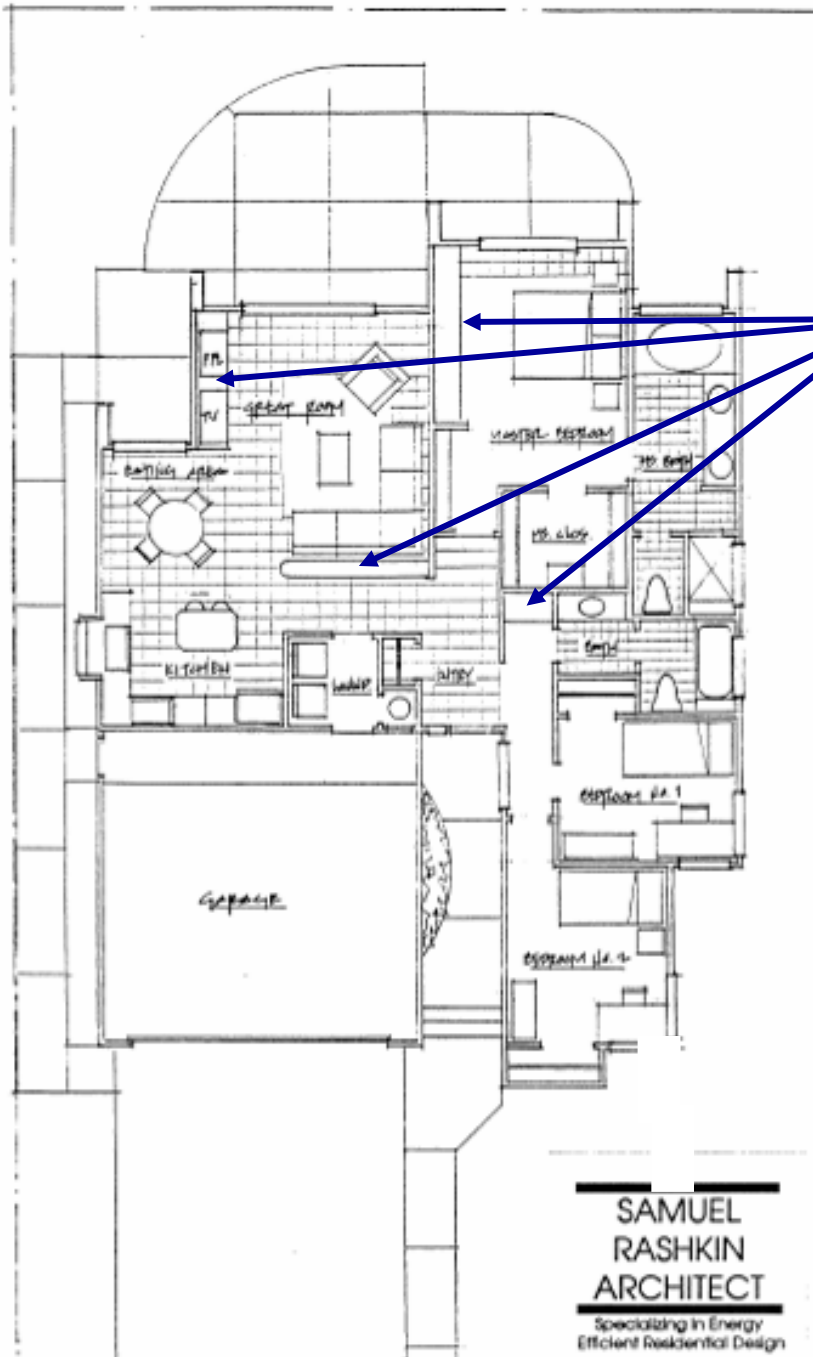
*3 Bedroom 1,150 sq. ft.
Open layout
Generous Circulation*



SOUTH ELEVATION

**SAMUEL
RASHKIN
ARCHITECT**
Specializing in Energy
Efficient Residential Design

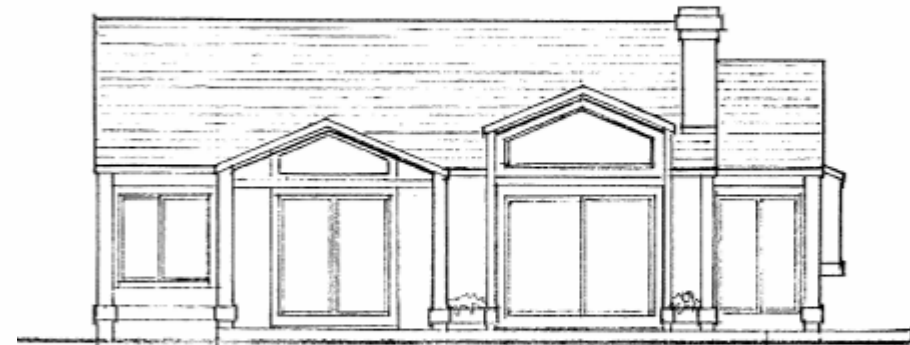
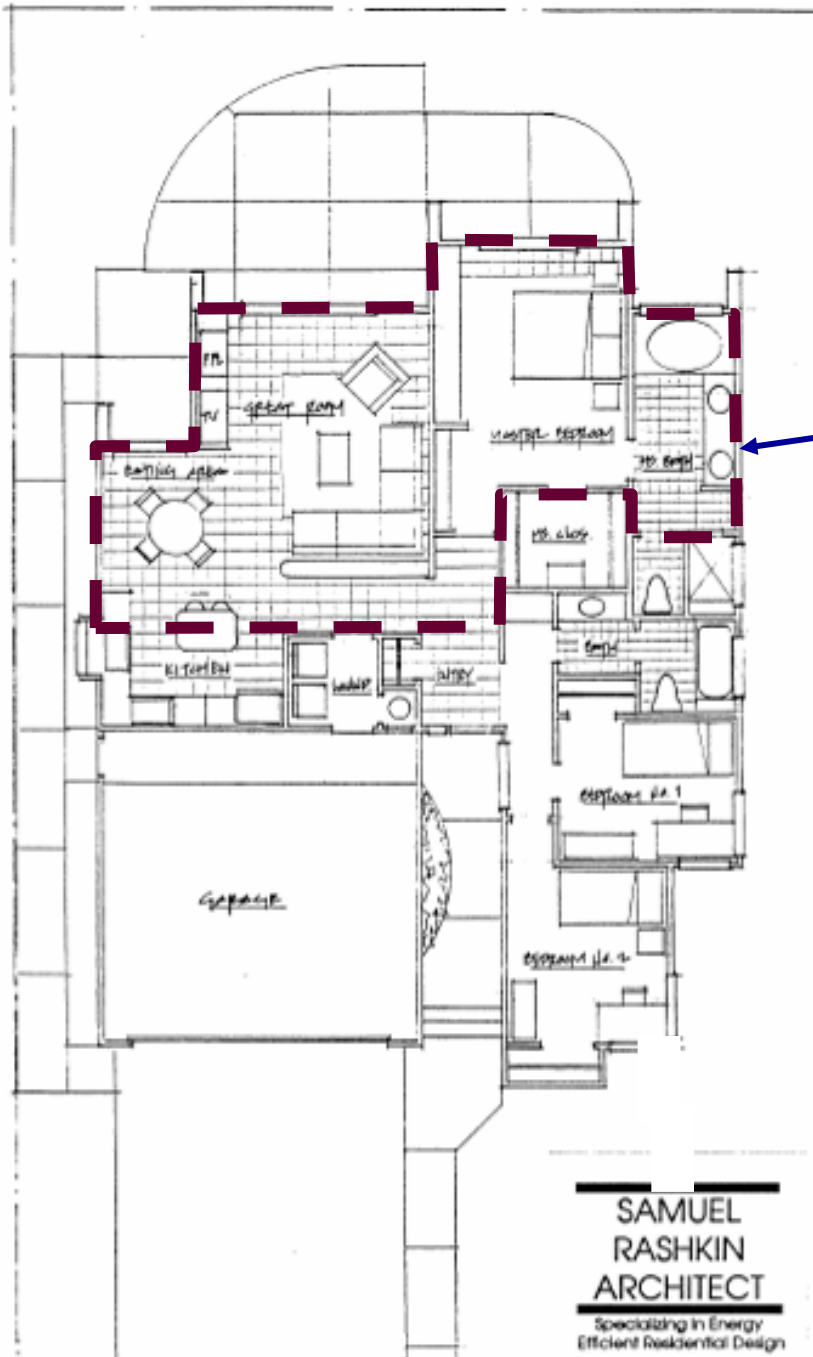
*3 Bedroom 1,150 sq. ft.
Open layout
Generous Circulation
Built-in Furniture*



SOUTH ELEVATION

**SAMUEL
RASHKIN
ARCHITECT**
Specializing in Energy
Efficient Residential Design

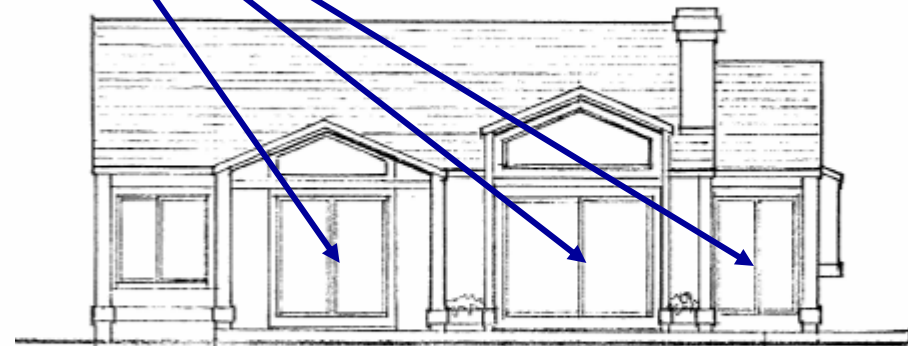
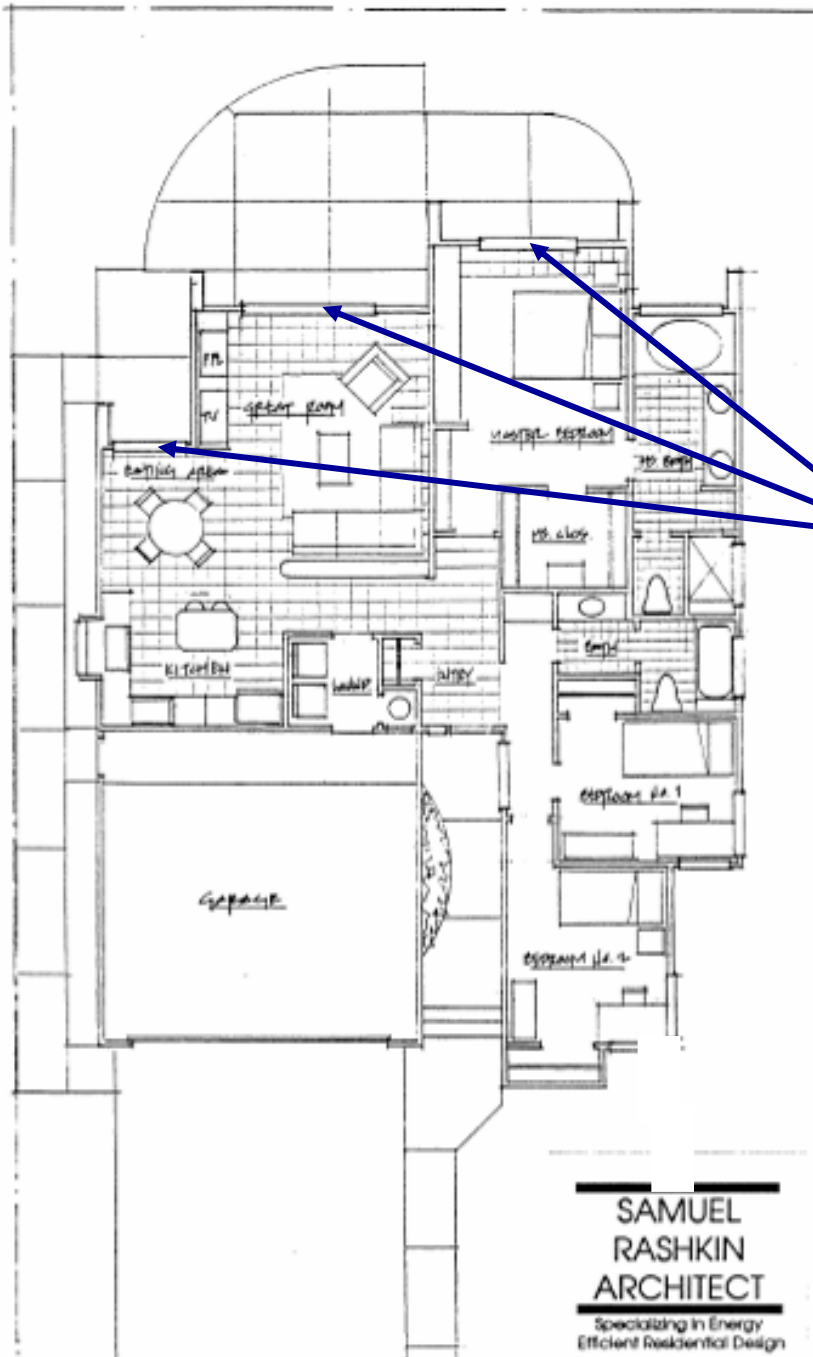
*3 Bedroom 1,150 sq. ft.
Open layout
Generous Circulation
Built-in Furniture
Varying Ceiling Height*



SOUTH ELEVATION

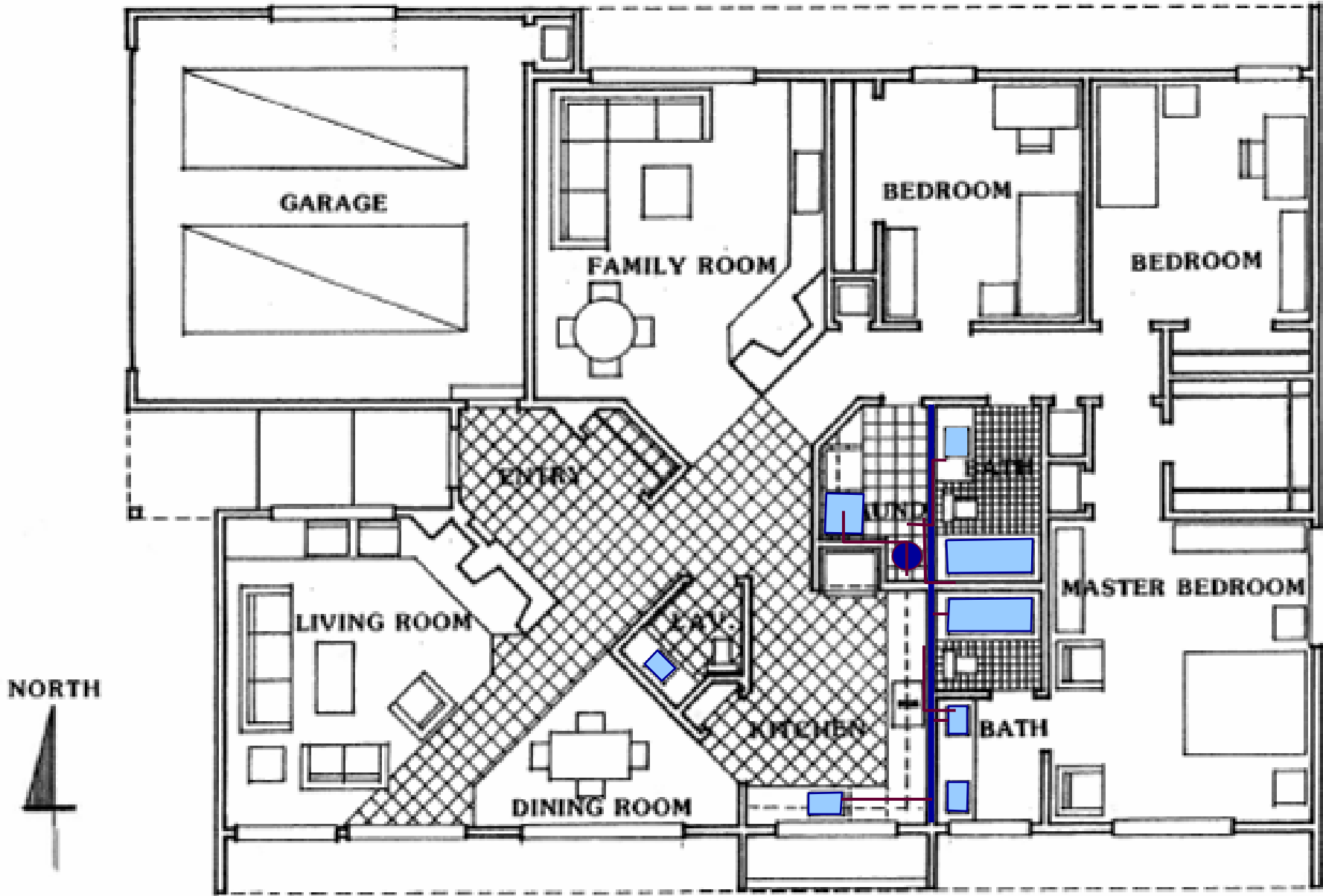
**SAMUEL
RASHKIN
ARCHITECT**
Specializing in Energy
Efficient Residential Design

*3 Bedroom 1,150 sq. ft.
Open layout
Generous Circulation
Built-in Furniture
Varying Ceiling Height
Outdoor/Indoor Linkages*

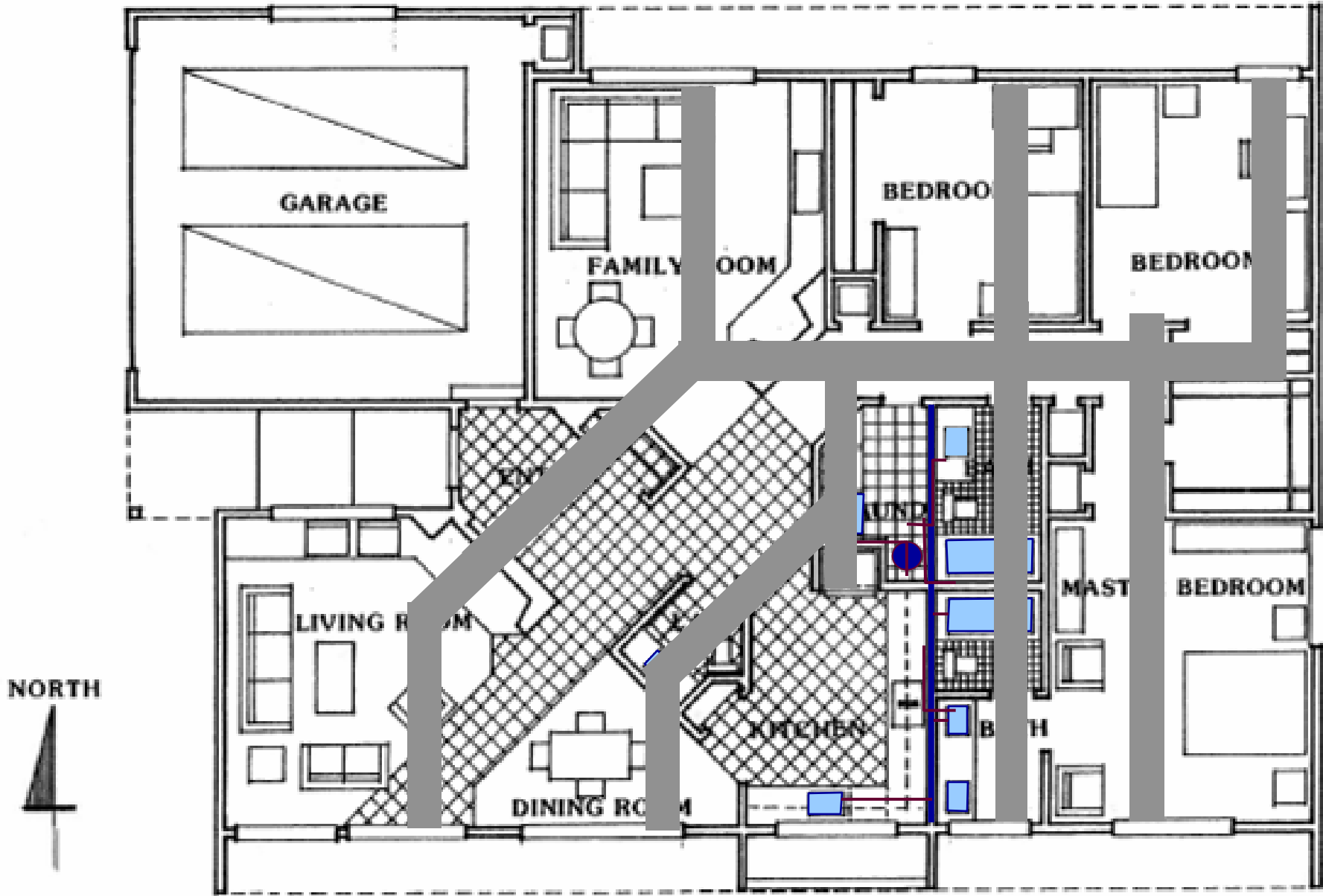


SOUTH ELEVATION

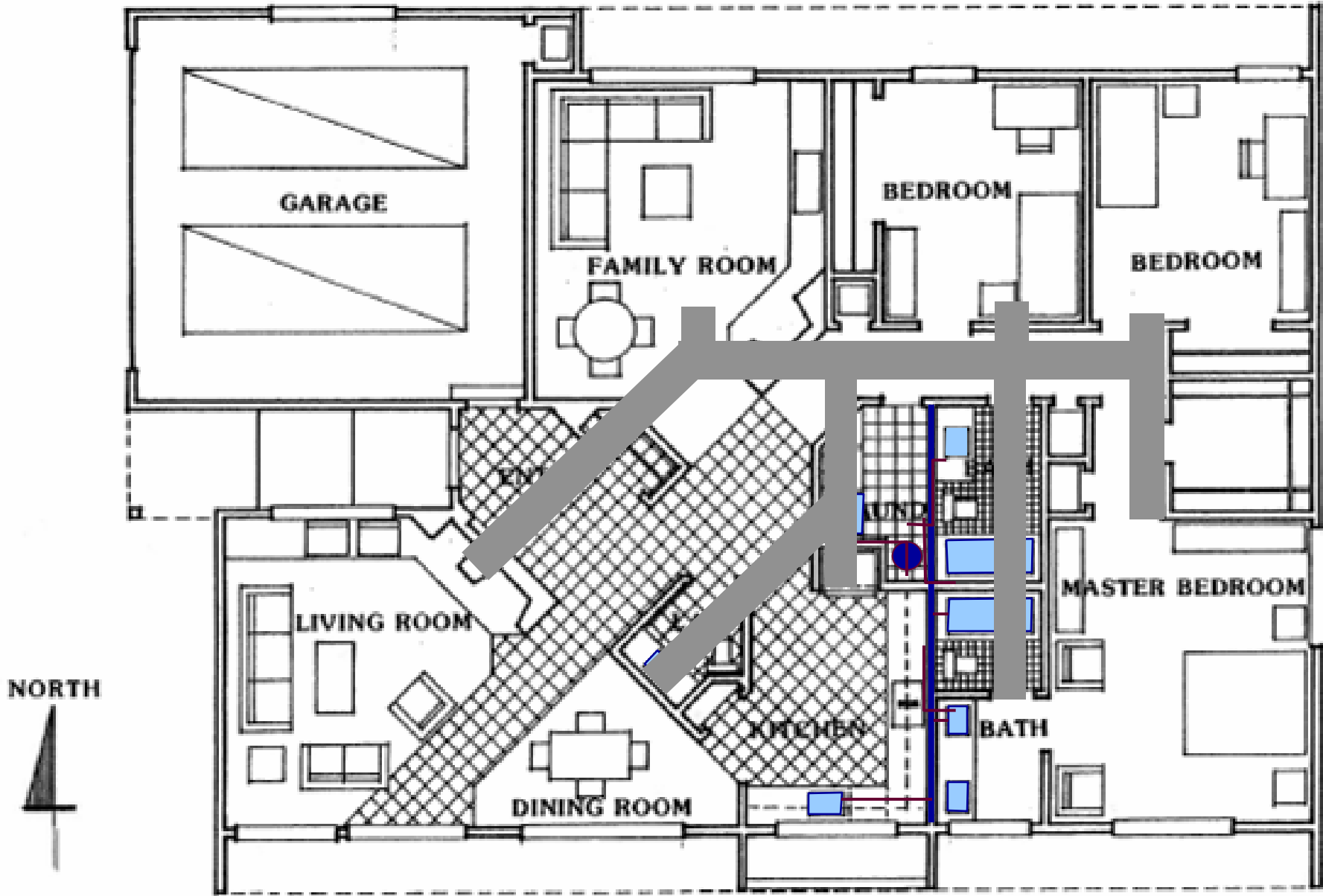
**SAMUEL
RASHKIN
ARCHITECT**
Specializing in Energy
Efficient Residential Design



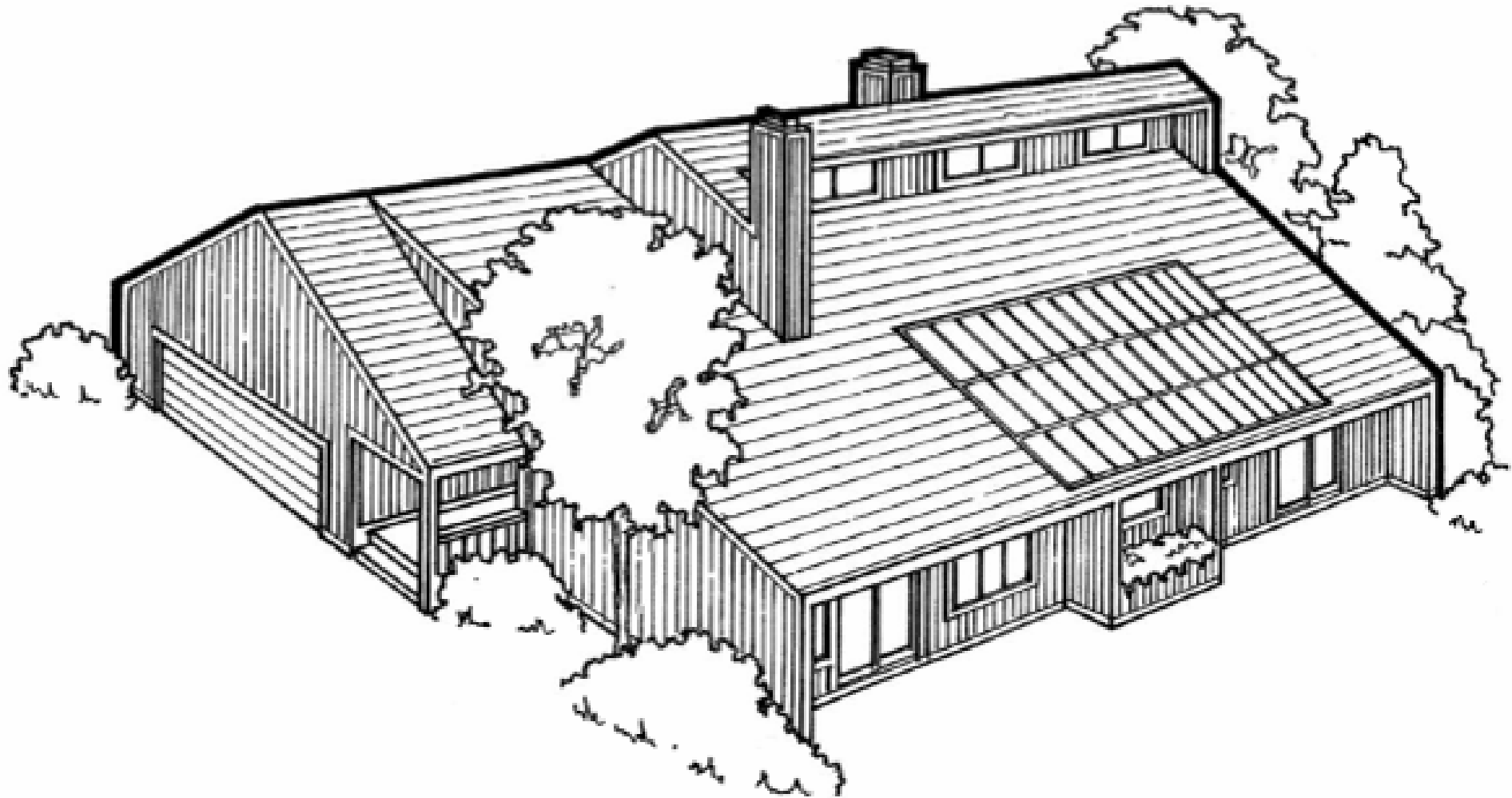
Improved house designs lead to improved efficiency and lower costs. 1800 SQ. FT.



Improved house designs lead to improved efficiency and lower costs. 1800 SQ. FT.



Improved house designs lead to improved efficiency and lower costs. 1800 SQ. FT.



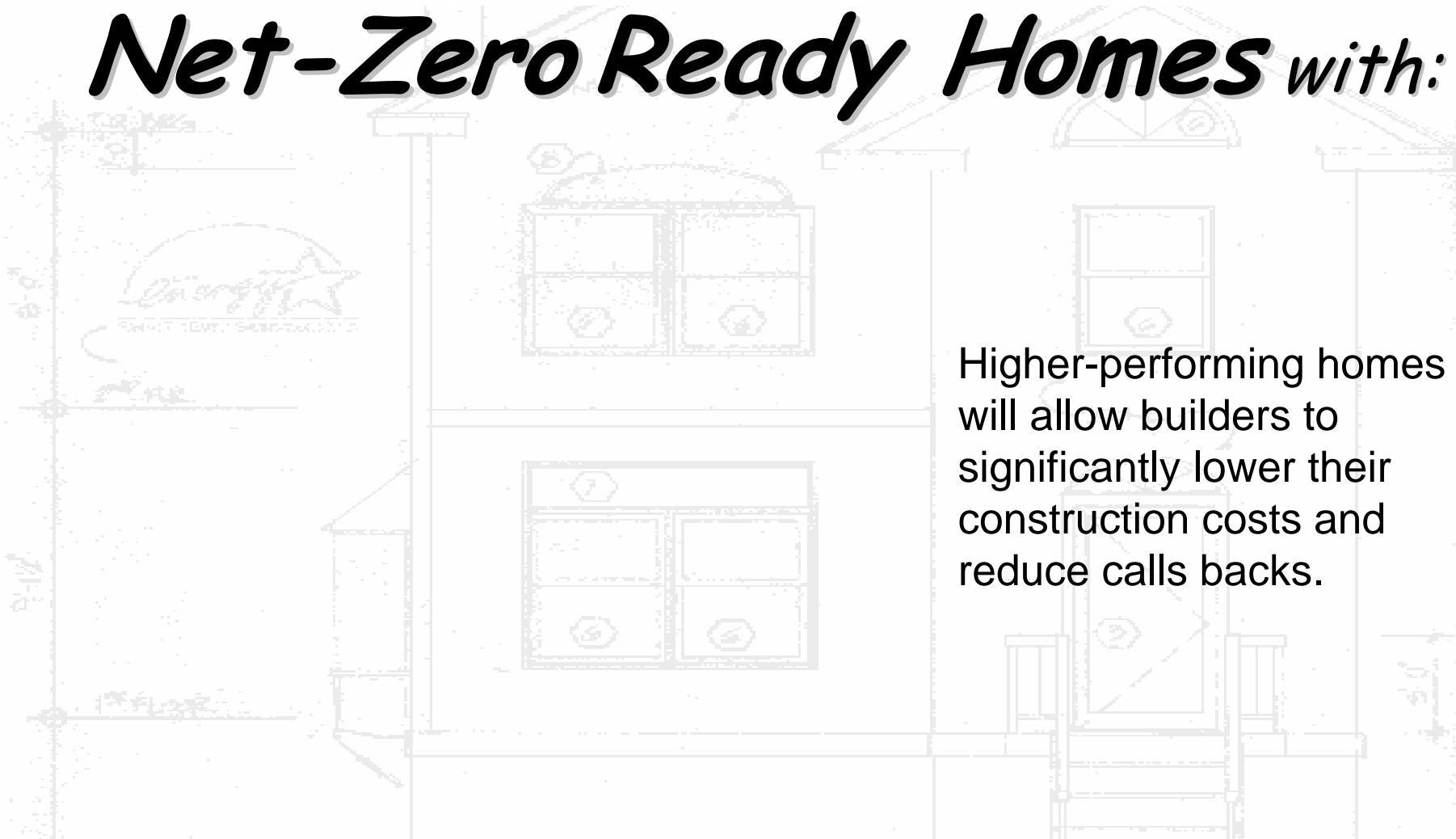
Proper house orientation lowers heating and cooling costs by 15-30%.

THE ROAD AHEAD:
RETOOLING HOW WE BUILD HOMES



Net-Zero Ready Homes with:

Higher-performing homes will allow builders to significantly lower their construction costs and reduce calls backs.



THE ROAD AHEAD:
RETOOLING HOW WE BUILD HOMES



Net-Zero Ready Homes with: *~30% - 50% Less*

- *Square Feet with 100% Function*
- *Framing*
- *Plumbing*
- *HVAC Equipment Size*
- *Cooling/Heating Loads*
- *Waste*
- *Construction Time*

Higher-performing homes will allow builders to significantly lower their construction costs and reduce calls backs.

THE ROAD AHEAD:
RETOOLING HOW WE BUILD HOMES



Net-Zero Ready Homes with:

~30% - 50% Less

- *Square Feet with 100% Function*
- *Framing*
- *Plumbing*
- *HVAC Equipment Size*
- *Cooling/Heating Loads*
- *Waste*
- *Construction Time*

Higher-performing homes will allow builders to significantly lower their construction costs and reduce calls backs.

~70% Less Call-Backs

THE ROAD AHEAD: PATH TO NO/LOW CARBON

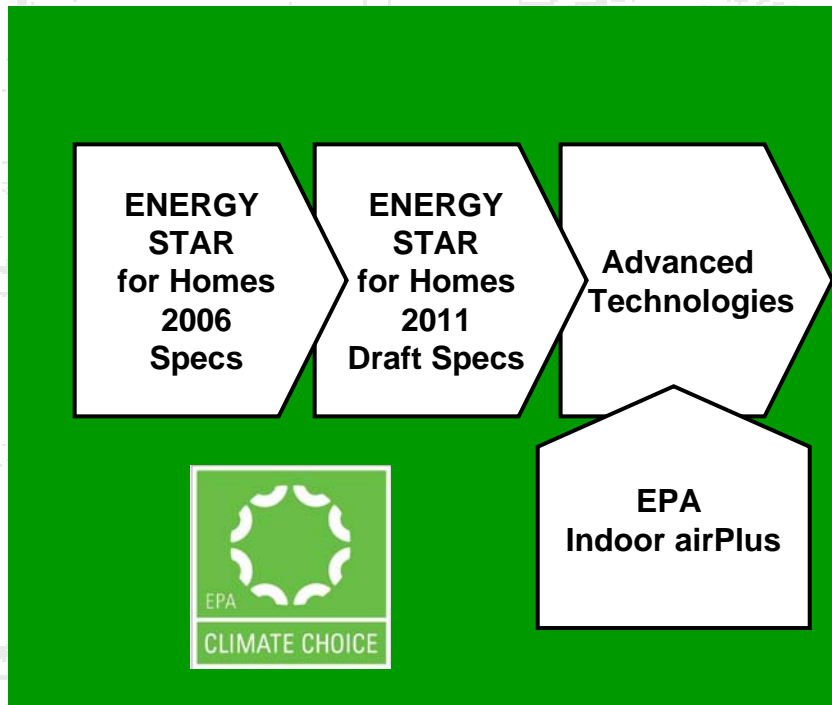


Diagram shows plans for the future of ENERGY STAR.

THE ROAD AHEAD: PATH TO NO/LOW CARBON

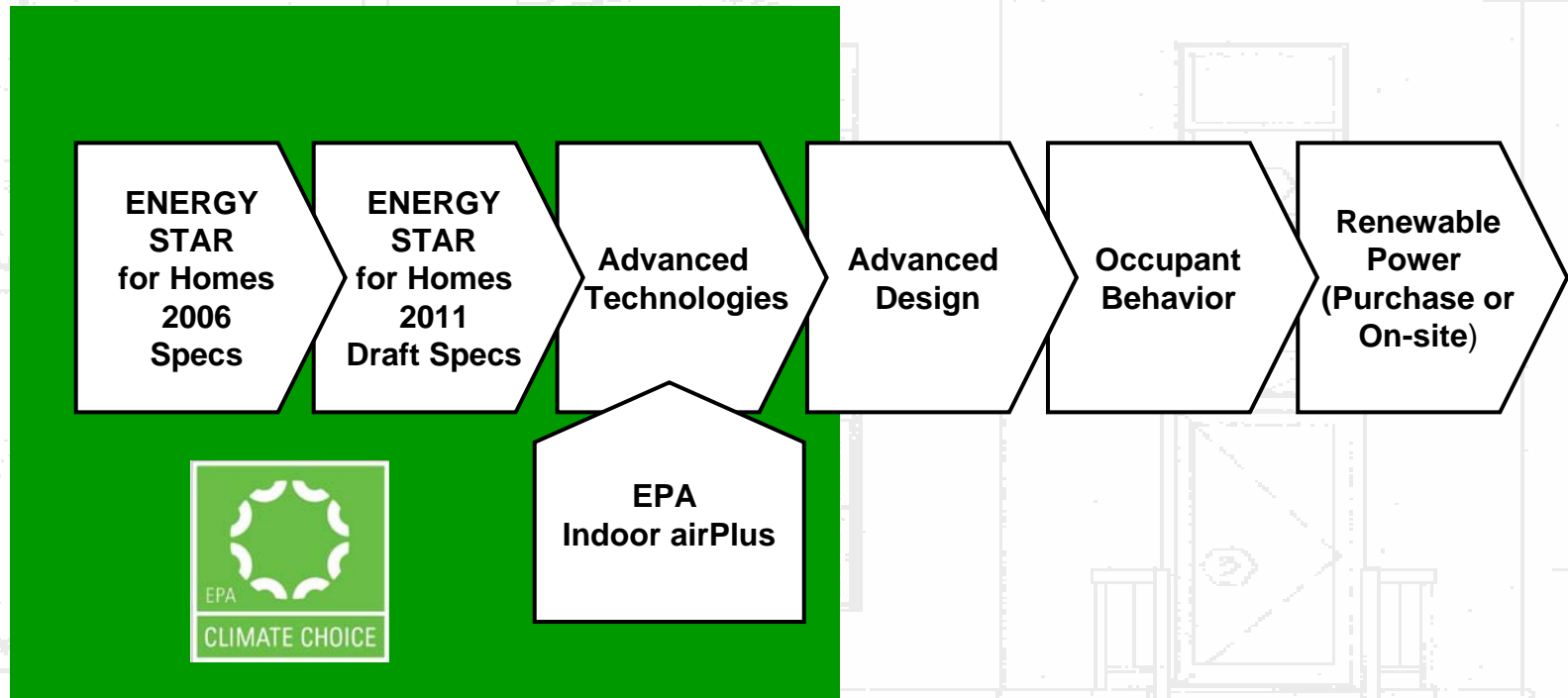


Diagram shows plans for the future of ENERGY STAR.

THE ROAD AHEAD: TIMELINE



2008				2009				2010				2011			
Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
				ES 2011 Vetting											
								ES 2011 Released							
												ES 2011 Enforced			

HOW TO GET MORE INFORMATION



ENERGY STAR

On the Web at:

<http://www.energystar.gov/homes>

Please visit the website to view the proposed guidelines and submit comments.