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“Pinn Brothers has built three all-solar communities in Northern California, each designed to maximize the power of renewable energy and drastically decrease homebuyers’ utility costs. We see adding solar as a standard feature to our homes as part of our longstanding promise—to provide homebuyers a superior product and comfortable place to live that they can be proud of.”

—Greg A. Pinn of Pinn Brothers

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**RESEARCH\*** released by the California Energy Commission reveals that California home buyers *want solar and energy efficient homes*

- 91 percent of Californians view a home’s energy efficiency as an important factor when considering the purchase of a new home
- 70 percent said the cost of the monthly electricity bill was an important factor in their decision to buy a new home
- 74 percent believe that builders should make roof-top solar electric systems standard on all new homes they build
- 78 percent perceive a home builder who builds homes with solar electric systems as a green builder who cares about the environment
- 81 percent believe that a solar electric system lets a homeowner start saving on monthly living costs immediately

\*The NSHP market research was conducted by an independent contractor, Fairbank, Maslin, Maullin & Associates, from March to May 2007.

Arnold Schwarzenegger, Governor

## CALIFORNIA ENERGY COMMISSION

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In January 2007, the State of California launched the Go Solar California campaign, a \$3.3 billion effort that aims to install 3,000 megawatts of new grid-connected solar by the end of 2016 and to transform the market for solar energy by dramatically reducing the cost of solar.

As part of the statewide solar effort, the California Public Utilities Commission initiated the investor-owned utility solar program, known as the California Solar Initiative (CSI). The California Energy Commission’s New Solar Homes Partnership is a component of the CSI which provides financial incentives and marketing support to home builders for new home construction.

To learn more about statewide solar incentives call your local utility. To find a California Sun Certified Energy Efficient new home community in your area, visit [www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org).

**Pacific Gas & Electric: 1-877-743-4112**

**Southern California Edison: 1-866-584-7436**

**San Diego Gas & Electric: 1-866-631-1744**

CEC-180-2009-002

GO **solar**  
CALIFORNIA

**Become a Builder Partner**



[www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org)

**New Solar Homes Partnership**

## A PARTNERSHIP INTERESTED IN YOUR SUCCESS

The New Solar Homes Partnership (NSHP) is a component of the California Solar Initiative – a plan which moves the state toward a cleaner energy future and helps lower the cost of solar for builders and consumers.

The partnership provides financial incentives and marketing support to home builders, encouraging the construction of new, energy efficient solar homes that save homeowners money on their electric bills and help protect the environment. The goals of the NSHP are to create a self-sustaining market for solar homes and gain builder commitment to install solar energy systems on new homes as a standard feature for the home buyer. A new home that qualifies for the NSHP is at least 15 percent more efficient than the current building standards. The overall goal of the NSHP is to achieve 400 megawatts of new solar-produced electricity by the end of 2016.



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“We’re pleased to be offering zero-energy homes with high-efficiency solar systems. Homeowners are enjoying substantially reduced utility bills and the satisfaction that they are helping to improve the environment by using emission-free solar power.”

—Scott Kramer of Meritage Homes  
Northern California/Bay Area Division

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### Become a Builder Partner in the **NEW SOLAR HOMES PARTNERSHIP**

The NSHP wants to join forces with California’s leading-edge builders and developers to help bring more energy efficient solar homes to the marketplace. To qualify as a partner in the NSHP, builders must meet these basic requirements:

- Ensure the location of the development will receive electric service from an eligible investor-owned utility (Pacific Gas & Electric, Southern California Edison or San Diego Gas & Electric).
- Exceed the current Title 24 Building Energy Efficiency Standards.
- Order or download the NSHP Guidebook from the Energy Commission for eligibility requirements and program information that allows you to apply for a reservation and a claim rebate.
- Submit your NSHP application to your local investor-owned utility for review (Pacific Gas & Electric, Southern California Edison or San Diego Gas & Electric).

### **GREAT INCENTIVES** for Building Green

The NSHP provides financial incentives and marketing support to builders for installing eligible solar photovoltaic systems on new residential buildings that receive electricity from investor-owned utilities.

These incentives vary according to the energy efficiency level, the design and installation of the system, plus several other factors. Some of the incentives and marketing support include:

- Rebates to help offset the cost of the solar installation
- Access to new home-buyer research
- Energy Commission expertise and local utility team support
- Support through the statewide NSHP media campaign
- Co-branding and the ability to reproduce the NSHP campaign materials
- Use of the California Sun Certified Energy Efficient Home logo
- Information and link to solar communities on [GoSolarCalifornia.org](http://GoSolarCalifornia.org)

For detailed information about the financial incentives, please refer to the California Energy Commission New Solar Homes Partnership Guidebook.

For information on the marketing support available to NSHP builders, please refer to the Builder Outreach Kit at [www.GoSolarCalifornia.org](http://www.GoSolarCalifornia.org).