



Wisconsin Builders Association®

Dedicated to Preserving and Promoting the American Dream

www.HomeSweetNewHome.com

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New Homes Continue to be a Wise Investment

Studies show new homes provide immediate energy savings and long-term value

(Madison, WI) – A home is one of the most important purchases many people will make in their lifetime. Beyond providing basic shelter, a home also continues to be a wise long-term investment. And today's energy efficient homes offer immediate savings. With new energy efficient windows and doors, better insulation technology, ENERGY STAR appliances, and a modern heating & cooling system, energy savings on monthly utility bills add up quickly.

According to the National Association of Home Builders (NAHB), the average new home owner spent only 65 cents per square foot per year on electricity compared to 78 cents per square foot per year on an older home. And for homes with natural gas, new home owners spent only 38 cents per square foot per year compared to 53 cents per square foot per year for an older home. That is a total annual savings of \$616 on a typical 2,200 square foot home. Over 30 years, that equals \$18,480 in savings. And with rising energy costs, that amount could grow over time.

*“Research shows that with new technologies and energy saving features, new homes provide a homeowner with immediate savings,” said **Kirsten Lee Villegas, WBA State Executive Officer**. “And many products used in new home construction are “Made in America” which supports job creation in the local and statewide economy.”*

During New Homes Month in April, The Wisconsin Builders Association, in conjunction with local associations across the state, is educating consumers on important issues that impact their health, safety, lifestyle, and pocket books. This week's theme “Wise Investment” highlights the savings and long term value of building a new home.

To follow the weekly consumer education updates, go to www.HomeSweetNewHome.com or simply “LIKE” the WBA Facebook page at <http://tinyurl.com/phelptp>

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The Wisconsin Builders Association® (WBA) is a professional trade organization that advances the housing industry for members and consumers through government involvement, education and promotion. Founded in 1947, the WBA is comprised of over 4,800 members and 23 local associations committed to preserving and promoting the American dream of home ownership. Our vision is to promote good housing policy to ensure that affordable, innovative and environmentally conscious homes are accessible to all within the state of Wisconsin.

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