

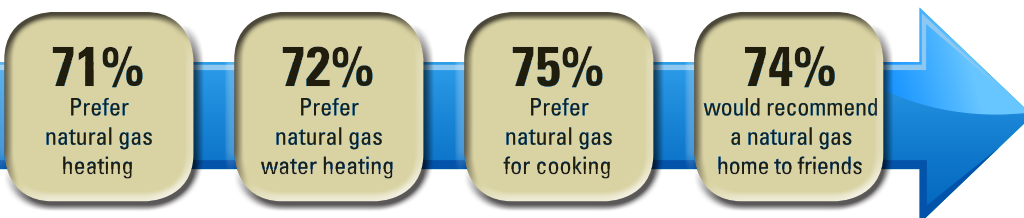
BUILD YOUR BOTTOM LINE BY BUILDING WITH NATURAL GAS



It's simple. If you build what home buyers want at a market price, you will sell a lot of homes. And what home buyers want is a home with natural gas.

What home buyers are saying about natural gas.

In a national survey¹ of homeowners just like your prospective buyers, the results clearly illustrate a preference for natural gas.



So if you want to be competitive, give customers what they want ... the savings and comfort of a home built with natural gas appliances.

What home builders are saying about natural gas.

In a slower market, the pace of home sales is increasingly more important. A majority of home builders agree that new homes with natural gas equipment, such as a furnace or water heater, generally sell quicker than homes without natural gas equipment². Even better, builders reported that the average price for a new home with natural gas sells for 6 percent more than the average electric home². The ability to sell homes faster and for higher profits is a natural gas advantage any builder would appreciate.

Why is natural gas the preferred fuel for new homes?

- ◆ Natural gas is comfortable. It provides warmer heat and more hot water.
- ◆ Natural gas is economical. On a comparative basis, natural gas costs less than other energy sources,³ saving your home buyers money each month on their utility bills.
- ◆ Natural gas enhances a home buyer's lifestyle with kitchens that sell themselves and great amenities like a gas fireplace, gas grill and more.
- ◆ Natural gas is clean. Using natural gas appliances can significantly lower a home's carbon footprint.
- ◆ Natural gas is domestic and abundant. North America has more than 100 years of natural gas supplies.
- ◆ Natural gas is efficient. Many natural gas appliances can help builders meet green building guidelines and carry the ENERGY STAR label.

1. Reference: 2010 New Homeowner Energy Preference Survey, Prepared by Woodland, O'Brien & Scott – Consultants to the Housing Industry, St. Paul, MN

2. Reference: Special Report on Price Differential of Gas vs. Electric Homes, November 2010, prepared by Economics & Housing Policy Group of the National Association of Home Builders, Washington, D.C.

3. Reference: 2011 Energy Information Administration Representative Average Unit Costs for 5 Residential Energy Sources.

When you build with natural gas, everyone benefits

As a builder, you have:

- Homes that more homebuyers want
- Homes that sell faster
- Homes that sell at higher prices

Your buyers have:

- A home with features they prefer
- A greener, more energy-efficient home
- More home for their money

Visit CenterPointEnergy.com/gasisbetter for more information.