



# New Jersey Board of Public Utilities

## PRESS RELEASE

**For Immediate Release:**

March 20, 2008

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### **WALTERS HOMES WINS TOP HONORS FOR BUILDING AND PROMOTING ENERGY-SAVING HOMES**

*New Jersey ENERGY STAR<sup>®</sup> Homes, part of New Jersey's Clean Energy Program<sup>™</sup>,  
Provides at least 15 to 35 percent more energy efficiency than standard new homes*

(OLD BRIDGE TOWNSHIP, NJ) – Walters Homes of Barnegat, a builder in the New Jersey ENERGY STAR Homes Program, recently was honored at the Fifth Annual 2008 Fabulous Achievement in Marketing Excellence (FAME) Awards for its promotion of New Jersey ENERGY STAR Homes. The Shore Builders Association of Central New Jersey (SBACNJ) sponsors the FAME awards.

Supported with incentives from the New Jersey Board of Public Utilities (NJBPU) and New Jersey's Clean Energy Program<sup>™</sup>, New Jersey ENERGY STAR Homes are at least 15 to 35 percent more energy efficient than a standard home. They achieve energy savings with improved air sealing and insulation techniques, high quality windows and doors, high efficiency heating and cooling systems, well-sealed duct systems and ENERGY STAR qualified appliances and lighting. Depending on a builder's practices, New Jersey ENERGY STAR Homes do not have to cost more to build and offer homebuyers significant long-term savings due to lower operating costs that result from the home's energy efficiency features.

"Building energy efficient homes through the ENERGY STAR<sup>®</sup> Homes program gives builders and residents an opportunity to help reduce energy usage and lower greenhouse gas emissions," said NJBPU President Jeanne M. Fox. "New Jersey ENERGY STAR Homes are an important part of New Jersey's goal to reduce overall energy use 20 percent by 2020."

"Without modifying our architectural designs, we can offer homebuyers affordable New Jersey ENERGY STAR homes at Ocean Acres," said Edward Walters Jr., president and founder of the Walters Group. "These houses feature a variety of energy-efficient products that will help homeowners save money, provide more comfortable surroundings and help protect the environment. As energy costs continue to rise, we feel this is an economical and valuable product to our customers."

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Walters Homes was selected from more than 100 entries submitted in 24 categories and received their awards at the FAME Gala on February 21. The builder received the “*Best Special Promotion/Event for a Community to the Buying Public*” for its ENERGY STAR event held June 9, 2007, at Walters Homes’ Ocean Acres in Barnegat. During the event, representatives from Walters Homes and the New Jersey ENERGY STAR Homes program led prospective buyers through a model home and explained its specific energy-saving features. Walters Homes used a combination of direct mail, marketing brochures and fact sheets, signs and photos to promote the event and the benefits of the home’s energy efficient features.

Using the latest technology and building science techniques, homes in any price range and architectural style can be built more efficiently without sacrificing style or comfort. To receive certification as a New Jersey ENERGY STAR Home, a dwelling must reach an index of 85 points or less on the Home Energy Rating System (HERS) scale, a nationally recognized standard for rating energy efficiency.

In order to ensure a home meets this rating, builders will work with homeowners to select the appropriate mix of energy-efficiency upgrades and ensure proper building practices are followed. Additionally, each New Jersey ENERGY STAR Home must pass a stringent evaluation that includes a computer-based energy analysis, as well as inspections and third-party certification testing to ensure that the home is properly insulated, doors and windows are installed correctly and all cracks and gaps in a home are sealed.

Walters Homes also received the following FAME awards:

- Best Public Relations Release or Campaign for Ocean Acres at Barnegat;
- Salesperson of the Year/Laurie McManus;
- Project Superintendent of the Year/Jon Parker;
- Options/Upgrades Sales Achievements Over \$400,000/Danielle Edreff;
- Million Dollar Club New Homes Sales-Silver/Laurie McManus.

For more information about New Jersey ENERGY STAR Homes and New Jersey’s *Clean Energy* Program, visit [www.njcleanenergy.com](http://www.njcleanenergy.com) or call 1-866-NJSMART (1-866-657-6278).

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**About the New Jersey Board of Public Utilities (NJBP)**

*The New Jersey Board of Public Utilities is a state agency and regulatory authority mandated to ensure safe, adequate, and proper utility services at reasonable rates for New Jersey customers. Critical services regulated by the NJBP include natural gas, electricity, water, wastewater, telecommunications and cable television. The Board has general oversight responsibility for monitoring utility service, responding to consumer complaints, and investigating utility accidents. To find out more about the NJBP, visit our web site at [www.nj.gov/bpu](http://www.nj.gov/bpu).*

**About the New Jersey Clean Energy Program**

*New Jersey's Clean Energy Program, established on January 22, 2003, in accordance with the Electric Discount and Energy Competition Act (EDECA), provides financial and other incentives to the State's residential customers, businesses and schools that install high-efficiency or renewable energy technologies, thereby reducing energy usage, lowering customers' energy bills and reducing environmental impacts. The program is authorized and overseen by the New Jersey Board of Public Utilities (NJBP), and its website is [www.njcleanenergy.com](http://www.njcleanenergy.com).*

