

# Consumer Marketing



**Save energy and breathe easier with ENERGY STAR®**

According to the U.S. EPA, improving your home's energy efficiency can also improve indoor air quality.\*

**HOME PERFORMANCE WITH ENERGY STAR CHECKUP:**  
An APS Participating Contractor will complete a thorough energy audit of your existing home to:

- Identify where outside air may be drawn in through ducts, vents and holes in the building envelope
- Seal air leakage in ducts and envelope
- Explore different ventilation strategies

Get started at [aps.com/checkup](http://aps.com/checkup).

**ENERGY STAR HOMES:**  
If you're in the market for a new home, consider an APS ENERGY STAR New Home. These homes are specially designed and constructed as a system to tighten up the home.

These homes feature:

- Tightly sealed ducts and building envelope
- Testing by a third party to minimize leaks
- Fresh air ventilation system, which draws in outside air, filters and distributes it

Get started at [aps.com/newhomes](http://aps.com/newhomes).

 **ENERGY STAR AWARD 2012 SUSTAINED EXCELLENCE**

\* Learn more at [energystar.gov/homeimprovement](http://energystar.gov/homeimprovement).

 **aps**

These programs are funded by APS customers and approved by the Arizona Corporation Commission.

*Air quality handout*

*Cross-utility ad*



**Learn to Save up to 30% on Your Energy Costs**


It's always been difficult to detect the energy waste hidden in your home. But now, with a \$99 Home Performance with ENERGY STAR® Checkup (up to a \$400 value), you can identify energy saving improvements that could save you up to 30% on your energy bill while creating a more comfortable, affordable home. And you may qualify for up to \$1,000 in APS rebates and up to \$1,900 in UniSource Energy Services (UES) rebates for improving the energy efficiency of your home.


Up to **\$1000** in APS Rebates

Up to **\$1900** in UniSource Rebates

Visit [aps.com/checkup](http://aps.com/checkup) or [uesaz.com/checkup](http://uesaz.com/checkup) for more information and to find a Home Performance Participating Contractor today.

Must be an APS and UES Gas residential customer and meet eligibility requirements for combined rebates. This program is funded by APS and UES Gas customers and approved by the Arizona Corporation Commission. Participating Contractors are not affiliates or agents of APS and UES. APS and UES assume no liability for their products or service.

 **UniSource Energy SERVICES**

 **aps**

# Financing

*Aps.com Home Energy Efficiency Financing page*

**aps** APS GREEN CHOICE A Better Tomorrow Starts Today | MY ACCOUNT | APS SERVICES | MY COMMUNITY

ABOUT APS  
MANAGE ACCOUNT  
EMPLOYMENT  
NEWSROOM  
CONTACT US  
WEB SURVEY  
SITE MAP  
MAKE ONLINE PAYMENT  
LOGIN

**Home Energy Efficiency Financing**

Saving energy is more affordable with 5.99% fixed rate financing

APS Home Performance with ENERGY STAR® program has partnered with National Bank of Arizona to offer the promotional rate of 5.99% fixed rate financing for energy efficiency improvement projects.<sup>1</sup>

**Eligible Energy Efficiency Improvements Include<sup>2</sup>:**

- Duct sealing
- Air sealing
- Insulation
- Shade screens
- Qualified HVAC equipment
- Variable and dual speed pool pumps
- Tightwatt pool timer
- CFL lighting retrofits
- Solar water heaters

**Financing Terms<sup>3</sup>:**

- Must complete APS Home Performance with ENERGY STAR® check-up.
- Loan amounts from \$1,000 - \$15,000.
- Loan amounts which include solar water heaters available up to \$20,000.
- No loan origination or documentation fees.
- Low fixed APR<sup>4</sup>
- Unsecured loan options up to 60 months.<sup>4</sup>
- Secured loan options up to 120 months.
- For additional rate and program information, [visit National Bank of Arizona](#).

**Getting Started is Easy!**  
Start by getting your \$99 APS Home Performance with ENERGY STAR Checkup from a participating contractor. Your contractor will help make energy efficiency improvements, identify eligible APS rebates, and apply for financing.

[Find an APS Home Performance with ENERGY STAR participating contractor online](#) or call (877) 850-8358.

SEARCH

By using this Web site, you accept our [Terms of Use](#) and [Privacy Policy](#) agreements.

Copyright © 1999-2011 APS. All rights reserved.

**Home Energy Efficiency Financing**

Call to apply  
800 995 5626

**aps**

*Business Card/Info Handout*

**Prepare your home to beat summer heat**

Summer is just around the corner and now is the time to cool off your energy bills with an APS Home Performance with ENERGY STAR® Checkup. With rebates and low-interest loan options available, completing your home energy improvements is easier than ever!

**start with a checkup** | **choose upgrades** | **get APS rebates**

1. Visit [aps.com/checkup](#) or call 877 850 8358 for a free referral to a Participating Contractor.
2. Work with your Participating Contractor to choose which energy upgrades make sense for you.
3. See how you may qualify for up to \$1,000 in APS rebates. And be sure to ask about low interest financing options through National Bank of Arizona. *See back for more details*

**aps**

## Home energy retrofits are now more affordable than ever!

National Bank of Arizona has partnered with the APS Home Performance with ENERGY STAR® Program to offer a promotional rate of 3.99% fixed APR financing for energy efficiency home improvement projects.

To learn more, visit [aps.com/checkup](#) or call 877 850 8358.

Credit approval required, other restrictions may apply. Must complete APS Home Performance with ENERGY STAR check-up for program eligibility. Improvements must be performed by a participating contractor. No loan origination or documentation fees. Program terms and conditions subject to change without notice. Payment Example for an Unsecured Loan: 3.99% annual percentage rate, 36 monthly payments of \$29.52 per \$1,000 borrowed. Other terms available. For full rate and program details, visit [www.nbarizona.com](#).

Program funded by APS customers and approved by the Arizona Corporation Commission. Financing includes health and safety based measures to achieve full energy efficiency measure pertaining to installation. Apply by May 31, 2012 to receive promotional rate.

**NATIONAL BANK OF ARIZONA**  
[WWW.NBARIZONA.COM](#) | MEMBER FDIC |




*Bill insert*



# Website


Arizona Home Performance



HOME PERFORMANCE WITH  
**ENERGY STAR**

[HOME](#)
[BENEFITS](#)
[HOW IT WORKS](#)
[ENERGY UPGRADES](#)
[FIND A CONTRACTOR](#)
[SUCCESS STORIES](#)

FINANCING & REBATES



GET A REFERRAL

## Find a Contractor

Arizona Home Performance with ENERGY STAR only approves contractors certified by the Building Performance Institute (BPI) to ensure quality, integrity and savings of the audits and work performed. These contractors are also able to assist you with paperwork and applying for utility-sponsored rebates and incentives.

Get a free referral to three AZ Home Performance Contractors in your area [by e-mail](#) or by calling:

Arizona Home Performance Hotline — (877) 850-8358  
Contractors are not affiliates or agents of APS, and APS assumes no liability for their products or services.

### Contractors Certified by the Building Performance Institute (BPI)


NAME	PHONE	AREA SERVED
A Balanced Energy Solution	623-693-6558	Gila, Maricopa, Pinal
A Discount Energy	623-847-7771 877-551-7771	Maricopa Pinal, Yavapi

Sign-up for our Newsletter

Existing customers: Manage your account by entering your address above.


Contractor search

Arizona Home Performance



HOME PERFORMANCE WITH  
**ENERGY STAR**



[HOME](#)
[BENEFITS](#)
[HOW IT WORKS](#)
[ENERGY UPGRADES](#)
[FIND A CONTRACTOR](#)
[SUCCESS STORIES](#)
[FINANCING & REBATES](#)



This program is sponsored by FSL Home Improvements

FSL Home Improvements


Supported By:

### Get Comfortable and Save


If you ever find yourself sacrificing comfort to save on your energy bill, look to Arizona Home Performance with ENERGY STAR. Backed by names you can trust – your local utility and ENERGY STAR – this home energy check up, performed by a home performance certified contractor, gives you the information you need to decide which energy upgrades will make your home more comfortable while saving money.

<
1
2
3
4
5




Success Stories

One family battled a hot, uncomfortable house and high energy bills with improved insulation.



How it Works

From setting up a check-up to scheduling upgrades to taking care of paperwork, here's how we help you every step of the way.



Find a Contractor

Sign-up for our Newsletter

Existing customers: Manage your account by entering your address above.

[HOME](#) | [BENEFITS](#) | [HOW IT WORKS](#) | [ENERGY UPGRADES](#) | [FIND A CONTRACTOR](#) | [SUCCESS STORIES](#) | [FINANCING & REBATES](#) | [CONTACT US](#)

# Educational Video

The screenshot shows the APS website's 'Home Performance with ENERGY STAR' page. At the top left is the APS logo and the text 'APS GREEN CHOICE A Better Tomorrow Starts Today'. Navigation links include 'MY ACCOUNT', 'APS SERVICES', and 'MY COMMUNITY'. A left sidebar contains a menu with items like 'ABOUT APS', 'MANAGE ACCOUNT', 'EMPLOYMENT', 'NEWSROOM', 'CONTACT US', 'WEB SURVEY', 'SITE MAP', 'MAKE ONLINE PAYMENT', and 'LOGIN'. Below the menu is a 'Change their future' banner with photos of children and a search bar. The main content area features a video player showing a worker installing insulation, with a green overlay that reads 'Insulation rebates up to \$250'. To the right of the video is a blue 'Energy STAR HOME PERFORMANCE WITH ENERGY STAR' logo. Below the video is a 'Customer Testimonials' section with a link to 'Read about their experiences'. Further down are links for 'Start today and save with a home energy check-up!', 'Learn about Home Energy Efficiency Financing', 'Find a contractor', 'Rebate form', and 'Audit form'. At the bottom, a small note states: 'The Home Performance with Energy Star program is funded by APS customers and approved by the Arizona Corporation Commission.'

[Aps.com/checkup](https://aps.com/checkup)

This is a YouTube video player showing a video titled 'APS Home Performance with ENERGY STAR'. The video features a large, modern house with a brown roof and a blue sky. A blue Energy Star logo is overlaid on the right side of the video. A green banner at the bottom of the video frame reads 'Save up to 30% on your annual energy costs'. The YouTube interface includes the search bar, navigation icons, and a user profile icon.

This is a YouTube video player showing a video titled 'APS Home Performance with ENERGY STAR'. The video depicts two men in a room; one is wearing a light blue shirt and the other is wearing a green shirt. They appear to be in a discussion, possibly about home energy efficiency. The YouTube interface is visible at the top and bottom of the player.

[Click here](#) to view video.

# Television



[Click to view](#) *APS Home Performance with ENERGY STAR television spot*