

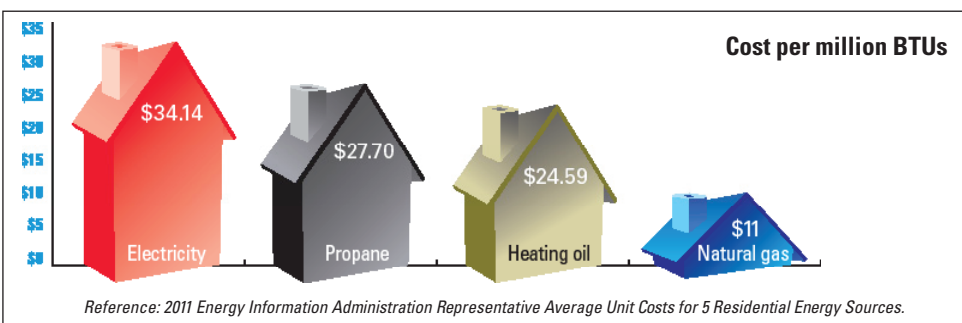
# HELP YOUR HOMEOWNERS SAVE A LITTLE GREEN



Builders in today's housing market need every advantage they can get. By building with natural gas, you can offer prospective buyers what they prefer; lower annual energy costs, greater comfort and a home with a smaller carbon footprint.

## Dollars and sense: Save home buyers energy and money

The cost of homeownership is a concern, particularly for first-time buyers. Natural gas is a more cost-effective fuel than electricity for heating, cooking, clothes drying, and water heating. As the chart below shows, on a comparative basis, natural gas offers the best energy value for every dollar spent on energy.



Natural gas homes are naturally more appealing to potential home buyers because they offer:

- Lower energy costs
- Superior performance for greater efficiency and comfort
- Smaller carbon footprint than electricity, releasing:
  - Less carbon dioxide (a major greenhouse gas)
  - Less sulfur dioxide (a major cause of acid rain and haze)
  - Less nitrogen oxides (the primary cause of smog)
  - Zero mercury emissions (makes some fish unsafe to eat)

Visit [CenterPointEnergy.com/gasisbetter](http://CenterPointEnergy.com/gasisbetter) for more information.

## Comfort: Say no to running out of hot water

Home buyers list location as the number one reason for purchasing a new home. But right behind location is style and design, such as master baths featuring garden tubs and showers with multiple showerheads. Meeting the hot water demands of these stylish bathrooms requires fast recovery to ensure hot water is available when needed. Natural gas water heaters have higher first hour ratings and quicker recovery than electric water heaters. In fact, it typically takes a 50-60 gallon electric water heater to do the same job as a smaller 40 gallon natural gas water heater. And the gas water heater heats water at about half the cost. So for greater buyer satisfaction, select natural gas tanks or tankless water heaters for the homes you build.

## Go green: Environmental benefits

More and more, home buyers are looking for greener, more energy efficient homes. When you build with natural gas, you are choosing a more efficient and cleaner burning fuel for heating, cooking and water heating. As the chart below illustrates, a natural gas home has a smaller carbon footprint.

### Your carbon footprint is lower with gas appliances

- 10,982 pounds of CO<sub>2</sub> per year for all natural gas appliances
- 19,115 pound of CO<sub>2</sub> per year for all electric appliances

Assumptions: 2000 sq. ft home, 3 occupants, 7 loads of laundry per week.

Source: EGrid 2010 emissions data, all sources of power generation, ©2011 Energy Solutions Center Inc.

