

# The benefits of Home Advantage are **easy to grasp**



As a **Home Advantage builder**, you are eligible for co-op advertising and marketing incentives that will help you reach more buyers and sell more homes. Use these funds to promote the benefits of energy efficiency and build your reputation as a leader in high-quality, environmentally friendly construction.

## Your Co-Op **Advertising Benefits:**

- Funds are available at the rate of \$50 per home or unit, built to Home Advantage standards
- A variety of media may be purchased, including TV, radio, newspaper, collateral and direct mail
- Progress Energy will pay up to 50 percent of the cost of advertising, not to exceed the total co-op funds earned by the builder
- You may choose to incorporate content provided by Progress Energy into your advertising or to include your messages in an ad created by Progress Energy

**home**|advantage

Learn more at [progress-energy.com/carolinasHA](http://progress-energy.com/carolinasHA) or call **1.800.327.8704**



**SAVE THE WATTS**  
.COM



**Simply follow these requirements to receive your co-op advertising dollars.**

## Co-op Program Criteria and Details

- Co-op funds are available after construction is completed, electric meters are set, and once the ENERGY STAR® certificate and Home Advantage rebate form are received by Progress Energy.
- A variety of media may be purchased with the co-op funds. However, the choice of media must be mutually agreed upon in advance.
- Progress Energy must approve a proof of the final advertising materials prior to production. Five business days are needed to proof and approve the advertising materials.
- To submit materials, e-mail a PDF to [HAsupport@pgnmail.com](mailto:HAsupport@pgnmail.com).
- Co-op funds must be used within 12 months of completed construction.
- You will be reimbursed after the advertising has run or after printed materials have been produced. To receive your reimbursement, you must submit a media invoice or printer's invoice, accompanied by five samples, to your Progress Energy Home Advantage representative.
- Progress Energy reserves the right to withhold payment for advertising that has run without prior approval.
- A minimum of 25 percent of the ad content must promote energy efficiency and the Progress Energy partnership.

### Required elements:

- Home Advantage/Progress Energy logo
- 5 percent Progress Energy discount for the life of the home
- ENERGY STAR logo

### Additional elements that may be included:

- Homes are 15 percent more energy efficient than standard homes
- Lower monthly energy bills
- Improved year-round comfort
- Better for the environment
- Decreased maintenance costs

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