

A Healthier Home Built by Tommy Williams Saves You Money

BY DONNA WEBER

Gainesville builder Tommy Williams knows that homebuyers are concerned about rising energy costs, and to help consumers cope, he remains committed to building high-performance, energy-saving homes that are healthier and more comfortable.

Two amazing communities – Longleaf Village, off Archer Road in the Southwest, and Belmont, just off Newberry Road in the Northwest– feature the award-winning builder's homes. Both communities offer lots of amenities to suit every lifestyle, and

all homes are equipped with standard (not optional) energy-saving features designed to save homeowners on their utility bills.

In fact, Tommy Williams' homes are ranked better than 99 percent of all homes built in Florida, according to the Department of Energy (DOE). Quality materials, professional craftsmanship and the independent testing and certification required to meet standards set by the DOE's Building America Program® are key factors that set Williams' homes apart. Williams' reputation with the program dates back to 2004. As an

advocate for "reducing your carbon footprint," this builder not only saves the homebuyer money, but his product helps save the environment for future generations.

"To fall within the top 1 percent of homes built in Florida is very impressive," said Ken Foncorow, an independent energy analyst in Gainesville. "Tommy Williams is a good builder with many years of experience. The products he uses are tried and proven to provide energy efficiency."

In the housing industry, anyone can claim that their homes are energy effi-

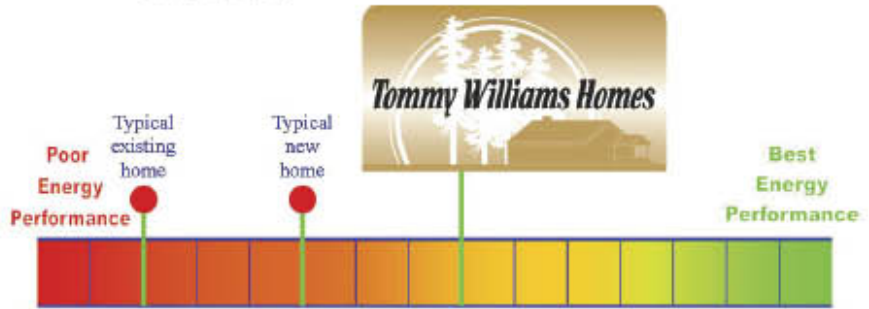


cient, but that does not necessarily mean it is true. A third-party certification is vital to potential homeowners, Fonorow said. As president of Florida Home Energy and Resource Organization, Inc. (HERO), Fonorow has tested homes built by Williams for many years and works with award-winning developers, builders and homeowners to improve the efficiency, health and durability of homes.

There are numerous steps homeowners can take to save energy, the first of which is to know the home's E-Scale score. The DOE's EnergySmart Home Scale (E-Scale) rates a home's energy performance and helps homebuyers understand how the energy performance of a particular home compares to others. Look at it like this: a home's energy efficiency rating is similar to a golf score; the lower the rating the better. Typical homes built today average a score of 100 on the E-Scale. A score of 70 on the E-Scale indicates that a home is 30 percent more energy efficient than a typical home. All of Tommy Williams' homes rate 70 or less every time.

"For me, working with Building America wasn't really an option; it was a necessary move to better the futuristic goals of the company. I strive to provide a better product and promote healthy growth in Alachua County – Building America helps me achieve just that. Plus, providing an overall better product to homeowners and saving the environment all at the same time is an added bonus," Williams said.

While homeowners prefer lots of windows that provide natural light, they should realize the single largest heat loss can occur due to poor window selection. Low-e, double pane insulated vinyl windows, a standard feature in a Williams-built home, offer energy savings and protection. Low-e glass allows visible, natural light to pass through, but it blocks certain amounts of ultra violet light. Just as UV rays can damage skin, it can also damage flooring and furnishings. Additionally, a window with Low-e glass does a better job of keeping heat in during the winter and out in the summer.



You would never buy a car without checking the MPG; buying a home should be treated the same way. The EnergySmart Home Scale (E-Scale) is an easy-to-understand tool that helps homeowners know how efficient a home really is. Homes rating 70 or lower on the E-Scale will save you money on energy and help the environment.

The benefit of a natural gas tankless water heater (another standard energy-savings feature) is that it saves homeowners money by heating water only as needed. Also known as demand water heaters, tankless water heaters heat water without the use of a storage tank and do not produce standby energy losses associated with storage water heaters. The misconception that demand water heaters run out of hot water is untrue, and this type of water heater can be 24 to 34 percent more energy efficient, according to the DOE.

Additional standard energy savings features include a Seer 15 variable speed air handler HVAC, R-30 ceiling with a radiant barrier to reduce the attic's temperature

and R-15 exterior wall insulation. A Tommy Williams-built home is also a big value to consumers because there is a significant reduction of call-backs and complaints after homeowners move in. You can trust this confident builder who guarantees the home's low E-Scale score to rate 70 or better. In fact, Tommy Williams is so confident his homes are energy efficient, he will pay your electric bill for you for two years.*

For information about the builder, visit www.TommyWilliamsHomes.com or contact the Longleaf Village sales office at 352-335-4140, or Belmont at 352-333-9395. **GT**

*Limited Time Only.

LONGLEAF
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