

The Numerous Benefits of Energy Efficient Practices

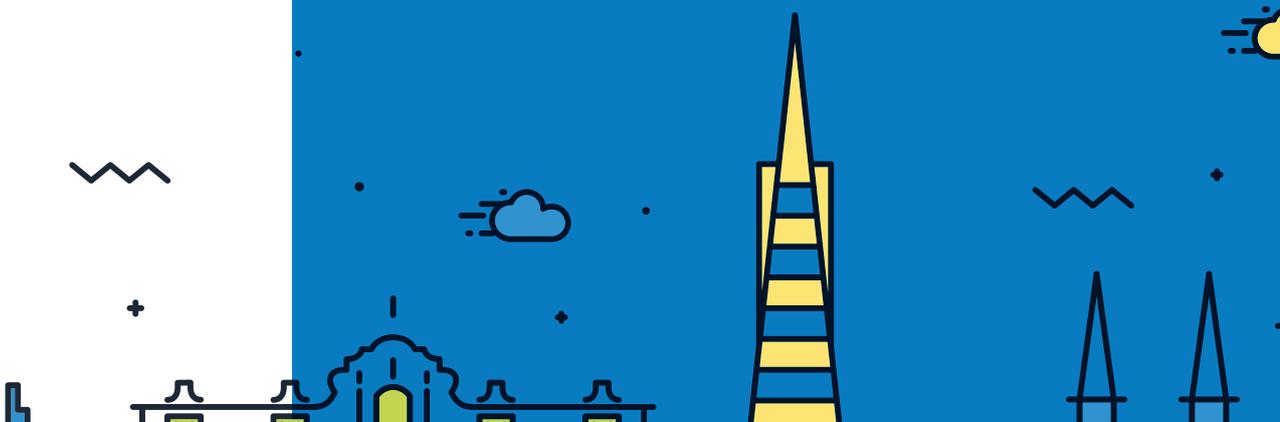


01 What is **energy efficiency**?

In order to best utilize available power sources, we must study concrete methods to reduce energy use while maintaining equal results.

Contractors should encourage homeowners to invest in energy efficient technology. Benefits to the business owner or homeowner are numerous, including monetary savings, tax incentives, and increased property values. Contractors have the opportunity to improve customer satisfaction and inspire new upgrades and future work. This article examines in detail some methods and benefits by which energy may be saved while accomplishing the same task.

02 How can **energy efficient practices** financially benefit contractors?



Benefits To Share With Your Client



Utilities:

By employing energy efficient practices, homeowners have discovered savings of 20% to 30% on energy bills and up to 30% savings on water bills. The average homeowner spends approximately \$3100 on utilities annually. Based on these figures, the average family could save up to \$930 every year.



Property values:

The population is becoming increasingly aware of the benefits, both economic and environmental, of energy efficient practices. For this reason, a home, office, or retail building will become more attractive to potential buyers if energy efficient measures are installed. Buyers want the results without the work, and they're willing to pay a little extra for already-installed Energy Star qualified commercial or residential appliances.



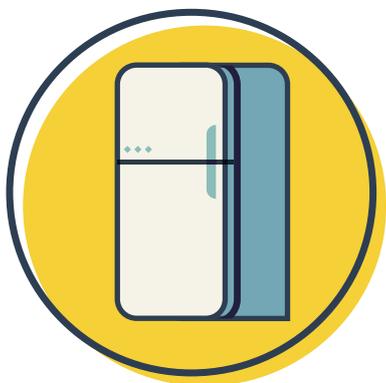
Tax benefits:

Available for certain energy efficient measures. Homeowners can claim a tax credit by installing government-approved Energy Star eligible products, which can save up to 30% of the household's energy consumption. Business owners who take energy efficient measures may also be eligible for both tax credits and deductions.



What are some energy efficient practices contractors can utilize?

Recommend Energy Star qualified products. Examples of energy efficient home appliances include:



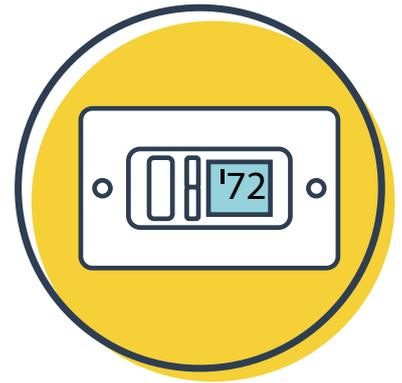
- Refrigerators, freezers, dishwashers, clothes washers/dryers
- Air purifiers
- Air conditioning units
- Water heaters
- Television sets



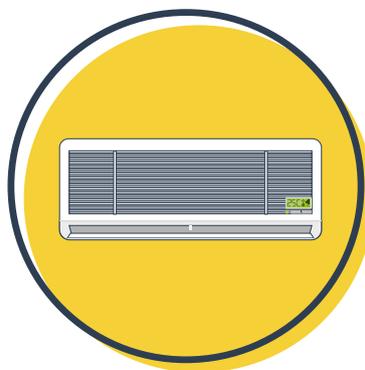
Seal air leaks or modify windows. There are a plethora of double-paned energy-efficient window styles available, as well as enforcements that can be made to existing windows. Weatherstripping around windows, doors, and skylights can fix and prevent small air leaks. Another options is solar film, an easily installed vinyl window covering, which reflects UV rays while still allowing light to enter.



Insulate. Attics should be well-insulated. If existing walls require insulation (more common for older buildings), use spray foam, also known as injection foam, to keep the building interior more comfortable without using energy.



Install a programmable thermostat. There is rarely a need for temperature to be regulated while a building or home is unoccupied, and proper programming can ensure the system will turn on before occupants arrive so that there will be no discomfort in temperature.



Quality HVAC Installation. Make sure as a contractor you are following the requirements determined by the Air Conditioning Contractors of America (ACCA). By complying with these standards, contractors can ensure quality control and efficient practices.





Don't forget!

LEED certifications and "Regreen" guidelines published by The American Society of Interior Designers (ASID) Foundation and the U.S. Green Building Council (USGBC) are used to set criteria for what a green home or renovation is. If the home you're working on is not LEED certified, follow the certification requirements irrespective of whether it's a contract objective.



What do contractors need to know before going into an energy efficient home improvement project

Have product knowledge. Know which appliances or upgrades you are recommending and how their energy efficiency compares to other products.



Rebates and incentives. Many homeowners can save big bucks on making upgrades to their home, and even receive rebates from the government. If you know which rebates the homeowner qualifies for, you can shape the project to help the homeowner apply.

Sustainability. Advise homeowners on how to be even savvier with going green. Expanding your knowledge of lighting, air filters, and other quick fixes can help build strong relationships with you and your client.





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