

Residential New Construction – Email template

[SUBJECT]

**Build A High-Quality Energy-Efficient New Home**

[PREHEADER]

**FOCUS ON ENERGY****® certified new homes provide peace of mind.**

[HEADLINE]

**Build Your Dream Home**

[BODY 1]

Dear <FIRST NAME>,

[UTILITY NAME] is pleased to partner with FOCUS ON ENERGY**®** to help homebuyers find qualified builders for their dream home. Focus on Energy certified new homes are built 30%-100% more energy-efficient than homes built according to Wisconsin’s residential building codes.

[CTA 1]

[LEARN MORE ABOUT THE PROGRAM](https://youtu.be/mxfzQl8XvDI)

**Why is a Certified Home from Focus on Energy better?**

Your Focus on Energy Builder partners with an independent third-party expert to ensure your home meets the highest standards for energy efficiency, combustion safety, comfort, and durability—confirming your dream home is a sound investment. In addition to a more energy-efficient home, you will also enjoy other benefits, including premium indoor air quality, consistent temperatures, lower energy use, and superior ventilation.

[CTA 2]

[NEW HOME CERTIFICATION ADVANTAGES](https://focusonenergy.com/new-home-certification)

[BODY 2]

**How do I build a Certified Home?**

1. [Find an approved local builder that partners with Focus on Energy](https://focusonenergy.com/trade-allies).
2. Your builder will work with a third-party Focus on Energy Building Performance Consultant to review the construction plans.
3. After the home is framed and insulated, your Building Performance Consultant will visit the home to review construction to date.
4. Once construction is complete, the Consultant will make a final visit to test the performance of your new home.
5. If your home meets energy efficiency and performance requirements, your home will receive Focus on Energy New Home certification!

[CTA 3]

[FIND A BUILDER](https://focusonenergy.com/trade-allies)

[BODY 3]

**Focus on Energy Building Performance Consultants (BPCs) Are Here to Help**

Focus on Energy Building Performance Consultants are here to help homebuyers through the challenges of building a dream home. From the start of the project, to moving in, you will have a BPC guiding you along the way.

[CTA 4]

[DAY IN THE LIFE OF A BPC](https://youtu.be/Las-2lVJrDA)