

# NEW SOLAR HOMES PARTNERSHIP

## HOME BUILDER'S CASE STUDY

### Lennar



### PROJECT

#### *Laureate, Ironcrest and Wayfarer - Roseville, CA*

In January of 2007, Lennar's Sacramento division unveiled plans to build 572 energy efficient homes within five neighborhoods at the Westpark master planned community in Roseville, CA. Three of the communities — Laureate, Ironcrest and Wayfarer — include approximately 270 homes, with Sentiero and Walkabout coming soon. The homes will feature Lennar's SOLAR*plus* program, which combines energy efficient design with on-site solar photovoltaic (PV) electricity systems, allowing homes to generate up to 60 percent of total household energy needs. The average monthly electric bill for a SOLAR*plus* home in Lennar's Roseville developments is estimated to be \$48.

Based on the company's success in selling solar homes in Roseville, Lennar's Bay Area division pledged to offer solar PV systems as a standard feature in all of its new homes, which will be built 35 percent above Title 24 energy efficiency requirements.

### MAKING THE DECISION

*Les Lifter, vice president of marketing for Lennar Homes*, said the division's decision to offer solar as a standard feature resulted from a "perfect storm" of the solar initiative pushed by Gov. Schwarzenegger, the expansion of solar technology companies, the lower cost of solar technology and the burgeoning consumer demand and interest in sustainable energy.

As a company, Lennar made the decision to offer homes with solar features because *it recognizes the need to develop communities that generate clean, renewable energy*. Lennar wants to help protect its home owners against rising energy costs, and solar provides great economic savings on utility bills.

### CHALLENGE

There has been a learning curve for Lennar marketing and sales teams to understand and communicate the benefits of solar and energy efficiency features effectively. Seminars and custom-produced materials by PV vendors help educate both the sales teams and home buyers about the simplicity, reliability and savings of a solar energy efficient home.

### SOLUTION

Lennar began working with PV vendor SunPower early in the design and construction phase, enabling the vendor to educate construction, purchasing, marketing and sales departments about how the systems work and their benefits. *SunPower also worked closely with the local utility and municipality to ensure that solar installations were executed properly.*

*To help educate home buyers, Lennar developed "Solar Rooms" in its model homes.* These showrooms feature a wall mural depicting how PV is installed and how the inverter box works, along with a continuously streaming video about solar. Other marketing tools Lennar uses include press conferences, a solar brochure, video, flyers, banners and print ads.

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"We've only been in our new home a few months but are already very surprised by our utility savings. The home is so efficient – I tell all my friends. Plus, I'm helping the environment and I like that."

– Katrina W., Wayfarer resident

### PERFORMANCE RESULTS

"The SunPower solar systems are fully integrated into our homes' design. They operate simply, requiring no effort by our customers to enjoy the monthly savings," says Jeff Panasiti, president of Lennar Homes' Sacramento division. "As a builder, including roof-integrated solar panels in the homes' construction makes perfect sense. It should come as no surprise that these homes sell faster."

The national media attention Lennar received for its commitment to solar has also sparked interest among potential home buyers who want to learn more about their SOLAR<sup>plus</sup> homes.

According to Mr. Panasiti, **"Home buyer traffic to our solar communities is more than double compared to communities that do not offer solar.** Our SOLAR<sup>plus</sup> communities in Placer County are selling at a higher rate than comparable new homes in the six neighboring communities."

The volume of PV systems necessary to fulfill Lennar's commitment to include solar as a standard feature at all of their Sacramento area communities helped lower the cost per unit and simplified the installation process. With 1,000 homes planned in the Bay Area and Sacramento by the end of 2008, Lennar qualifies to receive the top rebate available under the California Energy Commission's New Solar Homes Partnership depending on the PV system size and their continued commitment to include solar as a standard feature.

According to Roseville Electric, integration of energy efficient measures and **the PV system in Lennar's developments will reduce greenhouse gas emissions by 4.9 million pounds**, which is equivalent to planting more than 92,000 trees or taking more than 400 cars off the road annually. Each SOLAR<sup>plus</sup> home provides environmental savings equivalent to the carbon dioxide absorbed by one acre of trees or the emissions from driving an average car for 75,411 miles over 30 years.

### LENNAR HOMES

Lennar Corporation, founded in 1954, is headquartered in Miami, Florida and is one of the nation's leading builders of quality homes. Lennar builds first time, move-up and retirement homes in communities that cater to almost any lifestyle — such as urban, golf course, active adult and suburban communities.

### specifications

CITY: Roseville, CA

# OF SOLAR HOMES: 270-650

SOLAR PROVIDER: SunPower™

UTILITY: Roseville Electric

AVERAGE SYSTEM SIZE: 2.3 kW

ANNUAL ENERGY PRODUCTION: Estimated 1,400 kWh per home

MODULE TYPE: SunPower SunTiles®

INVERTER: SPRx Solar Inverter Monitor