

The Icynene Builder Advantage Program

Designed to help you sell Icynene®'s benefits of environmentally-friendly, energy-smart living

By any standard of measurement, green building is hot.

Between 40% and 50% of the homes built in 2010 are expected to be green, containing at least three to five green building elements (source: McGraw-Hill Construction). That represents a major upsurge of activity in the green market.

How do builders reach the growing number of eco-conscious homebuyers?

Builders need to tap into 2 resources that matter more to consumers than almost anything else:

1. Their health (especially their children's health)
2. Their budget

Luckily, going green by insulating with Icynene® strikes a bull's-eye on both counts.

Builders who offer The Icynene Insulation System® as a standard or upgrade are eligible for Icynene®'s Builder Advantage Program.

What is the Builder Advantage Program?

The program, offers attractive product incentives as well as customized literature and displays expertly designed to generate buyer interest. Here's a list of Icynene®'s builder-branded material.

1. Seal the Deal display (custom-made, compact point-of-sale unit)
2. Custom Brochures
3. Energy Savings posters
4. New Home Evaluation checklist
5. Wall display with DVD for your model home
6. Link to your company website from the Icynene.com Builder Locator

And that's not all. Using REM/Design energy analysis software, Icynene estimates the energy payback for the model home so builders have an accurate example to show prospects.

Part of this marketing support program also includes customized training for the builder's sales staff. This FREE program is available through your local Icynene® Licensed Dealer. To get a complete walk-through of the program - including a no-obligation customized energy analysis of your model home - contact your local Icynene® Dealer – Xtreme Coatings and Foam Insulation (573) 395-4110.

Get Icynene working for you!

What good is a green home if the buyer doesn't see the value in it? Build Healthier, Quieter, More Energy Efficient® homes with Icynene® insulation and air barrier system. Then, let our Builder Advantage Program do the rest:

- Demonstrate monthly payback after the Icynene® investment.
- Enhance the term "green" with words such as "high performance," "efficiency," and "health" using builder-branded Icynene® brochures and literature.
- Showcase the benefits of green houses to help you differentiate yourself from the competition.
- Tell buyers why your houses are different.
- Give buyers a logical reason to pay a little more for sustainable features, such as the money and the natural resources they'll save.
- Train your sales staff to explain green benefits to buyers.



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Model Home - Project Release Form (please print)

I, the Builder/Owner of the Model Home listed below, or employee of the Builder/Owner of the property listed below with the authority to enter into agreements on behalf of the Builder/Owner, agree to allow Icynene and its Licensed Dealer Network to use the information and images concerning the installation and performance of The Icynene Insulation System[®] as it pertains to this property. No compensation will be required from Icynene nor its Licensed Dealer Network for using images and information concerning this project.

Project Address: _____

Builder/Owner, Authorized Employee:

(name – print)

(signature)

(date)

ICYNENE INC. **Builder Advantage Program Project Approval Form**

Date: _____

To be completed by Dealer

Licensed Dealer - Company Name			
Total Icynene Cost:	Proposed Start Date	Estimated Completion Date	No. of Sets
Project Information:			
Builder's Company Name:			
Name of Development:			
Location of Development:		Street Address:	

		Website Address:	

Number of Homes in Builder's Development: _____			
The Icynene Insulation System[®] is:			
		<input type="checkbox"/> Standard	<input type="checkbox"/> Optional Upgrade
If "Standard", # of Model Homes:			
		<input type="text"/>	
Signature of Approvals:			
Man. Rep.	_____		Date
Regional Manager:	_____		Date
Vice President, Sales	_____		Date

To be completed by Customer Service after project approval

Program Requirements:	
<input type="checkbox"/>	Acrylic wall display, with signage decal in each Model Home
<input type="checkbox"/>	Release form signed by the builder and forwarded to Icynene
<input type="checkbox"/>	Picture of Model Home (exterior)
<input type="checkbox"/>	Picture of Plexi-glass wall display panel
Additional Details	