

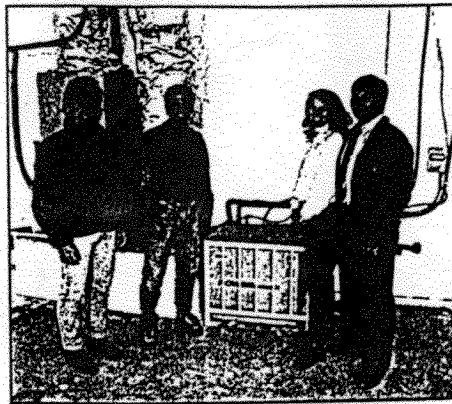
Fiesta Homes Leads the Way to the Future

Submitted by the Marketing Department at Nevada Power Company

New heating and cooling technology is keeping Las Vegas residents warmer in the winter and cooler in the summer, while also saving them money. Fiesta Homes is the first local company to install the Intertherm PowerMiser, a triple-integrated heat pump system that has met with success in residential building nationwide.

The PowerMiser provides home heating and cooling, which results in a comfortable living environment and efficient use of energy. The heat pump also aids in water heating. It recycles heat normally directed outside the home during the cooling process, providing "virtually free" water heating in the summer. It also saves up to 50 percent on heating bills in the winter.

Fiesta Homes has installed the Intertherm PowerMiser in four all-electric custom homes near Indus-



Carlos Escapa and John Forte of Fiesta Homes, with homeowners Elizabeth and Greg King (left to right), by the PowerMiser heat recovery unit.

trial and Blue Diamond Roads. Fiesta Homes is now considering incorporating the PowerMiser into tract projects now on the drawing board, because such energy-efficient technology helps reduce homeowners' energy costs and pre-

serve natural resources.

According to Carlos Escapa, co-owner of Fiesta Homes, "It is only a matter of time before energy efficiency becomes a big factor in selecting a home. We never used to think about fuel efficiency when we bought cars, but now it is a significant influence for many people. The same thing will happen with homes."

Fiesta Homes looks forward to being on the forefront of these efforts, and regularly works to improve the overall energy efficiency of its new homes. Besides the 12 SEER PowerMiser heat pump, vinyl-clad windows improve energy efficiency 20 percent over the usual aluminum-trim windows. Fiesta Homes also uses R-38 roof, R-6 duct, and R-15 wall insulation with one-inch polystyrene board. Combining these features prevents en-

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ergy from being wasted and increases customer satisfaction.

John Forte, co-owner of Fiesta Homes, suggested that customer satisfaction drives the company. "We start with a good plan and continually make it even better, based on the needs and input of our customers. That applies to all our homes, everything from entry-level to semi-custom. We build homes that can satisfy customers for the long term."

Reduced energy costs, which result from using insulation upgrades and the integrated heat pump, are important to ongoing customer satisfaction. Fiesta Homes' custom homes exceed the Model Energy Code by more than 55 percent and are certified energy-efficient by Nevada Power Company. The company estimates the total energy costs for these 2,500-square-foot homes will be approximately \$100 per month.

Fiesta Homes is so confident of the energy-efficient PowerMiser heat pump homes that it will guarantee the maximum amount home buyers will

pay for electric power the first year they live in the house. Fiesta Homes predicts the amount of electricity that will be used based on the size of the home and a specific thermostat setting. If the homeowner's bills exceed that amount, the builder pays the difference. Now that is a guarantee!

Greg and Elizabeth King, the first to own one of the Fiesta custom homes, also bought into the electric heat pump system from the time they were approached. Elizabeth indicated, "We wanted a house that would be attractive, modern and efficient, but also affordable. And the PowerMiser works great—it cools and heats very quickly and the water is always hot." Greg added, "We were quite impressed with the first bill; it was right on target with the estimate we were given—even with one-year-old twins in the house."

Nevada Power Company, working closely with Fiesta Homes on the all-electric heating and cooling technology, is not surprised by this enthusiasm from builders and home buyers

alike. Richard Beattie, builder sales executive, said that "in Phoenix, where the climate is similar to Las Vegas, approximately 50 percent of the homes are all-electric."

All-electric homes are being built across the country. Often, these homes sell before neighboring gas-heated homes. Why? Buyers enjoy the comfort, savings and air quality of an all-electric home. The simplicity of one utility bill and one contact point for energy assistance and questions is also a big plus.

Safety is another reason all-electric homes are becoming more common. Using only electric energy in your home eliminates concerns about carbon monoxide levels, gas leaks, and extinguished pilot lights.

Prospective home buyers interested in energy-efficient and all-electric homes can reach Fiesta Homes at 876-8894. Other builders interested in learning more about heat pump systems may contact Nevada Power Company at 367-5249.