



Beazer Homes Introduces Get Moving Sales Event June 1 - 13

June 1, 2010

Builder Packs New Homes With Big Savings & Energy Efficient Features

ATLANTA, GA, Jun 01, 2010 (MARKETWIRE via COMTEX) --Beazer Homes (NYSE: BZH), one of the country's top 10 builders, is giving homebuyers a chance to save extra money now and in the future with its Get Moving Sales Event, June 1 - 13. During this two-week national promotion, Beazer is packing additional incentives onto its move-in ready and to-be-built eSMART high-performance homes, which are engineered with increased energy efficiency to keep the on-going cost of home ownership down.

According to Kathi James, Beazer's chief marketing officer, with the school year drawing to an end and the family vacation still weeks away, many people look to June as an opportune time to shop for a new home.

"For families with children, buying a house in June allows plenty of time to get settled in to your new home before the start of the next school year," said James. "For others, record affordability, historically low mortgage rates and an improving economic outlook make this an extremely attractive time to buy a new home."

Regardless of motivation, "green" is fast becoming a priority for homebuyers. Beazer's research shows that home shoppers recognize the energy-saving benefits of its eSMART high performance homes and the added value is factored in to their purchase decision.

"Today's buyers are much more concerned about the environmental impact and the long-term cost of operating their home than they were a decade ago," said James. "Beazer's eSMART high performance homes appeal to today's cost conscious, environmentally-sensitive homebuyers."

Designed as a whole-house system to achieve greater energy efficiency, better water savings and improved indoor air quality, studies conducted by the NAHB Research Center found that, depending on location and home size, Beazer's eSMART homes can offer an up to 47 percent energy cost savings over comparable houses built 10 to 15 years ago.

"Beazer's eSMART homes perform at a higher level because of a tighter home seal that insulates it from the inside out, which keeps energy costs down and comfort levels up," said James.

Additional energy-saving features incorporated into every Beazer home at no additional cost include a home energy monitor, programmable thermostat, compact fluorescent light bulbs and Energy Star dishwasher. To help conserve water, Beazer uses regionally-appropriate plants and only water-saving bath faucets and showerheads. To address indoor air quality, paints and carpets that emit lower Volatile Organic Compounds (VOCs) are used, and every Beazer home is equipped with high-efficiency MERV 8 air filters and carbon monoxide detectors.

Beazer's Get Moving Sales Event runs June 1 - 13, with special incentives available in a variety of single family, town home and condominium new home communities in 22 metropolitan areas across the country. For more information, visit www.beazer.com.

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