

HINTS FOR HOMEOWNERS

Consider Energy Efficiency When Buying A New Home

(NAPSA)—By spending one day in the attic, many homeowners may improve their energy efficiency, lessen their environmental footprint and increase the salability of their home.

A new survey reveals Americans still have leverage when it comes to selling their homes. According to the survey, 96 percent of homebuyers consider energy efficiency when purchasing a new home and 71 percent are interested in a home that reduces overall impact on the environment. Adding insulation in the attic helps the home-seller appeal to both of these criteria.

“In an increasingly competitive housing market, differentiation is key for the home-seller,” says Kirsten Kemp, host of TLC’s “Property Ladder,” a television show dedicated to the art of flipping homes. “With the lure of reduced energy costs and environmental footprint, adding insulation to the attic is one of the easiest, most cost-effective ways homeowners can make their home more attractive to potential buyers.”

Despite homebuyers’ interest in energy-efficient homes, the survey, conducted by a leading building materials manufacturer, Owens Corning, revealed that homeowners are generally unknowledgeable when it comes to the amount of insulation in their attic. For example, 78 percent of homeowners have added no insulation to their attic largely because they believe their home already has enough. However, 80 percent of homes built before 1980 are not insulated to proper government standards.



Adding enough insulation to your attic can help make your home more comfortable now and more valuable when you’re ready to sell it.

Whether you’re selling, buying or just maintaining a home, the following tips from Kemp can help you decrease energy operating costs and improve your home’s value:

- Replace old windows for improved sound control and energy efficiency;
- Have your heating and cooling systems inspected regularly;
- In particularly hot or cold climates, caulk and weather-strip windows and doors for an inexpensive “quick-fix” to drafty entranceways.

To help educate homebuyers and homeowners, the building materials company created a Web site that addresses the question of insulation levels and energy efficiency in the home. Visit www.owenscorning.com for information.