

ENERGY STAR[®] Qualified Homes Version 3 Specifications: All the Rules Have Changed

For all professionals involved in constructing, selling, or supplying materials for new homes: **all the rules have changed.** The housing industry is experiencing historic challenges that are not going away any time soon. In addition, there are new developments in home performance that are dramatically changing value propositions and builder liability. In this seminar, new specifications for ENERGY STAR Qualified Homes will be presented. These can substantially improve the bottom-line for home builders in this most difficult of times: significantly reduce risk; increase customer satisfaction; and provide a compelling reason to buy new vs. used homes. This couldn't happen at a better time. And it is built on one of the most successful marketing programs ever introduced for new housing, ENERGY STAR.

Today there are over one million ENERGY STAR Qualified Homes saving home buyers over \$270 million per year on their utility bills. In this class you will learn:

- The four major developments changing all the rules for the housing industry today
- Why homes work and fail
- How new ENERGY STAR Qualified Homes specifications consistently deliver homes that work
- Why 95% of your competition becomes functionally obsolete when you build to new ENERGY STAR specifications
- How leading builders can go beyond ENERGY STAR Qualified Homes

Join us at this seminar with presenter Sam Rashkin, National Director of ENERGY STAR Homes, on

Thursday, July 29, 8:30 a.m. – Noon

Check in and breakfast at 8:00

**Northeast Utilities, 107 Selden St., Berlin, CT 06037
Auditorium**

Enter via the entrance next to the Dutch Point Credit Union

Register online at www.cl-p.com/register

Advanced registration is preferred, but walk-ins are always welcome.

