

Crescendo Builders, LLC

DARE TO COMPARE

BUILDING FEATURE	BENEFIT to YOU	OUR HOMES	Builder 1	Builder 2
<u>ENERGY EFFICIENCY</u>				
ENERGY STAR® labeled homes	<i>Assurance that home's heating, cooling & hot water energy use is at least 15-30% less than a comparable home built just to code requirements</i>	■	—	—
Calculated heating & cooling usage/bills	<i>Predictable energy costs</i>	■	—	—
Properly sized HVAC equipment	<i>More efficient & cost effective, longer lasting & greater comfort</i>	■	—	—
Dual glazed windows with Low-E high performance glass	<i>Heat stays in during winter, out in summer</i>	■	—	—
<u>HEATING & AIR CONDITIONING</u>				
92% PLUS AFUE heating system and 13 SEER air conditioning system	<i>Lower utility bills, longer warranties and fewer maintenance problems</i>	■	—	—
Properly sized & designed air supply & return system	<i>More efficient heating & cooling, no hot rooms or cold spots, better indoor comfort</i>	■	—	—
Ducting runs through conditioned space (optional)	<i>No competing with attic temperatures, no wasted energy, no attic air drawn into house</i>	■	—	—
Mastic-sealed ducts	<i>Allows for installation of right-sized HVAC equipment & reduced energy bills</i>	■	—	—
Two zoned HVAC system on the upper two levels	<i>Increases efficiency of the system and increases comfort</i>			

BUILDING FEATURE	BENEFIT to YOU	OUR HOMES	Builder 1	Builder 2
<u>INSULATION</u>				
Optimized & properly installed R30/R219 insulation	<i>Better heating & cooling efficiency & more comfortable</i>	■	—	—
Properly installed insulation	<i>Better thermal barrier with no Gaps, voids, or compression</i>	■	—	—
Insulated garage doors	<i>Attention to detail means better comfort & more durable entries</i>	■	—	—
Under slab insulation at the garage to house transition	<i>Added insulation means lower energy costs, dryer basement and greater comfort.</i>	■	—	—
<u>AIRTIGHT CONSTRUCTION</u>				
Sealed sill plate	<i>Seals a major air leakage source</i>	■	—	—
Properly flashed & sealed plumbing & wiring holes in exterior walls	<i>No rain leaking into house, no conditioned air leaking out, no insects getting in</i>	■	—	—
Sealed ceiling fixtures	<i>Prevents "heat stack" air leakage</i>	■	—	—
Air seal caulking around windows, doors and joints	<i>Prevents drafts & energy leakage, keeps pests & insects out</i>	■	—	—
<u>INDEPENDENT TESTING</u>				
Duct testing	<i>Ensures no unwanted leakage of conditioned air</i>	■	—	—
Blower door testing	<i>Proves conditioned air will stay inside</i>	■	—	—
Fresh air inlet adjusted	<i>Ensures the proper amount of healthy air inside</i>	■	—	—
<u>AIR QUALITY</u>				
Heat-recovery or energy-recovery ventilation system	<i>Consistently fresh, filtered air throughout home & removes stale air; controls interior humidity levels & window condensation</i>	■	—	—
Fresh-air ventilation system with fan cycler	<i>Moves fresh and conditioned air throughout house, improves</i>	■	—	—

BUILDING FEATURE	BENEFIT to YOU	OUR HOMES	Builder 1	Builder 2
	<i>comfort & reduces odors</i>			
High efficiency pollen, dust & particle filtering	<i>15 times more efficient than most filters</i>	■	—	—
Fresh air inlet	<i>Healthy fresh air by design</i>	■	—	—
Master Bedroom return ducting	<i>Helps conditioned, filtered air to circulate & removes hot or cold spaces</i>	■	—	—
<u>HEALTH & SAFETY</u>				
Energy-saving power vented hot water heater; sealed-combustion & power-vented appliances	<i>Reduces chance of carbon monoxide entering home & lower fuel bills</i>	■	—	—
No gas-fired furnace pilot	<i>Equipment is electronic ignition, eliminating wasted fuel & combustion by-products</i>	■	—	—
Cooking surface exhaust vent	<i>Odors & flame by-products go outside</i>	■	—	—
Carbon monoxide detectors	<i>Alerts occupants to high levels of hazardous CO</i>	■	—	—
<u>ADVANCED BUILDING TECHNIQUES</u>				
Engineered lumber, including trusses	<i>Maximum strength, minimum amount of wood</i>	■	—	—
2x6 exterior wall studs & advanced framing techniques	<i>More efficient use of lumber & allows for more insulation, greater comfort</i>	■	—	—
Elimination of wall-to-wall vertical framing voids	<i>Helps lower thermal loss through unwanted air pockets</i>	■	—	—
Pan-flashing under all windows & doors	<i>Directs water out and away from wall system – mold & structural damage cannot occur without water leaks</i>	■	—	—
Kick-out flashing on all roof-to-wall connections	<i>Keeps roof runoff water out of and away from the walls</i>	■	—	—

BUILDING FEATURE	BENEFIT to YOU	OUR HOMES	Builder 1	Builder 2
<u>YOUR BUILDER</u>				
EPA ENERGY STAR® Builder	<i>Lower energy bills, more reliable appliances and independent testing & verification</i>	■	—	—
Provides 2-year Total Care Warranty	<i>Best warranty in the building industry</i>	■	—	—

CUSTOMIZABLE CHECKLIST EXAMPLE #2

[Your Company Name or Logo Here]

Home Buyer's Shopping Checklist

*Use this checklist to compare the standard features
Of our high performance homes with those of other builders.*

Included Features:	Our Homes	Builder 2	Builder 3	Builder 4
Dual Glazed Low-E Windows	■	___	___	___
20-Year Window Glazing Warranty	■	___	___	___
R38 Ceiling Insulation	■	___	___	___
R19 Exterior Wall Insulation	■	___	___	___
Exterior Rigid Foam Sheathing for Added Comfort	■	___	___	___
Borate-Treated Cellulose Insulation	■	___	___	___
Icynene Insulation System	■	___	___	___
92% AFUE Furnace	■	___	___	___
13 SEER Air Conditioning System	■	___	___	___
Properly Sized HVAC Equipment	■	___	___	___
Ducting Runs Through Conditioned Space	■	___	___	___
Bedroom Return Ducting	■	___	___	___
Ducted Return Air System	■	___	___	___
Mastic-Sealed Ducts	■	___	___	___
High Efficiency Particle Air Filtration	■	___	___	___
Heat-Recovery Ventilation System	■	___	___	___
Filtered Fresh-Air Ventilation System	■	___	___	___
Sealed-Combustion Appliances	■	___	___	___
ENERGY STAR Rated Appliances	■	___	___	___

.5 SONE Quiet ENERGY STAR Rated Bath Fans	■	___	___	___
Sealed & Conditioned Crawl Space	■	___	___	___
Perimeter Insulation on Foundation Walls	■	___	___	___
Rigid Foam Insulation Below Concrete Slab	■	___	___	___
Radon Vent & Sealed Sump Basin	■	___	___	___
Foundation Drainage System	■	___	___	___
Sealed Sill Plate	■	___	___	___
Sealed Plumbing & Wiring Penetrations	■	___	___	___
Flashing Around All Windows & Doors	■	___	___	___
Pan Flashing Under All Windows & Doors	■	___	___	___
Advanced Framing	■	___	___	___
Finger-joint 2x6 Exterior Wall Studs	■	___	___	___
30-Year Roof Shingle Warranty	■	___	___	___
Construction Waste Recycling	■	___	___	___
Duct Testing	■	___	___	___
Blower Door Testing	■	___	___	___
Room-to-Room Pressure Adjusted & Tested	■	___	___	___
Guaranteed Energy Bills	■	___	___	___
EPA ENERGY STAR® Builder	■	___	___	___
Fully-Staffed Customer Care Department	■	___	___	___
[Add more of your features here]	■	___	___	___
	■	___	___	___
	■	___	___	___

Builders & Sales Managers:

These two homebuyer comparison shopping lists include examples of features other builders of high performance homes have included in similar lists used to successfully market and distinguish their homes from their competition. A tool such as this helps homebuyers become more educated and aware of the more important yet often overlooked components of a truly well built home, while at the same time it delivers a clear message of quality to those visiting your showrooms and model homes.

Use these lists as a starting point and customize or create one for your own product lines and markets. Remember, don't leave an important feature out of your comparison list. Show your homebuyers the value that you are building into your homes. Let them know about all of the high performance and energy-saving features that make your homes more durable, energy efficient, safer, healthier and more affordable to operate and maintain.