

3 Ways to Sell High Performance Homes

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1. Show Feature has benefits



What if this?



Could let you do more of this

2. See for yourself



Show and sell

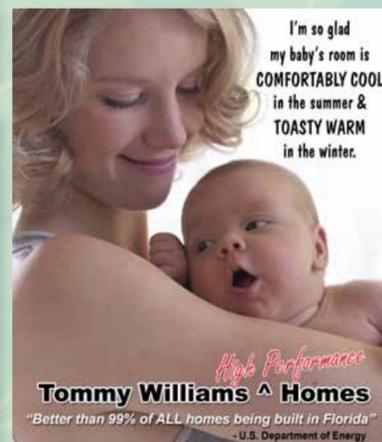
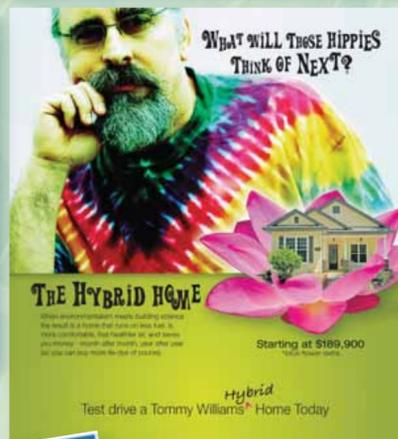
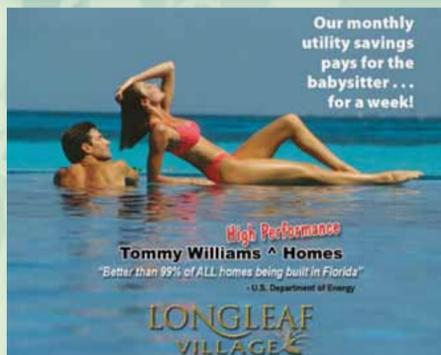


Better than nothing



A chance to bond

3. Advertising/Incentives



Builders Challenge
Recognizing Energy Leadership in Homebuilding

Results



Sold in 2 Weeks!!!

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Sales

Longleaf New Home Sales

Year	Total Sales	TWH Sales	Percentage TWH
2004	33	19	0.576
2005	86	35	0.407
2006	71	30	0.423
2007	46	27	0.587
2004 - 2007	165	81	0.491
2008 - closed & pending through 3/26/08	23	13	0.565217391
2004 - 2008	188	94	0.5

All data counted from Gainesville MLS. Information deemed reliable but not guaranteed.
Total number of lots in Longleaf=550
TWH=275 / Robinsone = 275
TWH currently has 14 homes under construction (9 presales - 5 spec)

Lifestyle Sales Data

2007	45 homes
2008	26 homes
* 2009	50 homes

* June 2010, pre-sold 8 Builders Challenge Homes in 4 months

Bragging Rights & Happy Builders



Energy Efficiency and Quality
(Plus a Little Neighborly Competition)

