A slowing economy has cooled the market for new homes. Combined with high heating costs, this has created an opportunity for contractors who specialize in energy-efficient home construction to attract buyers who want the bottom-line benefits of lower utility bills and long-term cost savings—as well as those motivated by environmental values.

We recently surveyed customers who built new homes to Minnesota Power's Triple E standards for thermal integrity and energy performance. They expressed high satisfaction with the comfort, durability, and indoor air quality of their Triple E homes and felt their investment was being repaid through energy savings and improved market values. In the words of Jay Abraham, a Long Prairie homeowner, “The Triple E rating is confirmation that you have a well-built home.” Many spoke with gratitude and respect for builders who promoted energy efficiency and were confident enough in the quality of their work to have it evaluated and certified. They also appreciated the sizeable rebates.

Learn more about energy-efficient home construction and the new Triple E program requirements at the 2007 Energy Design Conference and Expo at the DECC in Duluth, Feb. 27-28. We hope to see you there—building your business on energy efficiency.
Energy Conservation and Efficiency

“I have environmentally friendly, conservation values,” said Kerry Donars, of Duluth, who acted as general contractor for his contempor ary hillside home. “In building a new construction, it was going to be as advanced as possible.”

The striking new home maximizes natural daylight, passive solar gain, and the cooling breezes off Lake Superior to reduce energy use. Combined with advanced insulation and building techniques, high performance windows and doors, and energy-saving lighting and appliances, it easily qualified for Triple E rebates.

“Triple E wasn’t about money, but about consumption,” Donars said. “It is satisfying to do your best and meet those values of conservation.”

Contact Information

30 West Superior Street
Duluth, MN  55802-2093
Toll-Free 800.228.4966
218.722.2641
www.mnpower.com

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17th Annual Energy Design Conference & Expo
Feb. 27-28, 2007
Duluth Entertainment Convention Center (DECC)

• Workshops—New and Advanced Sessions
• Products and Service Exhibits
• Hands-on Demonstrations
• Door Prizes and Reception
• Continuing Education Credits

Register Online: www.duluthenergydesign.com.
Or call: 218.720.2796 or (toll free) 800.228.4966 ext. 2796

Space is limited, so register early. No walk-in registrations.

Featured Incentives

Triple E New Construction
Up to $2,500 in program rebates, based on specific Triple E standards for thermal integrity, airtight construction, moisture control, ventilation, heating, and inclusion of ENERGY STAR®-qualified lighting and appliances.

Home Heating and Cooling

Other rebates are available. For more information about Minnesota Power’s Triple E New Construction program and a complete listing of all current residential rebates and savings, please visit www.mnpower.com/foundmoney.

“Triple E is the gold standard of home construction. Anybody building a home these days should insist upon it.”

Wade Gordon, Cloquet

“Beauty and Performance
Julie Beal was skeptical when her husband, David, announced he wanted to build a Triple E home for their retirement. “I wanted our house to be attractive, and he was more concerned with it being well insulated and tightly sealed,” she said. “I didn’t realize you could have both.”

The key was finding a contractor who understood and believed in the Triple E concepts—and knew how to integrate them into exceptional design.

“Our contractor shared my philosophy of energy efficiency and was on the cutting edge in constructing to Triple E standards,” David Beal said. “Our home has a very open design, but it isn’t drafty, and we don’t have cold pockets. Even in the middle of winter, the internal environment is extremely comfortable, and it is very cost efficient to heat.”

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