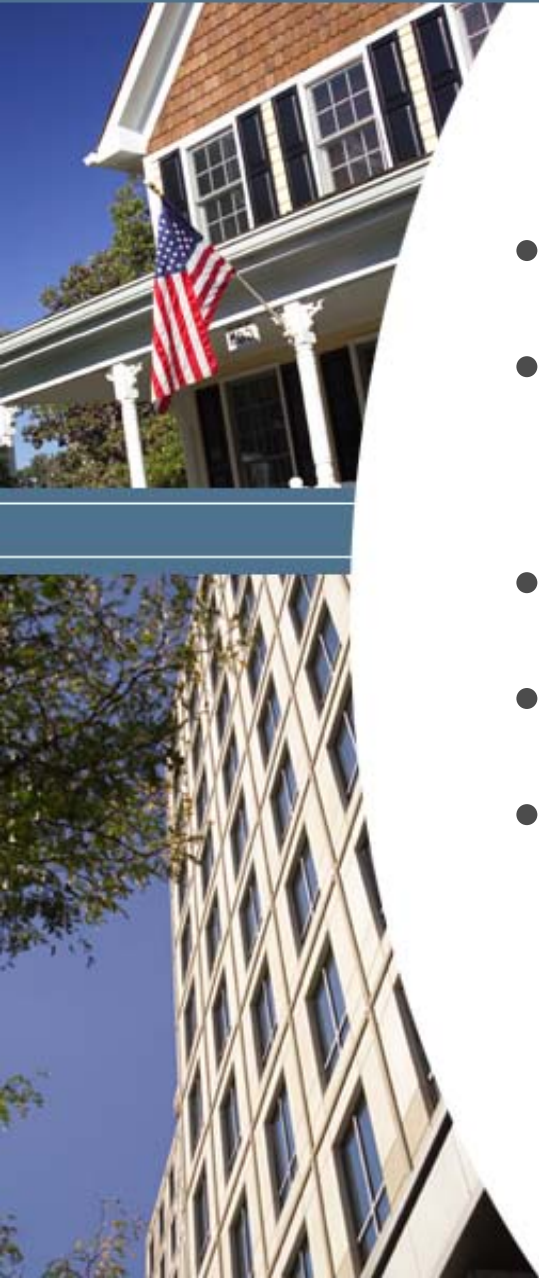


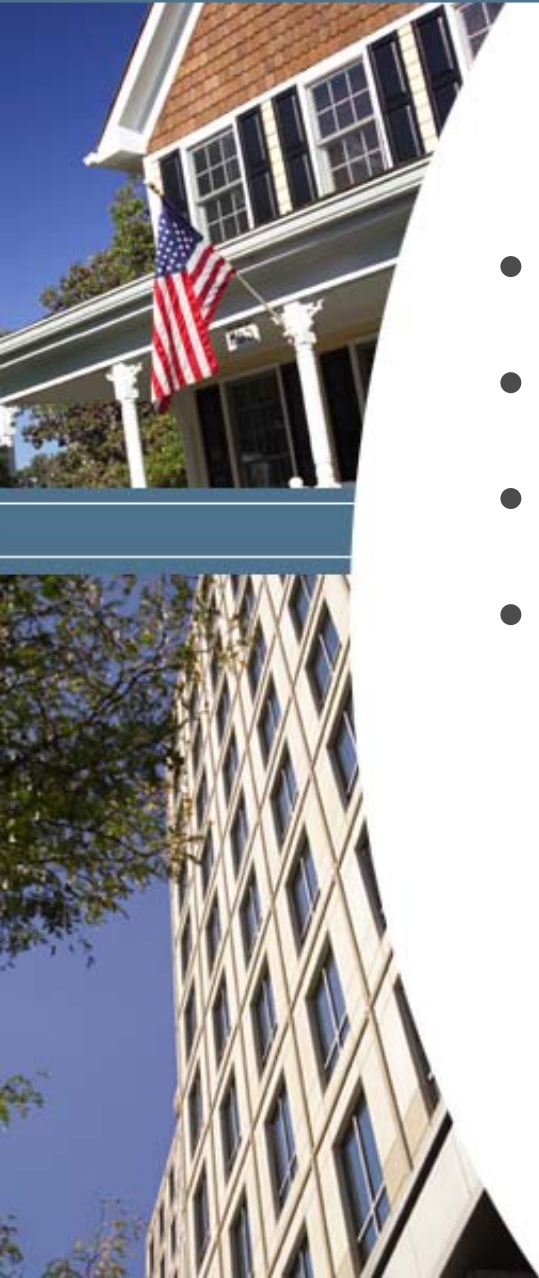


Energy Efficient Housing

A Fast Growing Market

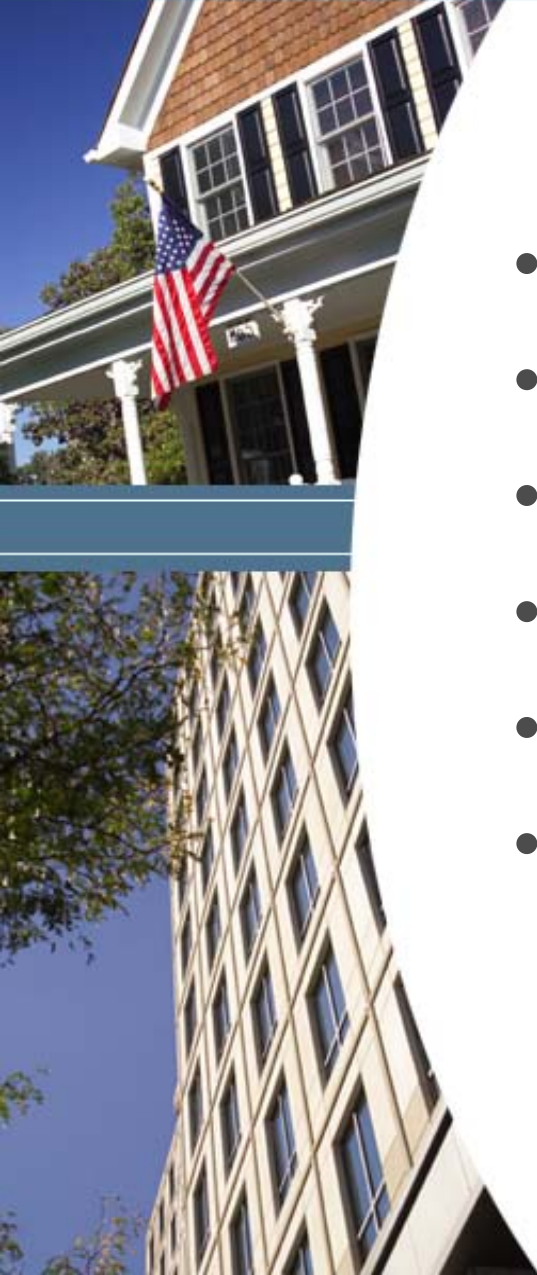


- 1 million new EPA Energy Star Loans
- Over 17% of all new homes in 2008 and growing rapidly
- Most major national builders involved
- State & Local environmental mandates
- Upcoming Federal Standards



- 130 million Existing Homes in U.S.
- 95 million have energy needs
- Over 60% are 35 years and older
- 40% or more potential savings in home energy usage

Why the Demand?

- 
- Rapidly Rising Energy Costs
 - Tremendous Strides in Technology
 - Greater Consumer Awareness
 - Federal/State Tax Credits
 - Sustainability of Homeownership
 - Resale Potential



Certification Programs

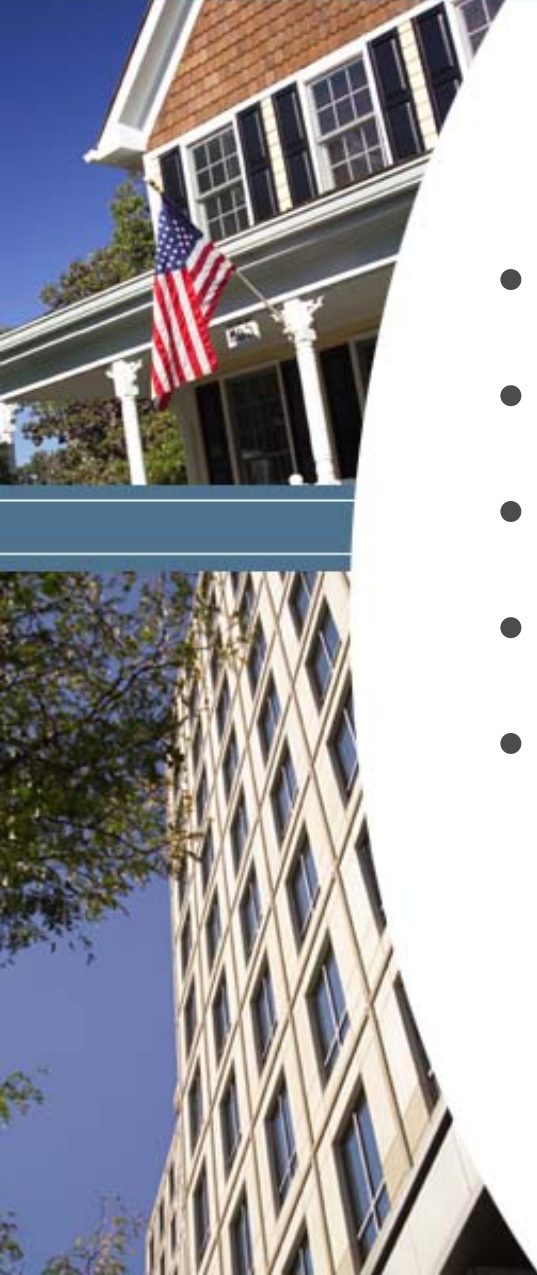
- Energy Star (EPA)
- USGBC LEED for Homes
- NAHB Green
- Green Advantage
- State & Local Programs

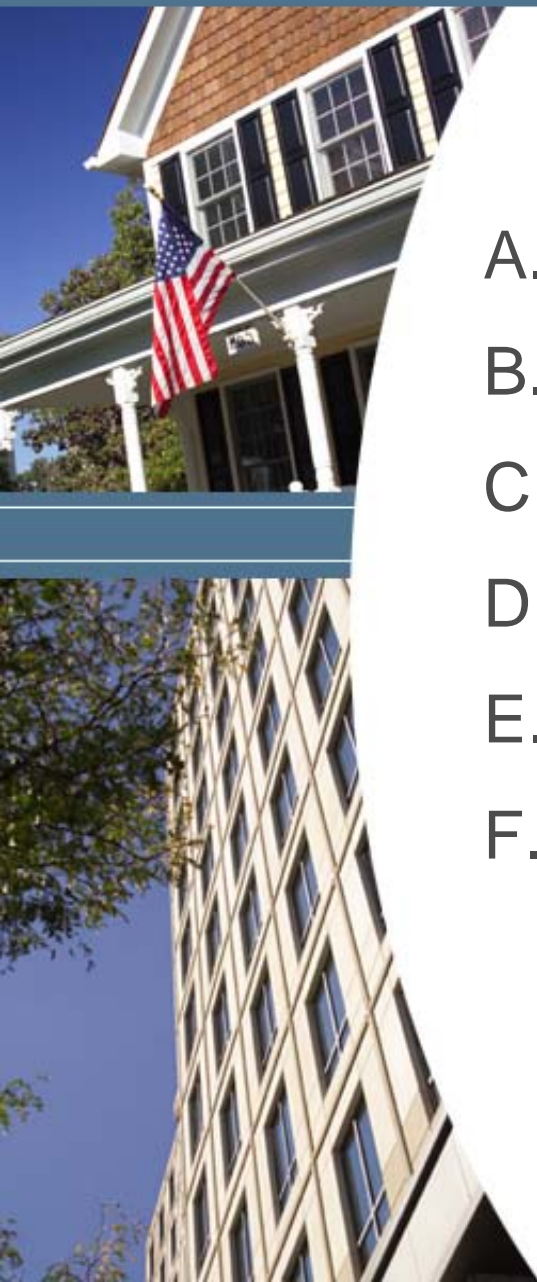


How are the Savings Measured?



- Home Energy Rating System (HERS)
- Have trained raters in all major markets
- Measure savings over IEC standard

Available Mortgage Products

- 
- FHA 203(b) Energy Efficient Mortgage
 - FHA 203(k) Construction Perm
 - Veterans Administration EEM
 - Fannie Mae and Freddie Mac
 - State & Local (Pace Programs)

- 
- A. Must be Cost-Effective
 - B. Spending Caps on Improvements
 - C. HERS Rating Required
 - D. Consumer Stretch Ratios
 - E. Improvements added to Value
 - F. Lender Escrow for Improvements

The FHA Efficient Mortgage Example

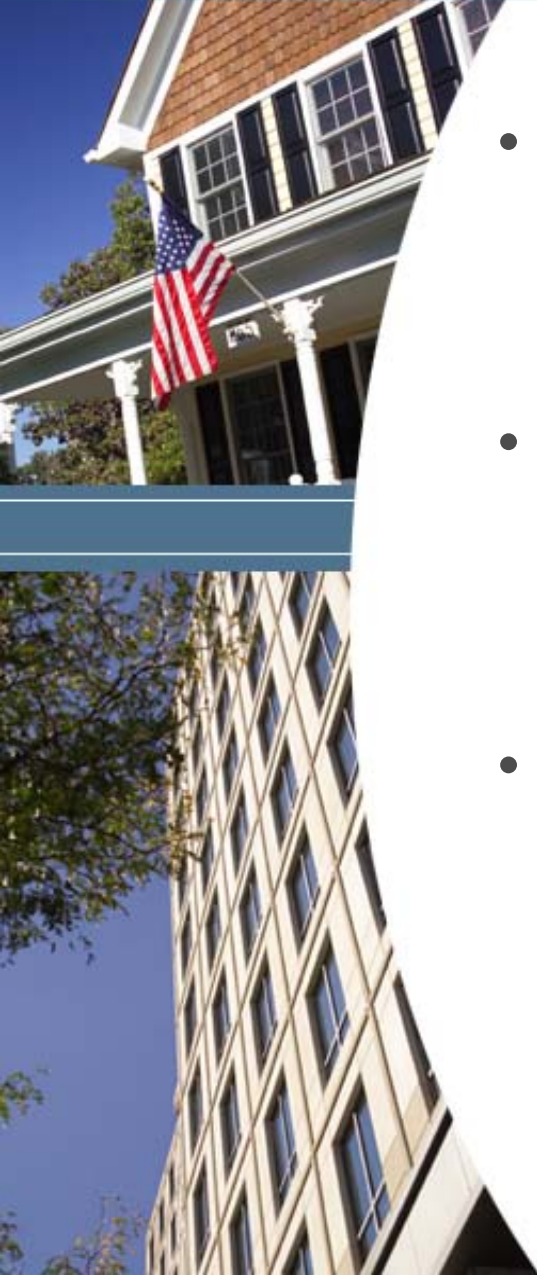


	Non-Energy Efficient Home	Energy Efficient Home
Purchase Price	\$150,000	\$150,000
Down Payment	\$4,500	\$4,500
Cost of Improvements	-	\$6,000
Loan Amount	\$145,500	\$151,500
Interest Rate	5.625%	5.625%
Monthly PITI	\$1,287	\$1,322
Average Utility Bill	\$275	\$150
Total Expense	\$1,562	\$1,472
Qualifying Income	\$52,066	\$49,066
Monthly Savings	\$0	\$90
Annual Savings	\$0	\$1,080

Sourcing the Business?

- Builders
 - Major builders engaged
 - Medium and smaller growing
 - Green branding through certification
- Realtors
 - Great market tool for older neighborhoods
 - NAR Green Realtor Designation
 - MLS Green Property tagging
- State & Local Government Programs
- Local Utility programs
- Consumers
 - Link to www.Energystar.gov

Why Target this Market?

- 
- Offers Consumer Advantages
 - Greener homes and more efficient home
 - Significant tax rebates
 - All financing in 1st mortgage
 - Community Advantages
 - Revitalize older housing stock
 - Keep people in their homes
 - Reduce pollution
 - Lender Advantages
 - Growing market
 - Product differentiation
 - Powerful mortgage product
 - Market recognition