



The Builder's Advantage

Your customers' values are changing. A national survey* has shown that homebuyers are willing to pay for green building features. In fact, 66% said they would spend \$2,500 to \$5,000 extra for environmentally friendly measures. The REU Earth Advantage® program positions you to meet this new, growing demand to "live natural and build green".

The survey also reported that energy efficiency and improved indoor air quality are consumer priorities. REU's Earth Advantage program provides innovative ideas to achieve these objectives and help you create homes with a higher level of quality and performance.

A Competitive Edge

Show your customers that you share their values by providing homes that address their health and comfort needs, while conserving our natural resources. REU's Earth Advantage program provides your customers an home that is, at least 20 percent more energy efficient than a home built to standard building practices. Benefits like these can elevate you above your competition.

Earth Advantage Quality

Energy efficient features and durable materials make REU Earth Advantage homes a smart long-term investment. You can choose from a variety of features such as high efficiency air conditioning systems, less toxic paints, recycled carpet and naturoscaping to obtain REU Earth Advantage certification.

REU Earth Advantage homes must satisfy program requirements in each of four categories:

- Energy Efficiency**
- Healthier Indoor Air**
- Environmental Responsibility**
- Resource Efficiency**

Support and Marketing

We're here to help you participate and benefit from REU's Earth Advantage program. We will provide builders with a resource guide for sustainable and efficient building measures. REU's Earth Advantage Program Managers will work with you to achieve certification. REU also offers and provides training and resources for subcontractors.

As an REU Earth Advantage builder, you also qualify for Redding Electric Utility sales support and advertising through co-operative advertising and listings on REU's Earth Advantage Web Site.

**Source: Professional Builder Magazine, June 2001*

To find out more about the REU Earth Advantage program, visit our Web site at www.reupower.com or call (530) 339-7300.



live natural. build green.