



2011 Financial Incentives

For Builders of LIPA New York ENERGY STAR® Labeled Homes
LIPA New York ENERGY STAR Labeled Homes V2.0

LIPA offers four types of financial incentives to help encourage the sale of New York ENERGY STAR Labeled Homes. Read below to find out how to qualify for one of these incentives.

1 - ENERGY STAR Labeled Home Incentives

What are ENERGY STAR Labeled Home incentives?

These incentives reward builders for building and selling New York ENERGY STAR Labeled Homes. LIPA offers three ENERGY STAR Labeled Home incentives: a Model Home incentive, a Display Home incentive, and a Labeled Home incentive.

- The Model Home (Tier 4) Incentive awards up to \$12,500 per qualified model home to assist with holding (interest) cost, and marketing, and advertising costs.
- The Display Home (i.e. "Display of Homes", Parade of Homes; Showcase of Homes) Incentive awards up to \$12,000 per qualified displayed home to assist with marketing and advertising costs.
- The ENERGY STAR Labeled Home Incentive (Other than model or display homes):
 1. \$1,000 per qualified home, for homes meeting the requirements of the National Builder Option Package, to assist with marketing and advertising costs;
 2. \$1,000 - \$10,000 per qualified home, depending on the HERS rating of the qualified home to assist with marketing and advertising costs. *(Please see the HERS rating Tier chart provided on page three of the Addendum to the ENERGY STAR Partnership Agreement.)*
- Tier One incentives are reduced by \$1,000 in ENERGY STAR Towns

Please see the 'Addendum to the ENERGY STAR Partnership Agreement' for the terms and conditions of these incentives. Contact your Account Manager for further information.

How can I qualify for an ENERGY STAR Labeled Home incentive?

- Sign the ENERGY STAR Partnership Agreement and LIPA Addendum
- Build a New York ENERGY STAR Labeled Home, Model Home, or Display Home
- Have your New York ENERGY STAR Labeled Home rated by a certified HERS Rater
- Mail your completed ENERGY STAR Labeled Home Incentive Application (included in this packet) to: Incentives Processing representative, New York State Builders Association, ENERGY STAR for Homes, One Commerce Plaza, Suite 704, Albany, NY, 12210 for review and eligibility.

2 - Co-operative Advertising Incentives

What are ENERGY STAR co-operative advertising incentives?

There are two types of co-operative advertising incentives, which work to reward builders or other organizations (such as Home Builder Associations) that advertise New York ENERGY STAR Labeled Homes.

- Builders that advertise their homes using the ENERGY STAR logo, and highlight the benefits of ENERGY STAR Labeled Homes, can qualify for 25% of the advertising costs upon proof of the ad placement(s) up to \$10,000 per partner/per region in a calendar year, for up to 20 homes per year. Increases to this cap will be considered for builders based on performance. For every additional 10 homes, builders qualify for an additional \$5,000 in co-op funds, up to a maximum of \$50,000.
- Organizations that set up and run eligible "Display of Homes" events can qualify for the lesser of the following: (1) \$1,000 per qualified display or model home, entered in the event or (2) 25% of the advertising budget for a media event promoting New York ENERGY STAR Labeled Homes.

How can I qualify for a cooperative advertising incentive?

- Follow the advertising requirements (included as a separate document in this packet) when preparing your ad
- Submit your draft advertisement to the ENERGY STAR Co-op Advertising Coordinator c/o The New York State Builders Association (see address below) for review prior to placing the ad.
- Upon proof of eligibility of the draft advertisement, place your ad!
- Mail a completed Co-operative Advertising Incentive Application, copy of ad and ad placement receipts to: ENERGY STAR Co-op Advertising Coordinator, New York State Builders Association, ENERGY STAR for Homes, One Commerce Plaza, Suite 704, Albany, NY, 12210 for review and eligibility of reimbursement.

3 - First Time ENERGY STAR Builder Partner Incentives

What are First Time ENERGY STAR Builder Partner Incentives?

These incentives assist new builder partners in completing their first ENERGY STAR Labeled Home.

- \$300 per final completion of a New York ENERGY STAR Labeled Home, for homes meeting the requirements of the Builder Option Package.
- \$200 per completed plan review and \$300 per final rating of an ENERGY STAR Labeled Home.

4 - Training Incentives

What are ENERGY STAR Training Incentives?

These incentives help cover training costs for HERS Raters and builders to qualify them for participation in the ENERGY STAR Labeled Homes program. Builders and raters may qualify for a limited reimbursement of funds spent on training that meet the requirements set by LIPA. In addition, qualified trainers can apply for incentives directly after conducting eligible training to participating raters or builders.

How can I qualify for a training incentive?

Ensure the training curriculum meets the requirements set forth by LIPA (ask your trainer or Account Manager for details).

- Seek LIPA pre-approval – contact your Account Manager
- Conduct or participate in the eligible training
- Mail a completed Training Incentive Application (included in this packet) and receipts for the training session(s) to: Incentives Processing representative, New York State Builders Association, ENERGY STAR for Homes, One Commerce Plaza, Suite 704, Albany, NY, 12210 for review and eligibility.

Additional Resources

- **Call our hotline at 1-877-ESTAR-LI (877-378-2754)**
- **Visit our website at www.lipower.org**
- **Contact your New York ENERGY STAR Account Manager at:**
- **Contact the ENERGY STAR Co-Op Advertising Coordinator and Incentives Processing Representative at:**

Conservation Services Group (CSG)
New York ESLH Homes Program Implementer
3075 Veterans Memorial Highway, Suite 181
Ronkonkoma, NY 11779
Tel: (631) 590-5700
Fax: (631) 820-3099
www.csgrp.com

New York State Builders Association
- Research and Education
Foundation
One Commerce Plaza, Suite 704
Albany, NY 12210
Tel: (518) 465-2492
Fax: (518) 465-3053
www.nysba.com