



Marketing Support for CANHP Homebuilders

FREE Program support for all production Performance Level builders

Production builders participating at the Performance Level (ENERGY STAR and code-plus) will receive:

- ❖ Listing of enrolled projects on the CANHP website.
- ❖ Inclusion in quarterly advertisements in the Southern California Home Buyers Guide Magazine.
- ❖ CANHP consumer targeted brochures that explain the benefits of buying from a CANHP builder.
- ❖ ENERGY STAR Training DVD set (technical training and business case/marketing training).
- ❖ Color, bound copy of the ENERGY STAR Thermal Bypass Checklist Guidebook.
- ❖ A copy of the “5 Keys to Selling Energy Efficiency”, which contains great visual demonstrations of how builders across the country demonstrate their energy efficiency upgrades to homebuyers.

FREE Program support for ENERGY STAR builders

In *addition* to the aforementioned items, production builders that meet ENERGY STAR specifications will receive:

- ❖ **Inclusion in ENERGY STAR Advertising Campaign** – SCE will be participating in the 2008 ENERGY STAR for New Homes Outreach Campaign, which will run print ads listing participating ENERGY STAR builders for between sixteen and twenty-six weeks.
- ❖ **ENERGY STAR Marketing Toolkit** – The builder's CANHP Account Manager will provide the builder with assistance as needed in using the online ENERGY STAR Marketing Toolkit to create customized brochures to differentiate themselves from the competition and educate consumers on the benefits of ENERGY STAR homes.
- ❖ **Grand Opening Support** - Use of the ENERGY STAR mobile education unit (MEU) for grand opening event. (One day per development, assuming advanced notice is given to secure the availability of the bus or tent.)





California New Homes Program

Additional marketing support available:

Performance Path builders earn a percentage (5% for ENERGY STAR builders, 2% for Code-plus builders) of their total incentive amount in additional Marketing Dollars which may be used to take advantage of **only** the marketing support opportunities listed below. The amount of Marketing Dollars each builder earns will be indicated in their Incentive Award Letter, and is capped at \$25,000.

| Item | Description | Cost/Unit | Notes |
|----------------------------------|---|--|---|
| Grand Opening Post Cards | A post card with the details of your project will be sent out to residents in target areas to increase traffic at grand openings. | ~\$1.00 | *5 1/4" x 8 1/2", 4 color postcards. Cost includes creative development, customization, print production, postage and shipping. |
| Consumer Sales DVD | This 3-4 minute consumer targeted DVD is designed for use in a model home or sales office and tells the story of what sets ENERGY STAR homes apart. | \$10 | *ENERGY STAR builders only. (Available 2Q 2008) |
| ENERGY STAR Brass Plaques | High quality 4x4 California ENERGY STAR brass plaques that can be mounted on model or individual homes. | \$14 | *ENERGY STAR builders only. Can be customized with builder logo (certain restrictions and fees apply). |
| Set of Three Vertical Banners | Each banner contains a picture and description of two of the six key energy efficiency measures. | \$1,850 | *ENERGY STAR builders only. Electronic or graphic file templates available for free. |
| Additional Grand Opening Support | Additional use of the MEU units (above the one free day) may be purchased if the units are available. | \$2,100/day | *ENERGY STAR builders only. |
| Co-op Advertising | CANHP "Marketing Dollars" can be used to offset the costs of ENERGY STAR builder print advertisements that feature both the ENERGY STAR and SCE logos and mention support by the CANHP. | All or portion of available marketing dollars. | *ENERGY STAR builders only. Other requirements may apply. |



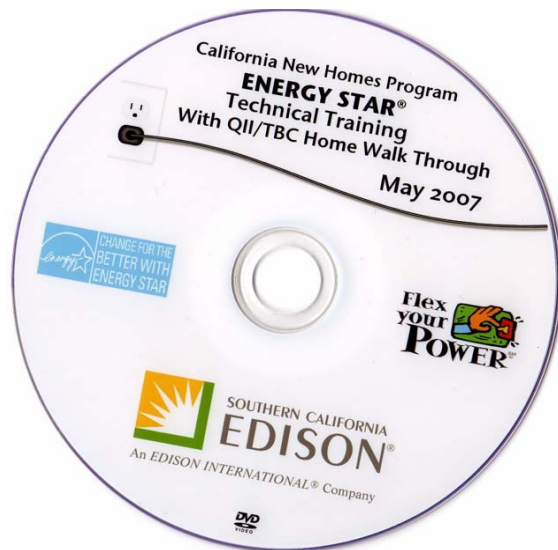
California New Homes Program

Example Vertical Banners:
(set of 3 banners showing 6 key ES features)

Example ENERGY STAR Brass Plaques:
(can be customized with builder logo)



Example ENERGY STAR Training DVD (or consumer video, when available)





High Efficiency Equipment =



- Lower utility bills
- Quieter and cleaner
- Added durability
- Long warranties

You expect a state-of-the-art operating system with a new computer; you should expect the same with a new home.

Third Party Inspection =



- Independent quality control
- Better subcontractor work
- Documented performance

Our subcontractors send their best crews because they know their work will be inspected.



AN EDISON INTERNATIONAL® COMPANY



California New Homes Program

Grand Opening Support:



MEU – Bus Unit

This display features residential technologies and showcases SCE residential rebates. The MEU travels with 2 people and takes approx 1 hour to set up. The space needed for the MEU is approx 60'x20' and it has its own built-in generators.



MEU – Tent Unit

This indoor or outdoor tent display features residential technologies and showcases SCE residential rebates. The display comes with 2 people and takes a minimum of 1.5 hours to set up. Minimum size is 10'x10'; however, 20'x20' makes the best impact. The display requires one 20 amp circuit.

Grand Opening Post Cards



ENERGY STAR Builder Post Card



Code-plus Builder Post Card

For more information, contact ICF International by phone at (818) 325-3128 or e-mail: CANHP@icf.com

