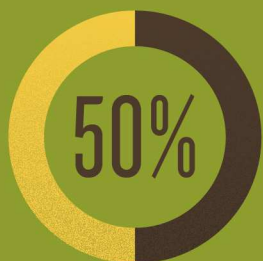
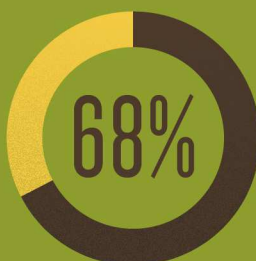


# WHAT'S IN A NAME?

Buyers and builders don't always speak the same language. But despite the marked differences in semantics, energy efficiency is paramount to consumers.



of respondents agree that **energy-efficiency** is the most important attribute when facing a home purchase or remodel decision.

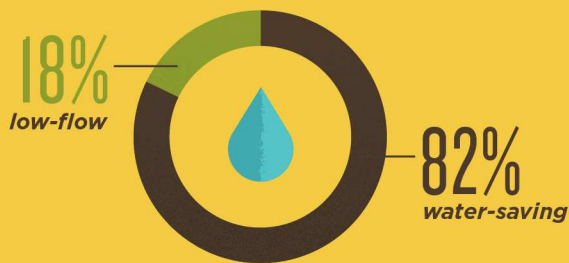


of consumers who purchased a home in the past three years, or plan to in the next three, feel the term **eco-friendly** offers more value than a home marketed as **green** by builders.



of consumers find more value in a home described as **comfortable** than one described as **livable**.

Do buyers prefer the term **low-flow** or **water-saving**?



Do buyers prefer the term **green-conscious** or **environmentally friendly**?

