

PulteGroup Expands Nevada Footprint with SunPower® SunTile® Solar Development



Even without the multimillion-dollar grant that enabled PulteGroup, Inc. to create the Villa Trieste development – their first to offer roof-integrated solar systems as a standard feature – the company believes the project would still have been well worth the investment. Seeing crowds of interested homebuyers streaming through the doors daily, and the continuous coverage in the national media, Pulte says Villa Trieste has been a marketing homerun. With SunPower® SunTile® on every rooftop Pulte is posting strong sales, even in a fragile economy.

BENEFITS

- Roof-integrated solar systems greatly reduce electricity bills for homeowners, with several paying less than \$10 a month.
- Solar-powered communities provide significant marketing benefits for homebuilders with twice the normal amount of consumers visiting models, and ongoing national media coverage.
- End-to-end, turnkey solar solution for homebuilders that includes world class marketing and sales support.
- Sleek, efficient roof-integrated-design to blend elegantly with the roof.
- Will reduce carbon emissions by more than 7,000 tons over 25 years, which is equivalent to planting 1525 acres of trees or not driving 15 million miles.

PROJECT OVERVIEW

Location: Villa Trieste – Summerlin, NV

Started: March 2008
(ongoing community)

Installation Type: Building-integrated

Standard System Size: 1.8 kWp

Products: SunPower® SunTile®
Solar System

Services: Turnkey solution for production homebuilders and the SunPower Performance Monitoring System.

"The amount of traffic in Villa Trieste, where we're offering solar, is double what we're seeing in our other developments. This community has really gotten 'legs' because of its solar power."

Lindsay Motley
Vice President of Sales & Marketing,
PulteGroup, Inc.

GRANT MAKES SOLAR POSSIBLE

The development of PulteGroup, Inc.'s new solar community was made possible through a partnership between Pulte Homes and a number of state and federal agencies, which resulted in the awarding of a \$7 million Department of Energy grant. "This allowed us to offer solar power at no cost to the consumer, while testing the marketability of solar," said Lindsay Motley, Pulte's vice-president of sales and marketing. Since then, demand for the energy-efficient homes has outpaced Pulte's production capacity. "Half of our customers are really educated, environmentally-conscious consumers, and half are homeowners who are looking to control their monthly costs," Motley noted. "All come in very eager to find out about solar."

SUNPOWER DELIVERS TURNKEY SOLAR SOLUTION

In creating their new solar-powered development, Pulte sought a solar provider that could deliver an end-to-end, turnkey solution – from system design to sales and marketing. They found that by selecting SunPower. "When you work with innovative technology, there's always a concern about the supplier disappearing after you sign the contract," Motley said. "We'd gotten a lot of feedback from other builders, and SunPower has a great reputation in the industry. They're not only wonderful on the installation side, but they also provided outstanding sales and marketing support, sharing best practices in what other builders are doing to push the envelope."



SunPower Corporation
1.877.34.HOMES
www.sunpowersolarhomes.com

SUNPOWER SUNTILE: PERFECT FOR BUILDERS AND CONSUMERS

The most important consideration for Pulte was the solar technology itself – and again, SunPower proved heads above its competitors. "Consumers are looking for something that blends well and isn't an eyesore," Motley said. "SunPower really championed the effort to create a roof-integrated system that's easy on the pocketbook, and looks great: Unless you're looking for them, you'd never know they were there. Plus, these are smaller homes, without a lot of roof-space. SunPower's high-efficiency tiles generate the largest amount of power in the smallest amount of space."