

## Energy efficiency adds value

EnerGuide for New Houses can help you choose energy upgrades to offer to your clients. By showing your customers how much energy they'll save on their utility bills, EnerGuide for New Houses encourages them to improve their home's energy efficiency. Selling more upgrades means you can add value for your customers while improving your bottom line.

**EnerGuide for New Houses helps your customers feel better informed and more confident in their builder.**

## What is the EnerGuide for New Houses service?

Natural Resources Canada's (NRCan's) Office of Energy Efficiency developed the EnerGuide for New Houses service to provide independent expert advice on energy-efficient home construction to homebuilders and new home buyers.

The first step is to work with an energy advisor who will evaluate your house plan and use energy simulation software to estimate how much energy the house will use once it's completed. Tract builders often begin by evaluating a selection of plans to collect information on what impact various upgrades will have. After the initial evaluation, the advisor will work with you to develop cost-effective energy efficiency upgrades to offer to your customers. You can sell these upgrade packages for a fee, just like any other upgrade.

**Many energy efficiency upgrades begin to pay for themselves from the day the homeowner moves in.**

The second step comes when the house is completed. An independent energy advisor comes to visit the

house to verify its orientation, energy upgrades and airtightness. After this final evaluation, you receive an EnerGuide for New Houses rating label and a report to give to your customer.

The label can be displayed on the home's electrical box and is backed by the Government of Canada. It shows your customers that a trusted, independent expert from the EnerGuide for New Houses initiative has evaluated the level of energy efficiency of their house.

**EnerGuide is the official Government of Canada mark that rates the energy efficiency of products for the home, at work and on the road. Many new home purchasers will recognize the EnerGuide name from labels affixed to their household appliances.**

## Who performs the evaluations?

EnerGuide for New Houses energy advisors are experts in residential energy efficiency. They are trained and certified by service organizations across Canada that work with NRCan.

NRCan quality assures that the work of all EnerGuide for New Houses certified energy advisors conforms to strict requirements and that the requirements are applied consistently across Canada.

However, it may be more cost-effective to have in-house personnel trained to perform the initial plan analysis for sales and marketing. Your regional service organization

can help you obtain the necessary training and certification for your staff.

## Why use the EnerGuide for New Houses service?

By offering your customers energy efficiency upgrades, not only are you offering them a better product, you are also helping them reduce the amount of energy they need to operate their new homes. By using less energy in their homes, homeowners are reducing the amount of greenhouse gas (GHG) emissions that contribute to climate change. The Government of Canada is encouraging all Canadians to reduce their annual GHG emissions by one tonne, or 20 percent, through the One-Tonne Challenge. More information can be found at [climatechange.gc.ca](http://climatechange.gc.ca) or by calling 1 800 O-Canada (1 800 622-6232).



## Is there any financial help for new home buyers?

Canada Mortgage and Housing Corporation (CMHC), Canada's national housing agency, offers a 10 percent refund on its mortgage loan insurance premium when a borrower buys or builds an energy-efficient home. To qualify for this refund, the home's energy efficiency must be rated using the EnerGuide for Houses rating system, or the home must be R-2000 certified and meet certain minimum requirements. Visit CMHC's Web site at [cmhc.ca](http://cmhc.ca) or call 1 800 668-2642 for more information.

### An energy-efficient home is

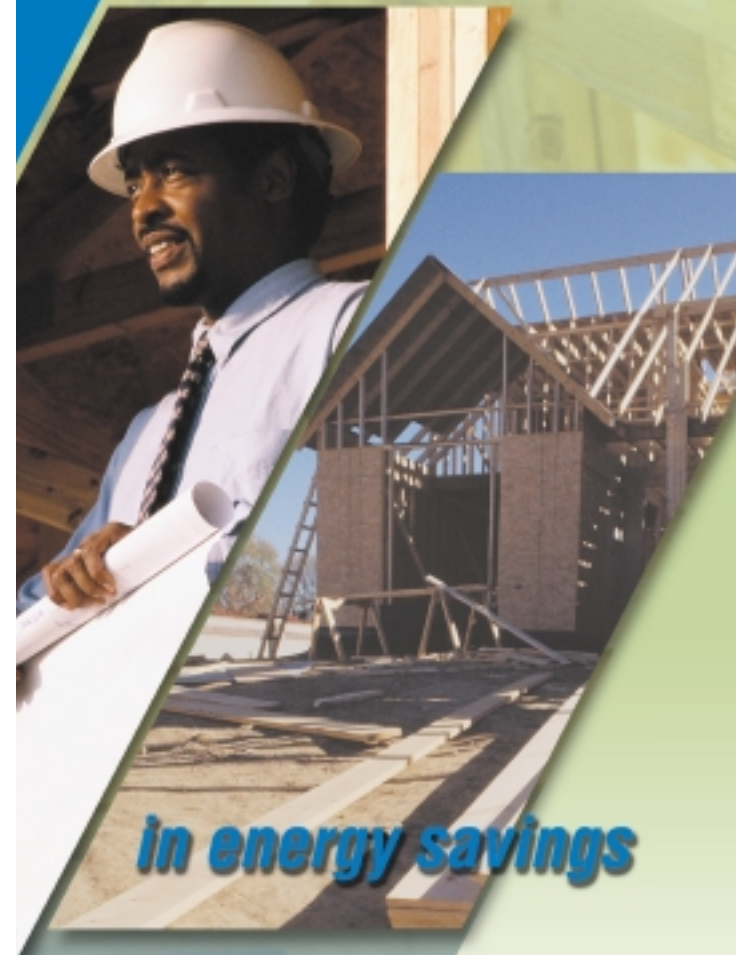
- less expensive to operate
- more comfortable to live in
- more environmentally friendly

### Become an EnerGuide for New Houses builder

Homeowners are aware of rising energy costs and are looking for ways to save money. Why not use the EnerGuide for New Houses service to improve your bottom line and offer more value to your customers? With EnerGuide for New Houses, marketing is a cooperative effort. NRCan promotes it nationally; the service organizations, regionally and locally; and you, to your customers. You will receive ready-to-use marketing materials and opportunities to take part in special events. NRCan also provides technical help and training. To become an EnerGuide for New Houses builder, contact the EnerGuide for New Houses service organization in your area by calling NRCan at 1 800 387-2000 or visiting [egnh.gc.ca](http://egnh.gc.ca).



Offer your customers a home that pays them back year after year –



in energy savings

Natural Resources Canada's Office of Energy Efficiency  
*Leading Canadians to Energy Efficiency at Home, at Work and on the Road*

The One-Tonne Challenge asks Canadians to reduce their annual greenhouse gas emissions by 20% or about one tonne.



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