

Builder's dilemma...

Your measurements are exact.

You do the job right.

It isn't enough. Your customers
want high performance homes
that save energy and money.

Solution...

Exceed their expectations.

Build them a Focus on Energy
certified home.



focus on energy™

Partnering with Wisconsin utilities

HOW IT WORKS

Enrolling in the Focus on Energy New Homes Program is a quick process. You'll sign a Program Ally Application which explains liability and expectations—a safeguard for both you and Focus on Energy. **From there, it's smooth sailing.**

Focus on Energy New Homes Program

Step-by-Step

**STEP
1**

Program Ally Application

**STEP
2**

Work with Focus consultant

**STEP
3**

Build, frame, and insulate

**STEP
4**

Site visit 1

**STEP
5**

Finish construction

**STEP
6**

Site visit 2

**STEP
7**

Home certified

**STEP
8**

Receive incentives

Consultant

When you join the Focus on Energy New Homes Program, an accredited building performance consultant works with you to streamline the certification process. The consultant does all the testing and legwork while you focus on what you do best...building homes.

Computer modeling

One of the first things your consultant does is run a REM/Rate™ software model on your architectural plans for the home, estimating the home's energy efficiency. If needed, your consultant will make best-practice recommendations to keep the home on track for certification.

Site visits

Proof is powerful. That's why your consultant will complete **two site visits** for each home you want certified.

Visit 1: Framing and Insulation Installation Review

It sounds simple, but all new homes are not created equal. Your consultant works with you to ensure the home is framed in a way that reduces air infiltration. They also review the installation of the insulation to ensure it meets program requirements.

Visit 2: Performance Testing

After construction is complete, your building performance consultant will conduct the required performance testing which includes testing the home's air tightness. The whole-house ventilation equipment will also be reviewed to ensure compliance with ASHRAE 62.2-2007 and program requirements. All Focus on Energy certification standards are also verified at this time. The computer modeling is then updated to calculate the home's estimated energy efficiency.

BUILDING STANDARDS

Comfort. Durability. Combustion safety. Energy efficiency.

These are the things that matter in a home. They make your customers proud to live in a home that you built. They're also hallmarks of the Focus on Energy New Homes Program.

Standard 1: Energy-Efficiency Requirement

The home to be certified must be at least 10 percent more energy efficient than the same home if it were built to current Wisconsin Uniform Dwelling Code. Efficiency is based on total MMBtu consumption as calculated by REM/Rate™ software.

Standard 2: Air Tightness Requirement

Building air tightness must be equal to or less than 0.20 CFM (cubic feet per minute) per square foot of building shell area when the home is depressurized to minus 50 pascals.

Standard 3: Sealed Sump Basin

All sump basins must have an air-tight cover with all piping and electrical penetrations sealed. Approved methods of air sealing a sump basin cover are:

- A manufactured sump basin cover designed to be air tight.
- A custom-fit cover caulked in place.

Standard 4: Sealed Plumbing Rough-in

Any plumbing rough-in in the slab must be completely air sealed. Code approved material such as foil faced Thermax foam sheathing or pressure treated wood cut to fit and caulked in place are acceptable methods of air sealing.

Standard 5: Full Coverage Foundation Insulation

The entire foundation wall must be insulated. A minimum of R-5 insulation is required. The insulation can be located on the interior, exterior, or a combination of both. Exclusions: Brick ledges or exposed foundation walls located inside an attached garage, and exposed foundation walls along stairways from the basement into an attached garage.

Standard 6: Slab-on-Grade Thermal Isolation

In slab-on-grade construction, the concrete slab between the conditioned space and unconditioned space shall be thermally isolated with a minimum R-5 thermal break. Slab-on-grade construction can be defined as a home without a basement or crawl space and excludes concrete steps and porches. The thermal values for complete slab-on-grade construction must meet or exceed current Wisconsin Uniform Dwelling Code requirements (comm. 22.31-1).

Standard 7: Whole-House Ventilation

A mechanical ventilation system must be installed to provide whole-house ventilation compliant with ASHRAE 62.2-2007 and program requirements.

PROOF IS IN THE HOME

"I was able to notice the difference right away in the home. The windows, outlets, and doors didn't leak air and my energy bills were less."

-Brooke Skidmore, Focus on Energy New Home Owner



Standard 8: Spot Ventilation for Bathrooms with a Tub or Shower

An exhaust ventilation system ducted to the outdoors must be installed.

- **Exhaust fan:** Minimum tested flow of 50 CFM.

—OR—

- **Central exhaust systems:** Minimum tested flow of 20 CFM continuous flow with 50 CFM boost capacity.

Note: A bathroom exhaust fan can be used to satisfy the Whole-House Ventilation standard. If this is the chosen method of whole-house ventilation, a control device operating the fan must also be installed outside the bathroom and wired in parallel with the fan switch. This control should be labeled as “Whole-House Ventilation.” Ventilation fans with a sone rating of 1 or less are highly recommended.

Standard 9: Spot Ventilation for Gas and Electric Ranges

An exhaust ventilation system ducted to the outdoors must be installed.

Gas Cook Tops:

- A range hood or a microwave ventilation system with a minimum rated capacity of 100 CFM.

Electric Cook Tops:

- A range hood or microwave ventilation system with a minimum rated capacity of 100 CFM.

—OR—

- A central system with a minimum tested flow of 20 CFM with a pick-up and control switch located in the kitchen.

Standard 10: Space Heating and Water Heating System Design

Any forced air space heating system must be closed-combustion design with the piping for combustion and exhaust air connected directly to the outdoors.

Any boiler space heating system must be of closed combustion or power-vent design.

Any gas or liquid propane water heating system must be:

- Power-vent design with the piping for the exhaust air connected directly to the outdoors.
- Direct-vent design with the piping (pipe within a pipe) for exhaust and combustion air connected directly to the outdoors.
- Closed-combustion design with one pipe for the exhaust and one pipe for combustion air connected directly to the outdoors.

Electric water heating systems are acceptable, but not recommended, and will have a negative impact on the home's energy efficiency.



BUILDER'S CORNER

“Participating with Focus on Energy has helped us grow. We're able to sell the value of energy efficiency and back it up with Focus' testing. That's credibility and it's measurable.”

Tim O'Brien, owner Tim O'Brien Homes

Standard 11: Fireplace Design

Any gas fireplace must be a direct-vent fully sealed design with the piping for combustion and exhaust air connected directly to the outdoors.

Any solid fuel burning fireplace or stove must be a closed-combustion design with the piping for combustion air connected directly to the outdoors. Power-vented pellet stoves must also have a depressurization safety shut off switch.

A home's depressurization shall not exceed negative 50 pascals with the largest ventilation device running.

Atmospherically-vented (B-vent) fireplaces or stoves are prohibited.

Standard 12: Carbon Monoxide Detectors

Carbon monoxide detectors must be installed in any home with combustion equipment or an attached garage. One battery operated, plug-in, or hard-wired carbon monoxide detector is required for each floor with a bedroom. Combination carbon monoxide/smoke detectors are highly recommended.

Standard 13: Insulated and Gasketed Attic Access Hatch

Any attic access hatch in the conditioned space must be insulated to a minimum R-20 with a perimeter edge gasket. The insulation must be permanently attached to the access hatch.

Standard 14: Duct Testing

Duct testing per ASHRAE Standard 152 is required when an air-handler, or any ductwork, are located outside the conditioned space. The limit for duct leakage to the outdoors shall not exceed 5 CFM per 100 square feet of conditioned floor area.

BUILDER INCENTIVES

If making a home more energy efficient has you worried that you'll have to spend more of the green to be green, think again. Focus on Energy offers financial incentives based on the home's energy efficiency to make it worth your while.

Incentive chart

The chart below gives you an idea of how much incentive money is available for each of your certified homes.

Home's Efficiency Level	Performance Incentives	Incentive Amount
1	10-19.9% more efficient than code	\$\$
2	20-29.9% more efficient than code	\$\$\$
3	30-39.9% more efficient than code	\$\$\$\$
4	40-100% more efficient than code	\$\$\$\$\$

Visit focusonenergy.com/newhomes for current incentive amounts.

Co-op advertising funds

Unfortunately, if you build it, buyers won't simply flock to you. You need effective advertising to promote your affiliation with the Focus on Energy New Homes Program and drive demand. With Focus on Energy's Co-op Advertising program, your marketing dollars go further. As long as you certify one home within a 12-month period, you're eligible for 50 percent of your advertising costs to be reimbursed, up to a \$2,000 maximum per year. Certify 100 or more homes per year and your total co-op reimbursement can be up to \$3,000. We'll fill you in on all the details when you join the program.

Homeowner education and follow-up

Another one of the many advantages of the Focus on Energy New Homes Program is the reassurance we'll take care of your potential buyers—after all, you need their referrals! Focus on Energy educates your buyers and sells the value of owning a new home that's energy efficient. After the home has been certified, we provide the homeowner with:

- An official certificate declaring the home has been certified energy efficient by Focus on Energy.
- Home owner manual informing homeowners how to maintain their new, energy efficient home.

Your best interests in mind.

You're in the business of building and selling new homes. Focus on Energy churns up steady, dependable business for you.

Build it better. Build it right with the Focus on Energy New Homes Program.



focus on energysm

Partnering with Wisconsin utilities

Smart. Energy efficient. New homes.

MAKE IT HAPPEN...

Be part of Focus on Energy's New Homes Program. Join today.



Focus on Energy works with eligible Wisconsin residents and businesses to install cost-effective energy efficiency and renewable energy projects. Focus information, resources, and financial incentives help to implement projects that otherwise would not be completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment, and control the state's growing demand for electricity and natural gas. For more information, call **800.762.7077** or visit focusonenergy.com.



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