



GETTING STARTED WITH NEW JERSEY ENERGY STAR® HOMES



**Quality
You Can
Count On**

What is the New Jersey ENERGY STAR Homes Program?

Homes built within the New Jersey ENERGY STAR Homes Program are 15%–50% more energy efficient than traditionally built homes. *New Jersey's Clean Energy Program™* participating raters provide guidance, technical assistance and support to builders, so they can construct safe, comfortable, affordable, energy efficient and long lasting homes throughout the state.

What are the benefits to a builder when they build homes that meet New Jersey ENERGY STAR Homes Program requirements?

- Increased market differentiation
- Fewer homeowner callbacks
- Customer referrals
- Increased customer satisfaction
- Marketing support
- Financial assistance

What are the benefits to a homeowner when they have a home built through the program?

- Less energy use
- Lower energy bills
- Higher resale value
- Improved indoor air quality
- A quieter home
- Improved year-round comfort
- Better for the environment



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How do I become a New Jersey ENERGY STAR Homes builder/developer?

- You work with a participating rating company, who will perform the energy ratings, inspections, testing and certifications required by the New Jersey ENERGY STAR Homes Program. A list of raters may be found at: NJCleanEnergy.com/RATERS.
- With the assistance of the rating company, you will complete a builder registration for submittal to the New Jersey ENERGY STAR Homes Program. The registration process is an annual requirement.
- Once the registration process is complete, you are enrolled in the New Jersey ENERGY STAR Homes Program.

What are the financial incentives?

- The financial incentives vary by the type of home built, the tier within the program, and the Home Energy Rating Scale (HERS) index. The incentive information can be found at: NJCleanEnergy.com/NJESH.

What type of marketing support will I receive?

- A co-operative advertising campaign provides incentives for builders to promote the program and help drive homebuyer demand for qualifying homes. Participating builders are able to apply for 40% reimbursement for qualified, pre-approved advertising or promotion of New Jersey ENERGY STAR Homes. The maximum incentive level for each builder is \$50,000 per calendar year.
- Co-op templates are available to assist builders with creating ads.
- A consumer brochure is available for printing on NJCleanEnergy.com/lit.

Who should I contact?

- Please call 866-NJSMART or visit NJCleanEnergy.com/NJESH to learn more about the New Jersey ENERGY STAR Homes Program.



New Jersey's Clean Energy Program is a statewide program administered by the New Jersey Board of Public Utilities that promotes energy efficiency and renewable energy for all New Jersey ratepayers, including residences, businesses, schools and municipalities. For more information please visit: NJCleanEnergy.com.