

FOCUS ON ENERGY NEW HOMES

A sense of place



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Partnering with Wisconsin utilities



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**“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

A better home



Comfortable Beautiful High quality Home Impressive Fond Memories Relaxing

An energy efficient home is the home you've dreamed about.

With the Focus on Energy New Homes Program you can get a home that is everything you want and energy efficient. Getting your new home Focus on Energy certified can help you to obtain this.

Why choose a Focus on Energy New Home?

- **Peace of mind**—At every stage, Focus on Energy works with your builder to make sure your home meets the highest standards for energy efficiency. It ensures your dream home is a sound investment.
- **Lower energy bills**—A Focus on Energy New Home is at least 10 percent more efficient than homes merely built to code.
- **Proof of quality**—A Focus on Energy New Home provides indisputable proof that your home meets strict standards for energy efficiency, air tightness, insulation, ventilation, and combustion safety. Your building performance consultant will conduct two site visits and an official certification process to ensure that your home meets these standards.
- **Resale differentiator**—Focus on Energy New Home owners who sold their homes reported that prospective buyers valued energy efficiency when purchasing a home.

How it works

When you build a Focus on Energy New Home, you'll work with a participating builder of your choice. You'll also have an independent, third-party consultant working on your behalf. Your consultant will work to ensure your home will be more comfortable, durable, and energy efficient than an ordinary home.

Levels of energy efficiency

Many participating builders in Focus on Energy's New Homes Program are able to offer you up to four tiers of energy efficient construction. The higher the level, the more energy efficient your home will be.

| Home's Energy Efficiency Level | Performance |
|--------------------------------|-----------------------------------|
| 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 |

Steps to Focus on Energy New Home certification

- STEP 1** Your builder works with a Focus on Energy consultant
- STEP 2** New home is framed out and insulated
- STEP 3** Focus on Energy site visit 1
- STEP 4** Construction finished
- STEP 5** Focus on Energy site visit 2
- STEP 6** Home certified (must pass all tests)
- STEP 7** Moving day for your family!

Your building performance consultant

Computer modeling

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

Site visits

Your consultant will complete two site visits on your home to review for energy efficiency.

Visit 1: Framing and Insulation Installation Review

Your consultant works with your builder to ensure your home is framed to reduce air leakage. The consultant also reviews how the insulation was installed to ensure it meets program requirements.

Visit 2: Performance Testing

After your new home construction is complete, your building performance consultant returns to do final tests. He or she will confirm your home's air tightness and ensure its ventilation equipment is compliant with Focus on Energy New Home standards. The consultant will also verify that your new home meets Focus on Energy certification standards. Finally, the initial computer modeling is updated to calculate your home's estimated energy efficiency.

Your involvement

With a Focus on Energy New Home, you have the flexibility to be as involved with the process as you would like. With Focus on Energy new home decisions, you can be personally involved or a building performance consultant can represent you.

Choose the right builder...

Any builder can say they'll build you an energy efficient and durable home. But, how do you know for sure? If you choose a builder participating in the Focus on Energy New Homes Program you can be assured that they are committed to energy efficiency. In addition the Focus on Energy New Homes program provides you with a consultant who will verify that your home is meeting energy efficiency standards every step of the way.

Questions to ask builders

Ensure your home is what you want it to be. Ask any builder you interview the following questions. Remember, you don't have to take "No" for an answer.

Do you...

1. participate in Focus on Energy's New Homes Program? **yes no**
2. believe in building homes that save money on utility bills and maintenance? **yes no**
3. provide a homeowners manual to help homebuyers maintain energy efficiency? **yes no**
4. take a whole-house approach, in which you consider how one aspect of a home affects another? **yes no**
5. offer a 100 percent customer satisfaction guarantee? **yes no**
6. Add your own question: _____

Your dream begins

Now's the time to make your dream home a reality. Write down all the things you want in your new home so you'll be well-versed when you meet with prospective builders.

Wish list for your new home...

1. _____
2. _____
3. _____
4. _____
5. _____

A man and a woman are embracing in a room that is under construction. They are standing in front of a large window, looking out. The walls are covered in yellow insulation and plastic sheathing. The floor is concrete. The overall atmosphere is warm and hopeful.

Make your new home a Focus on Energy New Home
Visit [focusonenergy.com/newhomes](https://www.focusonenergy.com/newhomes)
to find local builders participating in the program.

Dream it. Build it.



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Did you know?

A Focus on Energy New Home increases your comfort, saves you money, and helps you be environmentally responsible. Find out how to participate in the Focus on Energy New Homes Program by contacting 800.762.7077 or visit focusonenergy.com.



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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**.