

## **SunBuilt Program Mission.**

The SunBuilt™ Program was developed as a joint effort between the Florida Solar Energy Research & Education Foundation, the Florida Home Builders Association and the Governor's Energy Office with the mission of increasing the use of solar water heating in new residential construction.

### **More Information?**

**SunBuilt Builder Program**

1-800-59-SOLAR

[www.sunbuilt.org](http://www.sunbuilt.org)

[www.flaseref.org](http://www.flaseref.org)



**SUNBUILT**  
Builder Program

## Table of Contents

Program Information	
What is SunBuilt? .....	1
Why Become a SunBuilt™ Builder? .....	1
How Does it Work? .....	1
Builder Criteria	
Rebate Criteria .....	2
System Voucher Criteria .....	2
Program Support	
Marketing Support .....	3
More About the Advantages .....	3
Rebate Application .....	4
System Voucher Application (SunBuilt Gold Builders only) .....	5-6
SunBuilt Gold Pledge .....	7
SunBuilt Silver Pledge .....	8
Checklists	
Gold Builder Checklist .....	9
Silver Builder Checklist .....	9
Contact Information .....	back cover

## SunBuilt Gold Builder Checklist

- Sign SunBuilt Gold Builder Pledge.
- Complete system voucher application and return with pledge to FlaSEREF.
- Upon approval, install solar water heater on model or Parade home.
- Send installing contractor's invoice<sup>4</sup> with photos of installed system and copy of approved voucher to FlaSEREF.
- As additional systems<sup>4</sup> are installed, submit rebate application with photos of installed systems.
- Voucher and rebate payments will be processed upon receipt of required information and should be paid within two weeks. Voucher payments will be made to the solar contractor, with rebate payments to the builder.

## SunBuilt Silver Builder Checklist

- Sign SunBuilt Silver Builder Pledge.
- Return pledge with rebate application, installing contractor's invoice<sup>4</sup> and photos of installed systems to FlaSEREF.
- Rebate payments will be processed upon receipt of required information and should be paid within two weeks. Rebate payments are made to the builder.

<sup>4</sup>Systems must be FSEC certified and manufactured by a FlaSEIA member. Systems must be installed by a licensed solar or plumbing contractor who is a member of FlaSEIA and FHBA.

# SunBuilt Builder Program

## What is SunBuilt?

The SunBuilt Program is an incentive-based solar program, designed to give homebuilders and potential clients the opportunity to interact with solar water heating technologies. The program offers builders:

- more profit potential
- new range of clients
- greater client satisfaction
- ease of energy code compliance

## Why become a SunBuilt Builder?

Current research shows that:

- **Consumers want homes with solar.** Roper Polling (2007) reveals that 90% of Americans think solar should be an option offered on new homes. Complimenting that research, the Ryness Company, who compiles sales data for homebuilders, reports that homes with solar systems are outselling their counterparts as much as two to one.
- **Consumers trust third party endorsements.** SunBuilt can serve as a third-party endorsement, communicating trustworthiness to consumers and adding credibility and “branding” for a homebuilder.
- **Buyers look to builders for information about energy efficiency.** Research has shown that buyers most often will look to builders for energy efficiency recommendations.

## How does it work?

SunBuilt Builders can receive a \$500 solar water heater rebate for each solar equipped home. In addition, builders who commit to building all homes with a solar water heater are eligible for a voucher for a free installed solar water heater on their model or parade home.

## SUNBUILT™ SILVER BUILDER PLEDGE

As a SILVER SunBuilt Builder,

I agree to promote the benefits of solar by offering solar water heating to all new customers, and will include this option in my most up-to-date customer options list.

(builder signature)

(company name)

(date)



# Builder Criteria

## Rebate

- A. To receive the \$500 solar water heating system rebate, a builder must:
1. Retain a current FHBA membership.
  2. Sign a SunBuilt SILVER or GOLD Builder Pledge (see p. 7 or 8).
  3. Install FSEC certified solar water heating system manufactured by a Florida Solar Energy Industries Association (FlaSEIA) member.
  4. Use a FlaSEIA member (licensed solar contractor or plumber), who is also an FHBA member, to install the system.
  5. Submit rebate application.
  6. Allow SunBuilt/GEO/FHBA media coverage of homes.
  7. Participate in a new home energy efficiency program (through local utility, Energy Star) OR otherwise demonstrate that the home is energy efficient.

## System Voucher

- B. To receive an installed model or parade solar water heating system, a builder must:
1. Retain a current FHBA membership.
  2. Sign the SunBuilt GOLD Builder Pledge and submit with system voucher application (see p. 7).
  3. Receive approval from SunBuilt.
  4. Install a solar water heating system manufactured by a FlaSEIA member on a home designated for entry in the local Parade of Homes OR on a model home OR on a high profile demonstration home (SEBC or IBS or similar). If installed on a model home, the model must be available for public viewing for at least six months.
  5. Use a FlaSEIA member (licensed solar contractor or plumber), who is also an FHBA member, to install the system.
  6. Allow SunBuilt/GEO/FHBA media coverage of the home.
  7. Participate in a new home energy efficiency program (through local utility, Energy Star) OR otherwise demonstrate that the home is energy efficient.

## SUNBUILT™ GOLD BUILDER PLEDGE

As a GOLD SunBuilt Builder,

I agree to promote the benefits of solar by offering solar water heating as a standard feature in all of my new homes.

In 2009, I estimate that I will build \_\_\_\_\_ SunBuilt Homes.

In 2010, I estimate that I will build \_\_\_\_\_ SunBuilt Homes.

(builder signature)

(company name)

(date)



**If Parade or High Profile Demonstration Home:**

Parade Sponsor: \_\_\_\_\_ Parade Dates: \_\_\_\_\_

Parade Category: \_\_\_\_\_

**If Model Home:**

Length of time model will be available to the public: \_\_\_\_\_

**Solar System Information**

(Purchase order approved and signed by builder must accompany application.)

System Manufacturer: \_\_\_\_\_

Model/FSEC System Approval #: \_\_\_\_\_

System Price: \$ \_\_\_\_\_ Proposed installation date: \_\_\_\_/\_\_\_\_/\_\_\_\_

System Size: Collector \_\_\_\_\_square feet Storage capacity: \_\_\_\_\_gallons

**Contractor Information**

Installer/Contractor: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Installing Contractor's License Number: \_\_\_\_\_

FHBA Chapter: \_\_\_\_\_

**Return completed application to: SunBuilt Program**  
(include high resolution front elevation and solar system digital photos w/ app) **FlaSEREF**  
**101 Cove Lake Drive**  
**Longwood, FL 32779**

To Be Completed By FlaSEREF:

Approval Date: \_\_\_\_\_ Registration Number: \_\_\_\_\_ Check Number: \_\_\_\_\_

Check Amount: \_\_\_\_\_ Check Date: \_\_\_\_\_

# Program Support

## Marketing support from SunBuilt.

To assist SunBuilt Builders with company branding and builder differentiation, FlaSEREF provides:

- diverse builder promotional opportunities
- site signs to identify you as a SunBuilt™ Builder
- sales staff briefings
- rights to use SunBuilt™ logo in your advertising
- builder web listing at SunBuilt site with additional links to this site from the Department of Environmental Protection, Florida Home Builders Association and Florida Solar Energy Industries Association

## More about the advantages.

- **More profit potential.** According to Professional Builder, nearly 20% of consumers polled claimed a willingness to pay \$10,000 for green features - with another 68% willing to pay \$2500 to \$5000 more for these features.<sup>2</sup> And, more home equals more profit for builders.
- **New range of clients.** Ninety-one percent of those consumers surveyed by Professional Builder claimed that energy efficiency is an important consideration to them.
- **Greater client satisfaction.** Almost 80% of those polled said that new homes are not meeting their demands in sustaining the environment.<sup>3</sup> By providing customers with long-term utility savings in an environmentally-friendly form - everybody wins.
- **Ease of energy code compliance.** As the state's requirements ratchet-up, it is becoming increasingly difficult to comply with the code without making major home design changes. Solar is one of the easiest, most energy efficient, and economical ways to achieve energy code compliance.

<sup>2,3</sup>Professional Builder/HousingZone.com, 2001.

**SunBuilt™ Program**  
**Solar Water Heater Rebate Application**  
(Only completed applications will be processed.)

Application Date: \_\_\_/\_\_\_/\_\_\_

**Builder Information**

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Builder Pledge Level: Gold \_\_\_\_\_ Silver \_\_\_\_\_ FHBA Chapter: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Home Information**

(home front elevation, plus solar system digital photos must be submitted with this rebate application)

Lot/Address: \_\_\_\_\_ City: \_\_\_\_\_

Subdivision: \_\_\_\_\_ County: \_\_\_\_\_

Square Feet of Home: \_\_\_\_\_ Selling Price: \_\_\_\_\_

Other energy efficiency credentials/energy efficient features (Energy Star, Build Smart, etc.)  
\_\_\_\_\_  
\_\_\_\_\_

**Solar System Information**

(solar contractor invoice must accompany application)

Installation Date: \_\_\_/\_\_\_/\_\_\_ System Size: Collector \_\_\_\_\_(sq ft) Storage: \_\_\_\_\_(gal)

System Manufacturer: \_\_\_\_\_ Model/FSEC System Approval #: \_\_\_\_\_

Contractor Information: Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Contractor License Number: \_\_\_\_\_ FHBA Chapter: \_\_\_\_\_

Return completed application to:  
**SunBuilt Program/FlaSEREF**  
**101 Cove Lake Drive**  
**Longwood, FL 32779**

To Be Completed by SunBuilt: Rebate Number: \_\_\_\_\_ Check Number: \_\_\_\_\_

Check Date: \_\_\_\_\_ Check Amount: \_\_\_\_\_

**SunBuilt™ Program System Voucher Application**  
**Parade Home or Model Home**

Both pages of this application MUST be complete and SunBuilt GOLD Builder pledge signed for application to be considered.

Application Date: \_\_\_/\_\_\_/\_\_\_

**Builder Information**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ FHBA Chapter: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Number of years in business: \_\_\_\_\_ Average number of homes built annually: \_\_\_\_\_

**Newsworthy** information about the home or builder: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Home Information**

Lot/Address: \_\_\_\_\_ City: \_\_\_\_\_

Subdivision: \_\_\_\_\_ County: \_\_\_\_\_

Model Name: \_\_\_\_\_

Square Feet of Home: \_\_\_\_\_ Selling Price: \_\_\_\_\_

Other efficiency credentials (EPA Energy Star, Build Smart, etc.): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Other energy efficient features incorporated in the home: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_