



You've built a  
successful business.

You've helped customers  
live the American Dream.

Now you're thinking  
about the future.

Are you an EXCEPTIONAL BUILDER?

Today's homeowners demand nothing less.

Fueling EXCEPTIONAL LIVING.



**AMERICANS ARE WIDELY RECOGNIZED** for their bold, independent spirit. As risk-takers and innovators, we honor our collective heritage by pushing old boundaries and aggressively seeking new ways to achieve a higher quality of life. Increasingly, people in search of exceptional lives are moving beyond natural gas mains in favor of greater spaces and natural places.

Next to choosing a lot and a floor plan, do you know what's most important to today's home buyers? Energy. In a recent Harris Interactive survey of consumers planning to build custom homes in locations where natural gas is unavailable, more than 70 percent say the choice of an energy source is a very important consideration. When it comes to making that choice, consumers say propane — not electricity — is a more comfortable, reliable and efficient energy source.

More than ever, today's home buyers want energy choices that deliver strong performance with good value. By serving as an energy expert, you can help your customers make important decisions early in the construction or remodeling process that will enhance their comfort, lifestyle and long-term satisfaction.

Exceptional builders. Exceptional energy.  
A powerful combination.

**PROPANE**  
EXCEPTIONAL ENERGY®

From community-wide energy systems to single appliances, propane helps builders provide the exceptional energy consumers demand:

**COMMUNITY DEVELOPMENT.** Deliver an appealing central fuel system with metered gas service to each individual home. This provides homeowners all the comforts and value of gas appliances.

**SINGLE-FAMILY HOME BUILDING.** Bring efficient, safe and green energy solutions to virtually any location.

**REMODELING.** Provide cost- and energy-saving alternatives with tankless water heaters, gas cooktops and more.

Learn more about the wide range of propane energy solutions at [www.buildwithpropane.com](http://www.buildwithpropane.com)

## HOW DOES PROPANE DELIVER AROUND THE HOUSE?

In more ways than you may think.



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## 10 WAYS PROPANE CAN HELP BUILD YOUR BUSINESS.

**1) IT'S A VALUABLE ENERGY OPTION.** In many locations, electricity is the default choice for heating and major appliances. By presenting propane as a more appealing option to your customers, you can give your business a competitive edge.

**2) IT'S POPULAR.** In a Harris Interactive poll of people looking to build or remodel in areas beyond natural gas mains in the next five years, 83 percent say they feel good about the benefits of propane.

**3) IT'S RELIABLE.** Currently, 90 percent of America's propane supply is produced domestically — making it far less prone to political instability. While storms, hot weather and rolling blackouts can wreak havoc with electrical service, propane is always on, always available.

**4) IT'S LIBERATING.** With propane, your customers can have all the advantages of gas heating, cooking and appliances — without the constraints of living in more developed areas.

**5) IT'S INVISIBLE.** Today, you can offer customers durable underground tanks that are safe, environmentally approved and out of sight.

**6) IT'S OUTDOOR-READY.** According to the American Institute of Architects, new home designs with at least one defined outdoor living area rose 15 percent from 2005 to 2006. Talk with your customers about the wide array of propane outdoor hearth and cooking products, pool and hot tub heaters, outdoor grills, deck heaters, lighting, and more.

**7) IT'S INNOVATIVE.** You've probably heard of an electric bug zapper. Did you know that a propane mosquito eliminator is quieter, cleaner and able to protect a larger area? It's just one of many examples of innovative ideas fueled by propane.

**8) IT'S FLEXIBLE HOME HEAT.** While propane is a great choice for furnaces, it also fuels gas fireplaces, fireplace inserts and hearth stoves — all of which can be up to 100 percent energy efficient. Another cozy thought: propane hydronic floor heating systems.

**9) IT'S LOW MAINTENANCE.** Propane is sold and serviced by a national network of retailers in virtually every community, making it a premium, worry-free energy source for your customers.

**10) IT'S PROFESSIONAL GRADE.** When you offer propane, you can take pride in knowing it delivers comfortable home heating, versatile cooking, efficient water heating and more. That higher level of performance can help distinguish your business.

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### HOW DOES PROPANE DELIVER AROUND THE HOUSE?

In more ways than you may think.



Whether you're developing a community, building a single-family home or remodeling, propane can enhance a home's appeal. Before you automatically plan on electricity or other energy sources, consider the many advantages of propane.

**TANKLESS WATER HEATER.** A propane tankless water heater costs less to operate than a standard electric unit while providing an endless flow of hot water.

**UNDERGROUND TANK.** For home buyers concerned about appearance, a durable underground propane tank is a safe, discreet option. Once a tank is buried, only a small dome is visible — allowing for easy servicing and refilling.

**COOKTOP AND OVEN.** In a national survey of professional chefs, 96 percent say they prefer gas cooking units over electric ranges and ovens. Propane meets the cooking needs of discriminating homeowners.

**FURNACE.** In addition to being more energy-efficient than electric baseboard heat and longer-lasting than an electric heat pump, a propane furnace offers low-profile design that can fit into the tightest spaces.

**GENERATOR.** Propane standby generators quickly restore power to your entire home in the event of a power outage.

**OUTDOOR APPLIANCES.** Advances in flexible gas piping make it easy to deliver the benefits of propane to outdoor appliances such as deck heaters, grills, lighting, and pool or spa heaters.

**CLOTHES DRYER.** In addition to offering greater energy efficiency than electric units, a propane dryer quickly reaches the desired temperatures to dry clothes evenly.

**LEARN MORE ABOUT BUILDING WITH PROPANE:** The Propane Education & Research Council, in cooperation with the American Institute of Architects and with the Pratt Institute Center for Continuing and Professional Studies, offers an online course for architects and design professionals, "Sustainable Design with Propane and Underground Propane Tanks." The course promotes understanding of the energy and environmental benefits of specifying propane into building projects. For more information, go to [ces.pratt.edu](http://ces.pratt.edu).

### PROPANE: A PROVEN TRACK RECORD.

Across the country, housing pros are finding innovative ways to provide their customers with propane's versatile, high-quality benefits. For the full story on these home developments, go to [www.buildwithpropane.com](http://www.buildwithpropane.com)

**Vista View Solon Township, Michigan**  
Sable Development Inc. has used propane for several years in all single-family homes it builds in areas beyond natural gas mains. But when this developer chose to integrate propane into a new 82-home community near Grand Rapids, it intentionally made a crucial selling point nearly invisible.

**The Palms at Manele Lana'i City, Hawaii**  
When planning this collection of 38 ocean-view homes, Lana'i Developers wanted to deliver all the benefits one would expect in an upscale home development. This builder used propane to deliver premium-grade results.

**Juliette Falls Ocala, Florida**  
From a championship golf course to distinctive spa amenities, Juliette Falls has virtually everything a prospective home buyer could want. Custom home builder Viking LLC chose propane as the main energy source for the 548-home development, adding peace of mind as a key selling point.

**StoneField Estates Mt. Cobb, Pennsylvania**  
Fifteen miles outside Scranton, Outlook Construction created the 116-home StoneField Estates development to meet strong local growth demands. Propane offered big benefits to buyers seeking an exurban lifestyle.



WANT TO LEARN MORE? GO TO: [www.buildwithpropane.com](http://www.buildwithpropane.com)

## TEST YOUR ENERGY IQ.

1) The percentage of housing pros who say they're confident in their ability to advise customers on energy choices is:

- a) 33 percent
- b) 50 percent
- c) 75 percent
- d) 90 percent

2) Name attributes consumers say are truer of propane (and less true of electricity):

- a) Immediate heat
- b) Warm heat
- c) Good value
- d) Comfortable
- e) Exceptional
- f) All of the above

3) The average lifespan of a propane furnace is about 20 years, meaning it will outlast an electric heat pump by:

- a) 1 to 2 years
- b) 3 to 4 years
- c) 5 to 10 years
- d) 11 to 15 years

4) When contrasted with a standard electric unit, a tankless propane water heater provides an endless flow of hot water and costs up to:

- a) 10 percent less to operate
- b) 25 percent less to operate
- c) 33 percent less to operate
- d) 60 percent less to operate

5) According to the U.S. Environmental Protection Agency, propane emissions can be less harmful to the environment than those of:

- a) Natural gas
- b) Fuel oil
- c) Electricity
- d) Gasoline or ethanol
- e) All of the above

Exceptional builders work best with exceptional energy.  
To check your personal energy IQ score — and learn more about how propane can heat up your business — go to  
→ [www.buildwithpropane.com](http://www.buildwithpropane.com)



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