



Beverly Eaves Perdue, Governor

J. Keith Crisco, Secretary

North Carolina Department of Commerce

DATE: Nov. 16, 2010
RELEASE: Immediate

CONTACT: Seth Effron
PHONE: (919) 733-1922

N.C. ENERGY OFFICE LAUNCHES PROGRAM TO HELP MANUFACTURED HOME BUYERS SAVE ON HOME PURCHASES AND UTILITY BILLS

RALEIGH -- The North Carolina State Energy Office is joining with the makers and sellers of manufactured homes and the support of utility companies to help the state's consumers cut utility bills and get money back for buying energy efficient homes with the new North Carolina ENERGY STAR Plus Initiative.

Buyers of manufactured homes will receive a \$500 rebate when they purchase an ENERGY STAR-rated home. In addition to the cash back, homeowners will save about \$74 per month – or \$888 a year – on utility bills compared with a home of the same size that is not ENERGY STAR rated. In many cases, electric service providers are offering additional savings incentives when selecting energy-efficient homes.

NC ENERGY STAR Plus provides an incentive for homeowners to purchase a home that may have a slightly higher monthly mortgage, but ultimately saves the customer money through energy efficiency and a lower monthly utility bills. The rebate also more than covers any increase in added down payment for the ENERGY STAR home. Homebuyers begin saving money as soon as they move into their new home.

For example, a family purchasing a new ENERGY STAR Plus manufactured home in Raleigh that is 1,570 sq. ft. is estimated to save \$73 each month compared with a standard manufactured home. Upgrading to an ENERGY STAR Plus home will cost an estimated \$25 per month in added monthly mortgage costs. Combined with the savings on utility bills, the total monthly homeownership costs will actually \$48 less each month.

“We want to get homebuyers to look at the advantages of energy savings that can help them purchase a higher quality home, save on utility bills and help the environment,” said Ward Lenz, director of the State Energy Office. “This helps consumers, conserves energy and even boosts North Carolina’s economy.”

The rebate program is sponsored, in part, by the State Energy Office with funds from the American Recovery and Reinvestment Act. Also sponsoring the program is the North Carolina Manufactured and Modular Homebuilders Association. The initiative is being supported by Progress Energy, Duke Energy, GreenCo (the energy efficiency and renewable resources initiative of the N.C. Electric Cooperatives) and Piedmont Natural Gas.

In addition to the rebate and monthly savings, Progress Energy and Duke Energy customers purchasing a new ENERGY STAR home also qualify for a 5 percent discount on their utility bills.

A special website, www.NCEnergyStarPlus.org, explains the program to North Carolina consumers and includes an easy-to-use, fill-in-the-blank calculator so potential buyers can see for themselves how much an ENERGY STAR-rated manufactured home can save them. The site also includes a listing of manufactured home retailers participating in the program. There are links to the website on the N.C. Energy Office web home page, www.energync.net.

#



FACT SHEET

North Carolina Manufactured Housing

- 10,000 workers in North Carolina are employed directly or indirectly in the manufactured home industry
- 280 manufactured home retailers in North Carolina
- 12 manufactured housing facilities in North Carolina
- 15% of occupied homes in North Carolina are manufactured homes

N.C. ENERGY STAR Plus Program

As part of the 2009 Federal Recovery Act, the North Carolina Energy Office is joining with the makers and sellers of manufactured homes and supported by utility companies to help consumers cut utility bills and get money back for buying an energy efficient home. Buyers of manufactured homes can receive a \$500 rebate when they purchase an ENERGY STAR-rated home with a few additional energy-saving features. An ENERGY STAR Plus home will save a homeowner in the state on average of \$74 per month – or \$886 a year – on utility bills compared with a home of the same size that is not ENERGY STAR Plus.

Getting The Rebate

For the Homebuyer

- Find a participating retailer by visiting the program website -- www.ncenergystarplus.org.
- Estimate your savings using the **Savings Analyzer** on the website
- Visit a sales center to learn more about the benefits of **NC ENERGY STAR Plus** homes and how to qualify for the rebate
- After purchasing an **NC ENERGY STAR Plus** home, receive from retailer a copy of proof of sale document (sales agreement or contract), ENERGY STAR home labels, **rebate application** form and home certificate. The application form will also be available on the NC ENERGY STAR Plus website
- Complete and submit the **rebate application** along with a copy of the proof of sale document and copy of the home certificate (proof of purchase)
- The rebate is available to anyone who purchased an ENERGY STAR Plus home after Oct. 1, 2010
- Receive **\$500 rebate** check within eight to 10 weeks

For the Retailer

- Sign up to participate by going online to: www.ncenergystarplus.org/retailers.html
- Registered retailers are listed online at: www.ncenergystarplus.org/findretailer.html
- Promote the program to prospective buyers by displaying marketing materials and using the free **Savings Analyzer** on the N.C. ENERGY STAR Plus website to estimate customer savings
- Order **NC ENERGY STAR Plus** home from manufacturer and right-sized, **14 SEER** equipment from heating, ventilation and air conditioning suppliers
- Provide **proof of sale** document to customer, along with the home labels, rebate application form and certificate provided by the manufacturer upon completion of the home

For more information contact the Systems Building Research Alliance, (212) 496-0900; or the North Carolina Energy Office, 919-733-2230