



Home Builders

NC Energy Efficiency Alliance

Values Offered and Proposed Activities

Values offered by the Alliance to Home Builders are to:

1. Help increase homebuyer demand for energy-efficient homes.
2. Raise market awareness of the increased value of an energy-efficient home, resulting in appraisals that accurately reflect that value.
3. Promote home builders who are members of the Alliance.

Proposed Alliance activities to support these goals:

1. Conduct a targeted consumer outreach campaign to inform prospective homebuyers of the advantages of high-efficiency homes.
2. Utilize print media (magazines, newsprint, etc.), broadcast media, home shows, and other public events to promote the Alliance and the construction of energy-efficient new homes.
3. Conduct workshops for appraisers, realtors, and mortgage bankers on the financial advantages of high-efficiency homes, and work with their respective associations to develop analytical techniques and policies that recognize the value of energy-efficiency to the homebuyer.
4. Maintain a website for the North Carolina Energy Efficiency Alliance that includes the names of builders who have joined the Alliance and committed to increasing the efficiency of their homes.
5. Provide technical assistance via phone or e-mail to builders and construction supervisors on the most cost-effective approaches to achieving energy efficiency goals.
6. Assist in the design of cost-effective, efficient building envelopes and HVAC systems.
7. Create networking opportunities for builders, raters, real estate brokers, and other industry professionals who become members of the Alliance.

Requirements for Home Builder membership in the Alliance:

1. Attend an information session on the Alliance's goals and activities.
2. Assist the Alliance with publicity efforts by providing information about recent projects.
3. Help improve connections with key stakeholders and assist the Alliance in setting up training events with local organizations and HBAs.