



California New Homes Program

Single Family

Helping Southern California's builders construct green, energy efficient homes

Southern California Edison's *Single Family California New Homes Program* (SF CANHP) can help offset the cost of building energy efficient homes. Building energy efficient homes helps a builder differentiate their product – an extremely valuable sales tool in this trying market – and gives builders a competitive edge as more homebuyers demand high-performing homes with lower environmental impacts.

CANHP provides financial incentives for new residential energy efficient construction to homebuilders of all production volumes. In addition to financial incentives, participants in the program may also take advantage of training and marketing resources.

Financial Incentives - There are two options available to receive financial incentives from the SF CANHP.

The **Performance Method** provides the following incentives for new homes that are **at least 15%** more energy efficient than required by the 2005 Title 24 standards:

- **\$400 - \$500** per home (minimum of 15% better than code)
- **\$700** per ENERGY STAR qualified home (20% better than code; inland only)
- **\$1,200 - \$2,000** per home (35% better than code; **must** have solar PV system installed)

The **Prescriptive Measures Option** offers the following incentives that may be used stand alone or in addition to the Performance Method. Please note that measures do not qualify for incentives if they are used to achieve Title 24 compliance:

- **\$30** per installed high efficiency ENERGY STAR Dishwasher
- **\$35** per installed high efficiency ENERGY STAR Clothes Washer
- **\$50** per installed high efficiency ENERGY STAR Refrigerator
- **\$10** per fixture for lighting – Interior hardwired high efficacy fixtures with controls
- **\$150** per unit for quality insulation installation (QII)
- **\$175** per unit for verified ducting systems (Tight Ducts)
- **\$130** per refrigerant charge adjustment
- **\$200** per variable speed pool pump

Marketing and Outreach Benefits - In addition to providing financial incentives, builders participating at the Performance level will receive marketing support including listing of enrolled projects on the CANHP website and inclusion in quarterly advertisements in the Southern California Home Buyers Guide Magazine. Additionally, builders earn a percentage (**5% for ENERGY STAR** builders, 2% for Code-plus builders) of their total incentive amount in additional Marketing Dollars.

Training Benefits and Technical Support - The Program provides homebuilders with the training necessary to improve their homes' energy performance and communicate the benefits of buying an energy efficient home to the consumer. Trainings can be provided to sales staff on how to use ENERGY STAR as a strong selling point. Technical training workshops on building to ENERGY STAR specifications and cost-effective, energy-efficient construction practices are also offered.

Energy efficiency has proven to be an effective means of market differentiation. In many cases a consumer will value a higher quality energy-efficient home – with lower utility bills – more than they would various free upgrade incentives. In fact, for every \$1 in utility bills saved annually a home's value increases by \$20; saving \$750/yr would increase a home's value by \$15,000!

CANHP funds are available on a first-come first-serve basis so apply today! Please see the CANHP website at <http://www.sce.com/builder> for more information or contact us directly at CANHP@icfi.com.

