

Build a Better Home with Natural Gas

- Homes with natural gas sell for 6% more than all-electric homes.
- Homes with natural gas sell faster than electric homes .
- More than 70% of homeowners prefer gas heating and other gas appliances.
- Building with natural gas is a win for your bottom line.



What do your customers want in a home? ¹

- Natural gas heating, water heating and cooking are preferred by more than 70% of homeowners.
- Almost 75% of homeowners would recommend a home with natural gas to their friends.
- More than 85% of homeowners that have natural gas for heating, water heating, cooking and clothes dryers prefer natural gas for these appliances.

In this slower and highly competitive new home market, you need every advantage you can get. Meet your customer's desires by building a home that has natural gas appliances.

Why is natural gas the preferred fuel?

- Natural gas is reliable and safe. Even when the power is out, natural gas is on to help operate a home.
- Natural gas is comfortable. It enhances a homeowner's lifestyle with warmer heat, more hot water, precise cooking and great amenities like a gas fireplace, gas grill and more.
- Natural gas is clean. Natural gas appliances can lower a home's carbon footprint by approximately 43% over electric appliances. And it's a reliable fuel source combined with solar, wind and other renewable energies.
- Natural gas is domestic and abundant. North America has more than 100 years of natural gas supplies.
- Natural gas is efficient. Many natural gas appliances meet green building guidelines and carry the ENERGY STAR rating.

Increase your profits with Gas! ²

- New single-family homes with natural gas heating and other natural gas appliances are selling on average for 6% above homes built with electric heating and appliances.

Sell your home faster with gas! ²

- An overwhelming majority of builders agree that new homes with natural gas equipment generally sell quicker than new homes without any natural gas equipment.

1. Reference: 2010 New Homeowner Energy Preference Survey, Prepared by Woodland O'Brien & Scott – Consultants to the Housing Industry, St. Paul, MN

2. Reference: Special Report on Price Differential of Gas vs. Electric Homes, November 2010, prepared by Economics & Housing Policy Group of the National Association of Home Builders, Washington, DC.



For more information, please contact the Energy Services Department at **302.736.7894**.