

## Icynene helps home builders “Seal the Deal”

In North America, home builders keep hearing about the “bursting of the housing bubble” and falling home sales. In this environment, it is more important than ever for builders to differentiate themselves from the competition. One way builders can elevate their competitive advantage is by featuring the new Icynene “Seal the Deal” display in their model home.

### The promise of a dream

A model home should offer the promise of a dream come true. To do this, the home must make an immediate and lasting impression that sets the builder apart. Model homes and design centers should engage visitors both visually and physically to promote the lifestyle improvements homeowners are able to enjoy when investing in homes with energy-efficient products like Icynene®.

### Sudden impact

The average homeowner spends only eight minutes and fifty-eight seconds in a model home.<sup>1</sup> It is important that builders improve the selling power of their spec homes, model homes or design centers with bonus features like the Icynene “Seal the Deal” display. Recent studies have shown:

- Homebuyers are willing to spend money and are motivated by energy efficiency and monthly utility savings.<sup>2</sup>
- A home that stops and engages shoppers can generate a higher level of sales.<sup>3</sup>
- Operational products displayed in vignettes provide home buyers with the knowledge they need to make an informed purchase and understand the value that is being delivered.<sup>4</sup>
- Homebuyers are looking for quality brands that offer the features they want to improve their lifestyle.<sup>5</sup>



**The Icynene Insulation System®**  
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The Icynene “Seal the Deal” display engages customers to self-discover the many benefits of a home built with Icynene® – including advanced moisture management, improved indoor air quality, and energy savings of up to 50%. Understanding that couples make up the majority of model home shoppers, and they make the purchase decision together, Icynene worked with top designers to create a compact display that features everything needed to engage both logical motivators (including the energy efficiency benefits) as well as emotional motivators (such as occupant health). Components include:

- Compelling video
- Myth Buster air-seal unit
- Seize the Savings chart
- Behind the Walls cut-away panel
- Sample flip tray

For more information on how to build your dream in green with Icynene®, visit <http://www.icynene.com/hzbuildgreen.aspx>.

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<sup>1</sup> www.enviroseal.com

<sup>2</sup> NAHBRC / Icynene study

<sup>3</sup> www.enviroseal.com

<sup>4</sup> Moen Design Services

<sup>5</sup> NAHB Customer Preference Survey



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