



ENERGY STAR

Marketing Tools

Jessica Steiner, The Cadmus Group

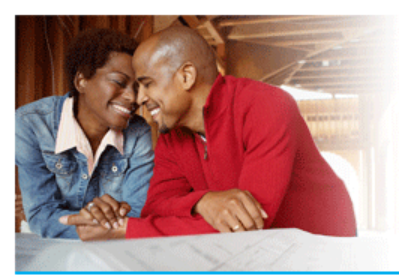
Amber W. Stewart, ICF International

Learn more at energystar.gov

Overview



- The ENERGY STAR Brand
- Partner Resources on the ENERGY STAR Web site including:
 - Outreach Partnership
 - Marketing toolkit
- Updates to the ENERGY STAR Consumer Web site

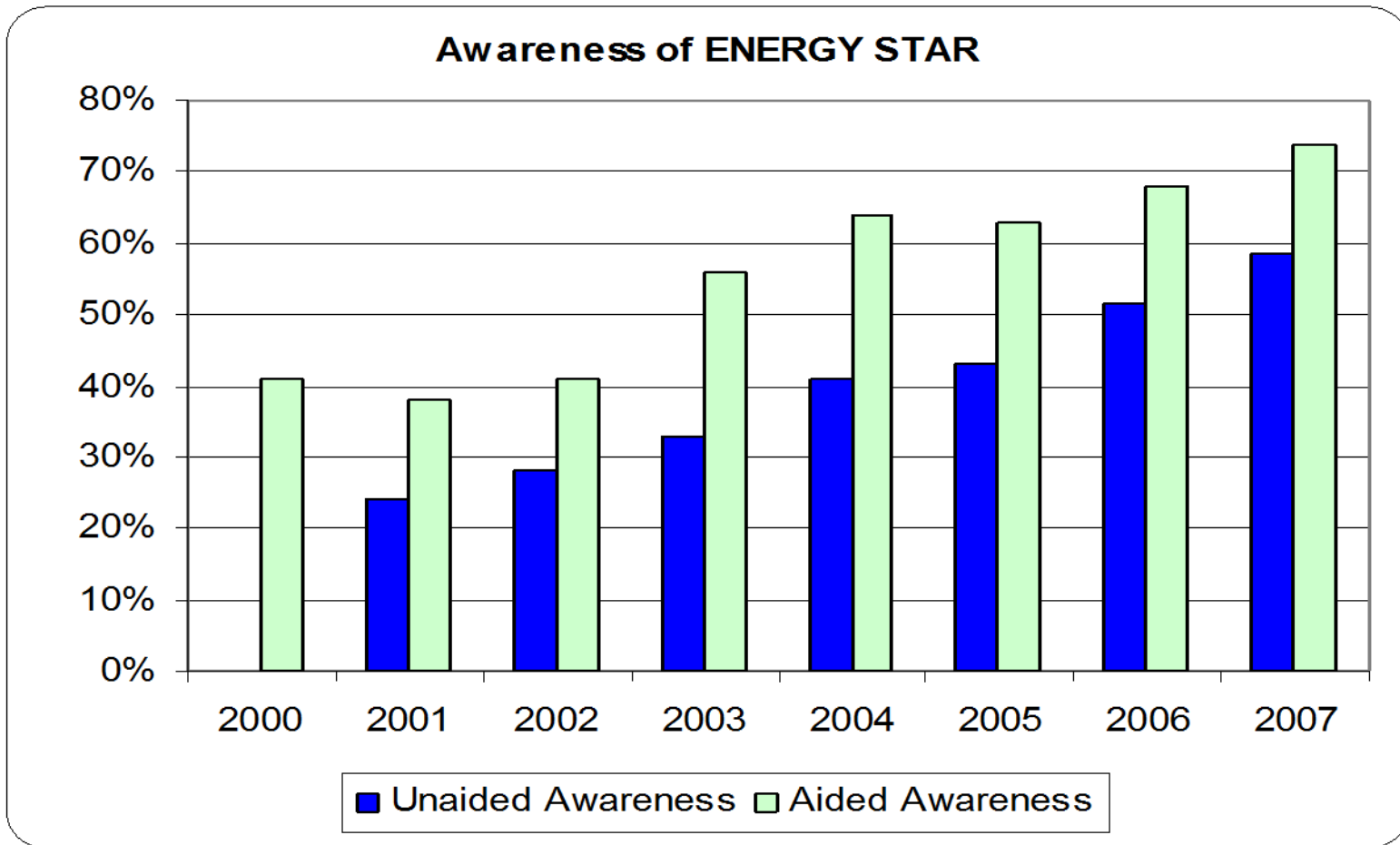


The ENERGY STAR Brand

Building Value with ENERGY STAR



- In 2007, more than 73% of households recognize the ENERGY STAR label at a national level



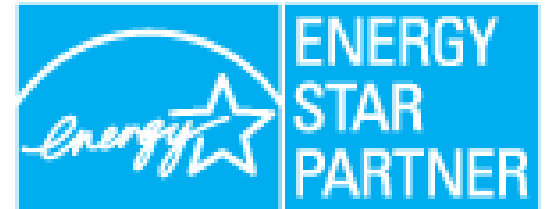
ENERGY STAR Logos



Certification Mark



Promotional Mark



Partnership Mark

For more information on proper logo usage visit:
www.energystar.gov/logos


Talking/writing about ENERGY STAR



- Always write 'ENERGY STAR' in all caps
- Always add ® in superscript the first time ENERGY STAR is mentioned on a document
- Homes are “qualified” not “certified”
- Program specifications are “guidelines” not “standards”
- XYZ Builder is a “partner”; not “endorsed” by EPA or the government

ENERGY STAR Qualified Home Label

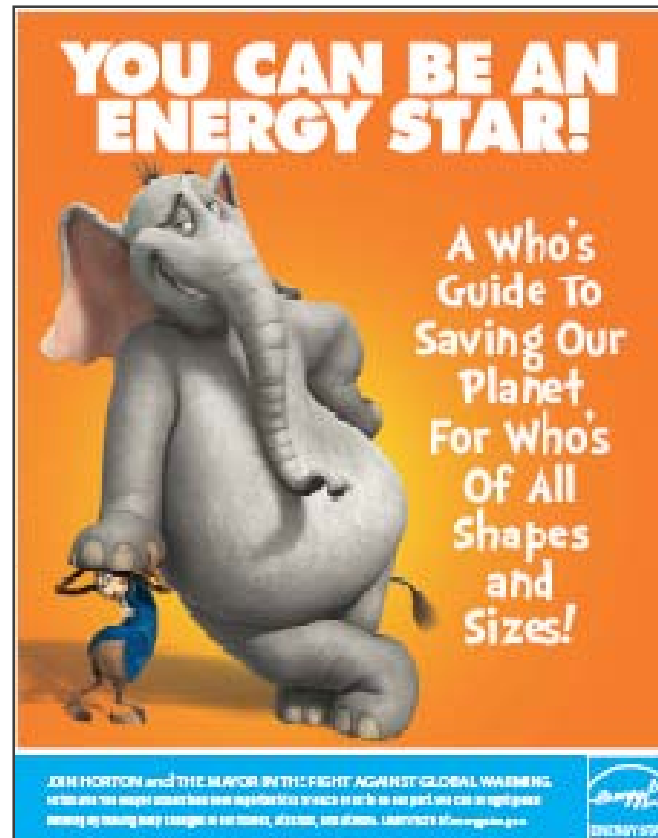


	AN ENERGY STAR [®] QUALIFIED HOME
Address:	9722 Main Street Green Springs, CO 80935
Built by:	Smaller Homes
Verified by:	Energy Wise, LLC
Date:	May 3, 2006
Optional information:	HERS INDEX - 80
<p>This home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can keep 4,500 lbs of greenhouse gases out of our air each year.</p>	
www.energystar.gov	



Ask your rater

Brochures





Partner Resources on the ENERGY STAR Web site



Join Horton and The Mayor Explore the New ENERGY STAR Kids Site!

© 2008 Fox. Based on Dr. Seuss characters TM & © Dr. Seuss Enterprises.

U.S. ENVIRONMENTAL PROTECTION AGENCY • U.S. DEPARTMENT OF ENERGY

ENERGY STAR

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Search

Go

PRODUCTS ▾

Change the world, take the **ENERGY STAR Pledge.**



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- [Appliances](#)
- [Heating & Cooling](#)
- [Home Electronics](#)
- [Lighting](#)
- [Office Equipment](#)
- [Store Locator](#)
- [Rebate Finder](#)

HOME IMPROVEMENT ▾

ENERGY STAR HOME ADVISOR



[Get Customized Recommendations](#)

[Explore Home Improvement >](#)

- [Common Home Problems](#)
- [Home Energy Audits](#)
- [Air Seal & Insulate](#)
- [Heat & Cool Efficiently](#)
- [Home Performance with ENERGY STAR](#)
- [For Contractors](#)



[New ENERGY STAR Specification for Set-top Boxes](#)

[ENERGY STAR Leaders Grow in Numbers](#)

[Agreement with LG Electronics: ENERGY STAR label removed from several refrigerator models](#)

[ENERGY STAR TVs Now Even More Efficient](#)

[ENERGY STAR Award Ceremony — March 31, 2009](#)

[More Headlines >](#)

BUILDINGS & PLANTS ▾



[Explore Buildings & Plants >](#)

- [Guidelines for Energy Management](#)
- [Tools & Resources Library](#)
- [Expert Help](#)
- [Commercial Building Design](#)
- [Green Buildings](#)

NEW HOMES ▾

ENERGY STAR Qualified Homes



[Take A Tour Behind the Walls](#)

[Explore Qualified New Homes >](#)

- [Find an ENERGY STAR Builder](#)
- [ENERGY STAR New Home Features](#)
- [Benefits for Homeowners](#)
- [For Residential Professionals](#)



GO TO PARTNER RESOURCES ▾

Login

Username:

Password:

[Sign In](#)

[Forgot password?](#)



[Tax Credits Under the Energy Bill](#)



[Heat Smartly with ENERGY STAR @ home](#)

[Recursos en Español](#)



[ENERGY STAR Podcast](#)



[ENERGY STAR in Affordable Housing](#)

Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

Features of ENERGY STAR Qualified Homes

ENERGY STAR qualified homes can include a variety of "tried-and-true" energy-efficient features.

Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

[Builders and Developers](#)

[Architects and Designers](#)

[Home Energy Raters](#)

[Utilities and State Energy Offices](#)

[Home Builders Associations](#)

[Lenders and Real Estate Agents](#)

Resources for Partner

Working with ENERGY STAR as a Developer

Energy is on everyone's minds lately. From higher gas prices to higher utility bills, Americans are feeling the pinch. So it's no surprise that today's new homebuyers are increasingly concerned about energy efficiency. But how can consumers know for sure that the home they are buying is truly energy efficient? By looking for the blue ENERGY STAR label, the government-backed symbol for energy efficiency.

To earn the ENERGY STAR, a home must meet strict guidelines set by the U.S. Environmental Protection Agency. These homes are at least 15% more energy efficient than required by code and include additional [energy-saving features](#) that typically make them 20–30% more efficient than standard homes. They offer homebuyers all the features they want in a new home, plus energy-efficient improvements that deliver better performance, greater comfort, and lower utility bills.

To be eligible for ENERGY STAR partnership, a developer must commit to requiring that all homes in their community be qualified to earn the ENERGY STAR.



Also available as a PDF

Benefits for Architects and Home Plan Designers of Partnering with EPA's ENERGY STAR

Today's buyers know that choosing a home designed with energy efficiency in mind helps ensure that they will be more comfortable, have lower utility bills, and protect the environment.

But how can consumers figure out which home plans are truly energy efficient? You can make it simple for them. ENERGY STAR—the national symbol for energy efficiency—helps consumers identify efficient products, homes, and buildings. With the new *Designed to Earn the ENERGY STAR*, architects and designers can show consumers a more rigorous energy efficiency standard. ENERGY STAR program



For More Information:

Session 6 - 3:30 - 5:00 p.m

Zak Shadid, EPA, will cover

“ENERGY STAR Qualified Homes: Engaging the Design Community with "Designed to Earn ENERGY STAR"”

Why label your home?

By partnering with ENERGY STAR,

Market Differentiation

Labeling your home plan as a leader in energy efficiency with ENERGY STAR and using the

prospective clients added confidence that their new home will be truly energy efficient when it is built.

Increased Revenue

Consumer demand for green homes is growing, and energy efficiency is a great place for you to start getting involved. The best way to show that your home plans are energy efficient is with the blue ENERGY STAR, which is increasingly recognized by consumers as the national symbol for energy efficiency.

Program Flexibility

A variety of “tried-and-true” energy-efficient features and equipment are available to ensure that your home plans meet *Designed to Earn the ENERGY STAR* guidelines.

AR?

following advantages:

you
with
give



DESIGNED
TO EARN THE
ENERGY STAR

This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.

www.energystar.gov

Working with ENERGY STAR as a Home Builders Association

Today's consumers are increasingly interested in energy efficiency and green building. EPA's ENERGY STAR for New Homes program helps builders meet this growing demand, while creating better performing homes with reduced utility bills. Home industry professionals who partner with ENERGY STAR can increase revenue, enhance customer satisfaction, and gain national recognition as industry and environmental leaders. ENERGY STAR and its partners work together to promote these benefits and increase sales of energy-efficient homes.

Home Builders Associations (HBAs) can play a critical role in helping their members to capitalize on these important opportunities. Consider these ideas to support your members:

Host ENERGY STAR training events. Builders look to their HBAs for training and education opportunities – so consider offering sessions about ENERGY STAR. Topics might include Why Should I Join ENERGY STAR, How to Effectively Sell ENERGY STAR Qualified Homes, and Building Science 101. Bring in national energy efficiency and green building experts—or your local home energy rater—to provide the training.

Hold a regional ENERGY STAR conference. Organize a comprehensive ENERGY STAR event, bringing together manufacturers, builders, suppliers, retailers, consumers, trades, and building code officials. Your conference will be most effective if your schedule of events includes education sessions, national speakers, and opportunities to network.

Work with EPA to organize an ENERGY STAR marketing campaign in your area. Through its [Outreach Partnership](#) program, ENERGY STAR works with local partners to increase consumer awareness about the benefits of ENERGY STAR qualified homes and the builders who offer them in the market. Consider acting as a liaison between the EPA and your local ENERGY STAR partners.

Also available as a PDF

Working with ENERGY STAR as a Real Estate Agent

How do you maintain your status as a preferred real estate agent in a crowded and increasingly competitive market? Selling ENERGY STAR qualified homes can help. With growing concerns about rising energy costs, new homes that earn the ENERGY STAR offer homebuyers lower utility and reduced maintenance costs, while providing improved comfort and greater durability.

And for homebuyers looking to ['go green,'](#) an energy-efficient home is a great place to start. That's because when a home uses energy more efficiently, fewer greenhouse gases are emitted into the atmosphere at the power plant. Let your clients know that the easiest way to make sure a new home is truly energy efficient is to look for the ENERGY STAR logo, the government-backed symbol for energy efficiency. You can tell if a home is ENERGY STAR qualified by checking the circuit breaker box for the blue ENERGY STAR sticker label or asking for a copy of the certificate.



Learn More about the Features and Benefits of ENERGY STAR Qualified Homes

- [What is an ENERGY STAR Qualified Home?](#) ENERGY STAR qualified homes can include a variety of “tried-and-true” energy-efficient features that contribute to improved home quality and homeowner comfort, and to lower energy demand and reduced air pollution.
- [How Do Your Clients Benefit from Purchasing an ENERGY STAR Qualified Home?](#) ENERGY STAR qualified homes offer homebuyers all the features they want in a new home, plus energy-efficient improvements that deliver better performance, greater comfort, and lower utility bills.

Sell the Value that Clients Expect

Also available as a PDF

Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

Features of ENERGY STAR Qualified Homes

ENERGY STAR qualified homes can include a variety of "tried-and-true" energy-efficient features.

Resources for Partners

As a partner, you have access to a variety of resources at no charge.

[Technical Resources](#)

[Marketing Resources](#)

New! [2009 Outreach Partnership](#)

[Educational Resources](#)

[Recent Policy Changes](#)

Resources for Partners

[Features of Homes](#)

[Building](#)

[Walls*](#)

[ENERGY STAR](#)

Marketing Resources for Partners

PROMOTIONAL OPPORTUNITIES

- [Partner Locator](#). As a partner, your company is listed on the Partner Locator found on the ENERGY STAR Web site, where consumers come to find information about ENERGY STAR. You also have the opportunity to add a link from the Partner Locator to your Web site. [Click here](#) to learn how.
- [100% Builder Commitment](#). ENERGY STAR partners interested in receiving special recognition can commit to building 100% of their homes to meet ENERGY STAR guidelines. Partners making this commitment are denoted with a special 100% icon on the Partner Locator.
- [Outreach Partnership](#). In markets where ENERGY STAR partners want to use EPA-created advertising to cooperatively promote ENERGY STAR qualified homes, a team of partners can apply for financial and creative support from EPA.
- [Recognition and Awards](#). ENERGY STAR recognizes partners through annual Leadership in Housing Awards. Each year, award plaques are given to partners who label a qualifying number of homes with the ENERGY STAR.
- [ENERGY STAR National Campaigns](#). Thanks to the hard work of our partners, millions of Americans pledged to replace a light with one that has earned the ENERGY STAR. Americans are now ready to do more—learn how to participate in this year's [Change the World, Start with ENERGY STAR](#) campaign.





The Outreach Partnership

The Outreach Partnership



- A collaborative advertising effort that enables groups of ENERGY STAR partners to:
 - Distinguish themselves as environmental and energy efficiency leaders
 - Highlight partnership with builders
 - Reach a broader consumer audience
 - Increase consumer demand

The Outreach Partnership



2008 Results

- Nationally, nearly 40 markets in 2008
 - Up from 30 in 2007; and 4 in 2001
- Together, these campaigns placed:
 - Print ads in 23 newspapers
 - Color print ads in 59 local magazines and new home guides
 - TV and radio spots, billboards, paid web search, and web banners in 17 markets

The Outreach Partnership



- A NEW in 2009
 - Local Sponsorship by ENERGY STAR retail and product manufacturer partners
 - Online advertising that complements market campaigns
 - Increased web presence for participating markets

The Outreach Partnership



- At least **3 builder** partners plus additional partners agree to support a local advertising effort:
 - Develop at least 3 month media plan
 - Plans may include placements in print publications, billboards, transit ads, the radio, or television
- 2009 Outreach Partnership must be submitted to EPA by February 27, 2009

The Outreach Partnership



- Campaign Building Blocks

- NEW 2009 Headlines focused on energy/cost saving
- EPA approved blue box text
- NEW background images
- Radio script

A graphic for an ENERGY STAR campaign. At the top, it says "The blue ENERGY STAR®— a great way to save some green." Below that, it says "Learn more from these participating builders" and lists logos for "ULCARE CONSTRUCTION", "Campbell", "SPACELY PRODUCTS", "CORDEBA", and "ENGL". Below the logos, it says "or visit energystar.gov". The main image shows a man and a woman looking at blueprints in front of a house under construction. At the bottom, it says "These partners are working with EPA to promote ENERGY STAR in [City Name]." and lists logos for "ABC UTILITY", "ACME COMPANY", "SPACELY PRODUCTS", "XVCPOWER", and "ZENITH INC". Below the logos, it says "EPA AND THESE [CITY] BUILDERS CAN HELP YOU SAVE ON YOUR UTILITY BILLS. When choosing your new home, make sure the blue ENERGY STAR tops your list of 'must haves.' High-performance heating and cooling, energy-efficient windows, and tighter construction add up to quieter, more comfortable homes that are independently verified to use less energy, save money, and help protect the environment. And that's a pretty good deal for everyone. Learn more at energystar.gov." At the bottom right, there is an ENERGY STAR logo. At the bottom left, it says "ENERGY STAR Qualified Homes 2009 Sample Template".

The Outreach Partnership



- NEW 2009 Background Images



The Outreach Partnership



- Campaign Building Blocks

A screenshot of a customizable web template for Energy Star. The header features the Energy Star logo on the left, a navigation menu with "HOME", "BUILDERS", "SUPPORTERS", and "CUSTOM", and a "BUILDER AREA HERE" placeholder. The main content area includes a "Going Green?" section with a sub-heading "Start with these [YOUR AREA] builders and EPA's blue ENERGY STAR®". Below this is a paragraph of text and a list of "Builder Link" items (1 through 8). A "Visit These Participating Builders" section is also present. The footer contains a blue bar with text about Energy Star homes and a link to "Learn more at energystar.gov".

Customizable web template

A vertical web banner with a light blue background. At the top, it says "Buying a new home?" in a dark grey font. Below that, it says "Go green with the blue ENERGY STAR®" in green and blue. A blue button with white text says "START HERE!". The banner features a photo of a smiling couple embracing. At the bottom, it has the Energy Star logo and the text "ENERGY STAR".

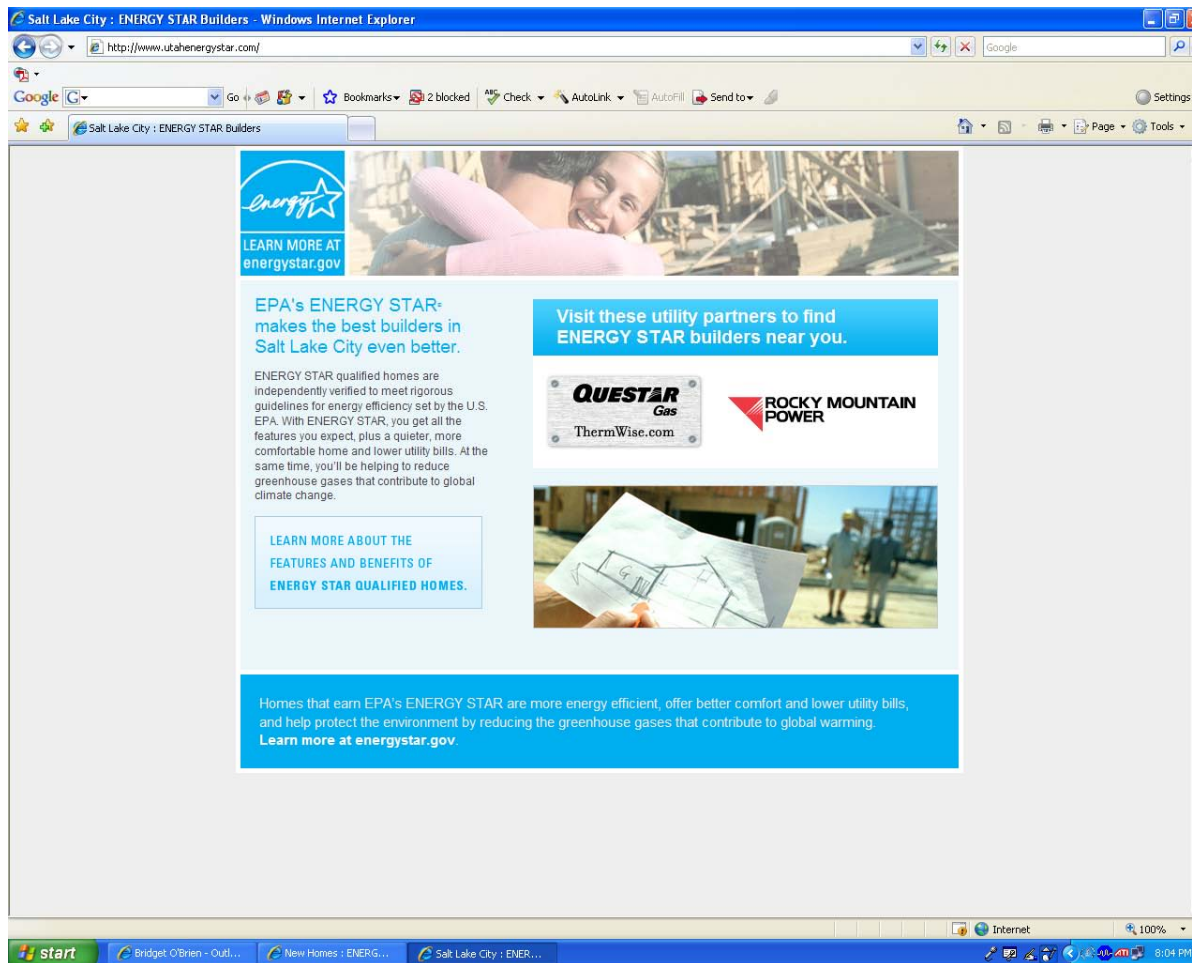
Web banners

A vertical web banner with a light grey background. It says "Choose a home with the blue ENERGY STAR® to start going green" in green and blue. A blue button with white text says "CLICK HERE!". The banner features a photo of a smiling couple. At the bottom, it has the Energy Star logo and the text "ENERGY STAR".

The Outreach Partnership



- Partner Web Site



The Outreach Partnership



- What is Paid Search?
 - Online advertising through a search engine, such as Google™ or Yahoo!®, that connects potential home buyers with home builders.

Example of Results Page

A screenshot of a Google search results page for the query "ENERGY STAR home". The browser window title is "ENERGY STAR home - Google Search - Windows Internet Explorer". The search bar contains "ENERGY STAR home" and the search button is labeled "Search". The results show "Results 1 - 10 of about 7,400,000 for ENERGY STAR home (0.22 seconds)". There are two "Sponsored Links" sections. The first is on the left, with a callout box labeled "Sponsored Search" pointing to it. It includes links for "Energy Efficiency Experts" (EnergyEfficiencyExperts.net) and "Energy star" (www.BestBuy.com/EnergyStar). The second is on the right, with a callout box labeled "Sponsored Search" pointing to it. It includes links for "Energy Efficient Home" (www.topsider.com) and "Energy Star Home Audio" (www.nuvotechnologies.com). The main organic search results include "Home ENERGY STAR", "New Homes ENERGY STAR", and "Massachusetts New Homes with ENERGY STAR". The Windows taskbar at the bottom shows the start button and several open applications.

The Outreach Partnership



- Building a Paid Search Campaign
 - Step One
 - Identify keywords or phrases for purchase
 - Develop web site and/or web pages devoted to ENERGY STAR qualified homes campaign
- It's very important that purchased key words appear on the partners' web site

The Outreach Partnership



- Sample Keyword Phrases
 - Green Homes
 - Sustainable Homes
 - Green Home Builders
 - Energy Efficient House
 - ENERGY STAR
 - Home Builder

The Outreach Partnership



- Launching a Paid Online Search Campaign
 - Step Two
 - Keywords found on your web site are purchased via an online search engine (Google™ or Yahoo!®)
 - Consumer searches for one of the purchased key words or terms
 - The Outreach Partnership ad appears in the "Sponsored Results" or "Sponsors Links" section
 - Consumers interested in learning more click on the ad

The Outreach Partnership



- 2008 online search campaign with one local Outreach Partnership market
 - Traditional partner-paid media placements were made
 - Traffic to the partners' local web site increased significantly
- Pilot Results
 - 1,200 clicks during first month
 - 1,500 click during second month

ARLINGTON, VA

Energy Star logo

EARN MORE AT energystar.gov

HOME BUILDERS SUPPORTERS CUSTOM

Going Green?

Start with these Arlington, VA builders and EPA's blue ENERGY STAR®

If you are looking to start 'going green', an energy-efficient home is a great first step. The easiest way to make sure that your new home is truly energy efficient is to look for the blue ENERGY STAR, the government-backed symbol for energy efficiency.

With ENERGY STAR qualified homes, you get all the features you expect, plus a quieter, more comfortable home and lower utility bills. At the same time, you'll be helping to reduce greenhouse gases that contribute to global climate change.

LEARN MORE ABOUT THE FEATURES AND BENEFITS OF ENERGY STAR QUALIFIED HOMES.

Visit These Participating Builders

- [Amour Properties](#)
- [Artista Builders](#)
- [Chadsworth Companies](#)
- [Sagatov Associates, Inc.](#)
- [West Properties](#)

Homes that earn EPA's ENERGY STAR are more energy efficient, offer better comfort and lower utility bills, and help protect the environment by reducing the greenhouse gases that contribute to global warming. [Learn more at energystar.gov.](#)



Marketing Toolkit

The Marketing Toolkit



- Rater and Builder Templates:
 - Designed for to be flexible and customizable
 - Include your name, logo, and web site
 - Use provided text or create your own text
 - Add your own images or use images provided by EPA

Marketing Toolkit



About ENERGY STAR • News Room • FAQs • **KIDS**

Search

Go

ENERGY STAR

Products

Home Improvement

New Homes

Buildings & Plants

Partner Resources

Partner Resources

Manufacturers

Retailers

New Home Industry

Benefits

Features

Resources

Utilities/EEPS

Service & Product Providers

Buildings & Plants

Small Businesses

Congregations

For Contractors

For Federal Agencies

Home > Partner Resources > New Home Industry > Marketing Resources > ENERGY STAR for Homes Marketing Toolkit

Welcome to the ENERGY STAR Marketing Toolkit

ENERGY STAR builder partners can use the Marketing Toolkit to create customized promotional materials to educate consumers about the features and benefits of their ENERGY STAR qualified Homes through a variety of flyers, display cards, and web tools.

The software will guide you through customizing the templates, where you will be able to include company-specific information such as contacts, web site address, logos, as well as select and customize consumer messages, features, and benefits to focus on.

Once you have finished customizing a template, simply save the file to your computer or send it directly to a printer for production. Because your materials are password protected, you can save templates that you have started to customize and finish them later. You can also make changes to templates that you have already finished.

Before you use the Toolkit:

- Set your computer's security to Medium or Low and enable pop-ups.
- Turn off all pop-up blockers associated with your Web browser.
- Ensure that your computer has WinZip, which is needed to download your completed templates. WinZip® can be downloaded free of charge from the [WinZip® Home Page](#) EXIT ↵ .

[Access the ENERGY STAR Marketing Toolkit](#)

Marketing Toolkit demo



BE A LEADER—CHANGE OUR ENVIRONMENT FOR THE BETTER

U.S. Environmental Protection Agency • U.S. Department of Energy

[About ENERGY STAR](#) • [News Room](#) • [FAQs](#) • [KIDS](#)

Search

Go

ENERGY STAR

Products

Home Improvement

New Homes

Buildings & Plants

Partner Resources

Partner Resources

Manufacturers

Retailers

New Home Industry

Utilities/EEPS

Service & Product Providers

Buildings & Plants

Small Businesses

Congregations

For Contractors

For Federal Agencies

Join ENERGY STAR

[Home](#) > [Partner Resources](#) > [Login to My ENERGY STAR Account](#)

Login to My ENERGY STAR Account

User Name:

Password:

Login

I've [forgotten my password](#).

I've [forgotten my user name and password](#)


If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance.

Questions about using this tool? [Visit the MY ENERGY STAR Tutorial](#)  (2.71MB)

This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser.

Marketing Toolkit demo



	ENERGY STAR®
ENERGY STAR	My ENERGY STAR Account
Partner Resources	Contact ENERGY STAR Help Logout
Welcome	Home > Partner Resources > My ENERGY STAR Account
My Tools	My ENERGY STAR Account
Change Password	<i>Welcome, Brian Green!</i>
My Contact Information	You are invited to navigate directly to other ENERGY STAR tools and sites, change your password for your password-protected ENERGY STAR tools, or update contact information for you, your organization, and your colleagues.
My Organization Information	
Quick Links	My ENERGY STAR Tools:
My Programs	Logo Downloads
Contact Us	Portfolio Manager
	Marketing Toolkit
Join ENERGY STAR	
	Change My Password
	Your password must be at least 8 characters long and use letters and numbers only.
	User GREENB2
	My Contact Information:
	Brian Green
	(Edit My Contact Information)
	Green Star Partners Inc.
	(Edit Organization) View Contacts
	25 Hilltop Mountain Way
	Aiea, Hawaii 96701
	United States
	Email Address:
	greenstarbuilders@yahoo.com
	Primary Phone: 808-567-2347
	...

Marketing Toolkit demo



The screenshot shows the ENERGY STAR website interface. On the left is a navigation sidebar with a blue header containing the ENERGY STAR logo and the text "ENERGY STAR". Below this, the sidebar lists "Partner Resources" and "Marketing Toolkit". Under "Marketing Toolkit", there are four items: "Home Performance Toolkit Templates", "Home Builder Toolkit Templates", "Rater Toolkit Templates" (which is highlighted with a red rectangular box), and "Archived Images". Below these are "Welcome" and "My Tools".

The main content area has a blue header with "ENERGY STAR" and "My ENERGY STAR Account". A "Contact EN..." link is visible in the top right of the main area. Below the header is a breadcrumb trail: [Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#) > [Marketing Toolkit](#). The main heading is "Welcome to the ENERGY STAR Marketing Toolki".

The main text reads: "Use the ENERGY STAR Marketing Toolkit to create customized promotional consumers about your participation with ENERGY STAR and the unique prod offer. The software will guide you through customizing each available template include company-specific information such as contacts, Web site address, lc customize consumer messages, features and benefits to focus on."

The bottom text reads: "Once you have finished customizing a template, simply save the file to your c to a printer for production. Because your materials are password protected v"

Marketing Toolkit demo



The screenshot shows the ENERGY STAR website interface. At the top left is the ENERGY STAR logo. The main header area contains the text "ENERGY STAR®" and "My ENERGY STAR Account". Below this is a navigation bar with links for "Contact ENERGY STAR | Help | Logout". The breadcrumb trail reads: "Home > Partner Resources > My ENERGY STAR Account > Marketing Toolkit > Marketing Toolkit - Raters". The main heading is "Marketing Toolkit - Raters". A paragraph explains that the toolkit is for creating customized materials for new home builders. Below this is a "Fact Sheets" section with two options: "Builder Benefits" and "Rater Services". The "Rater Services" option is selected and highlighted with a red box. A "Next >>" button is located to the right of the text.

ENERGY STAR®
My ENERGY STAR Account

ENERGY STAR

[Contact ENERGY STAR](#) | [Help](#) | [Logout](#)

[Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#) > [Marketing Toolkit](#) > [Marketing Toolkit - Raters](#)

Marketing Toolkit - Raters

This Toolkit can be used by ENERGY STAR Home Energy Rater partners to create customized materials promoting their rating services, as well as the benefits of building ENERGY STAR qualified homes for new home builders. To start using the Toolkit, select the type of template that you want to customize:

[Next >>](#)

Fact Sheets

Builder Benefits

Rater Services

Marketing Toolkit demo



NH_8_5X11_Rating_Services - Windows Internet Explorer

http://energystar.saepio.com/jsp/init.jsp?Session=normal&SessionMode=production&Event=Init&FlushSession=true&Template=NH%5F8%2E5X11%5FRating%5FServices&user=GREENB2&email=green...

Select Background
Rater Logo
Rater's Web Site
Choose Headline
Services We Offer

Redraw ON

Rater Logo

www.yourwebsite.com

Work with [Rater Name] and Earn the ENERGY STAR®

We offer you:


FAST AND FLEXIBLE SERVICE
Customer service at your disposal. We understand that you are an expert in your field, so we'll work around your schedule to ensure that your business earns the ENERGY STAR.

FAST AND FLEXIBLE SERVICE
Customer service at your disposal. We understand that you are an expert in your field, so we'll work around your schedule to ensure that your business earns the ENERGY STAR.

FAST AND FLEXIBLE SERVICE
Customer service at your disposal. We understand that you are an expert in your field, so we'll work around your schedule to ensure that your business earns the ENERGY STAR.

FAST AND FLEXIBLE SERVICE
Customer service at your disposal. We understand that you are an expert in your field, so we'll work around your schedule to ensure that your business earns the ENERGY STAR.

To earn the government's ENERGY STAR, a home must meet strict energy efficiency guidelines set by the U.S. EPA. ENERGY STAR home appliances are superior and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions.



© Copyright 1996-2008 Powered By Saepio Technologies

▶ HELP
▶ PREVIEW
▶ OPTIONS
▶ QUIT

Done Internet 100%

Marketing Toolkit demo



NH_B.5X11_Rating_Services - Windows Internet Explorer

http://energystar.saepio.com/jsp/init.jsp?Session=normal&SessionMode=production&Event=Init&FlushSession=true&Templ

Select Background


Rater Logo

Rater's Web Site

Choose Headline

Services We Offer

DOWNLOAD Redraw ON


ENERGY STAR
www.energystar.gov

A Team Effort - Building ENERGY STAR® Qualified Homes

We offer you:

FAST AND FLEXIBLE SERVICE
Customer service is our #1 priority. We understand that you are on a tight schedule, so our trained staff will work around your construction timetable to verify that your home earns the ENERGY STAR.

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To earn the government's ENERGY STAR, a home must meet strict energy efficiency guidelines set by the U.S. EPA. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions.

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Done Internet 100%

Marketing Toolkit demo



NH_B.5X11_Rating_Services - Windows Internet Explorer

http://energystar.saepio.com/jsp/init.jsp?Session=normal&SessionMode=production&Event=Init&FlushSession=true&Templ

Select Background

Rater Logo

Rater's Web Site

Choose Headline

Services We Offer

www.energystar.gov

A Team Effort - Building ENERGY STAR® Qualified Homes

We offer you:

PUMP ANALYSIS
We will evaluate your heating plant at all construction projects to prevent the need for costly retrofits and improvements to qualify your homes to earn the ENERGY STAR.

THERMAL Bypass CHECKLIST VERIFICATION
We can help you ensure your new construction is in compliance by verifying that your heating plant, ENERGY STAR's new Thermal Bypass Checklist (TBC), "Thermal Bypass" checklist will not be bypassed and that your system is properly installed because the checklist is properly signed with the contractor or the contractor is issuing or incomplete.

SALES AND MARKETING TRAINING
It's critical for your sales and marketing staff to understand the importance and the value of energy efficiency to the home buyer's needs and sales performance. We will work with your staff to create customized ENERGY STAR marketing materials that highlight the features and benefits of your qualified homes.

CONSTRUCTION STAFF (SUBCONTRACTOR) TRAINING
We can provide training for your staff and subcontractors on the fully understood the ENERGY STAR for New Homes guidelines and how their work will be inspected and tested when you build qualified homes.

To earn the government's ENERGY STAR, a home must meet strict energy efficiency guidelines set by the U.S. EPA. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions.

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Marketing Toolkit demo



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DOWNLOAD **Redraw ON**



www.energystar.gov

A Team Effort - Building ENERGY STAR® Qualified Homes

We offer you:

PLAN ANALYSIS

We will evaluate your floor plans and construction practices to suggest the specific, cost-effective improvements needed to qualify your home to earn the ENERGY STAR.

THERMAL BARRIER CHECKLIST VERIFICATION

We can help you ensure barrier verification compliance by verifying that your Insulation (R-19) meets Thermal Opacity (U-value) (1.30) "Thermal Opacity" requirements will not be taken unless you have an air or draft-tight installation because the condition is directly aligned with the air barrier or the air barrier is missing or incomplete.


SALES AND MARKETING TRAINING

We provide for your sales and marketing staff to make sure they are confident and the value of energy efficiency to the home buyer and real estate professionals. We will work with your staff to create customer and ENERGY STAR marketing materials that highlight the features and benefit of your qualified homes.

CONSTRUCTION STAFF (SUBCONTRACTOR) TRAINING

We can provide training for your staff and subcontractors so they fully understand the ENERGY STAR for New Homes guidelines, and how they work with the expected and tested when you build qualified homes.

To earn the government's ENERGY STAR, a home must meet strict energy efficiency guidelines set by the U.S. EPA. ENERGY STAR qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions.



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Marketing Toolkit demo



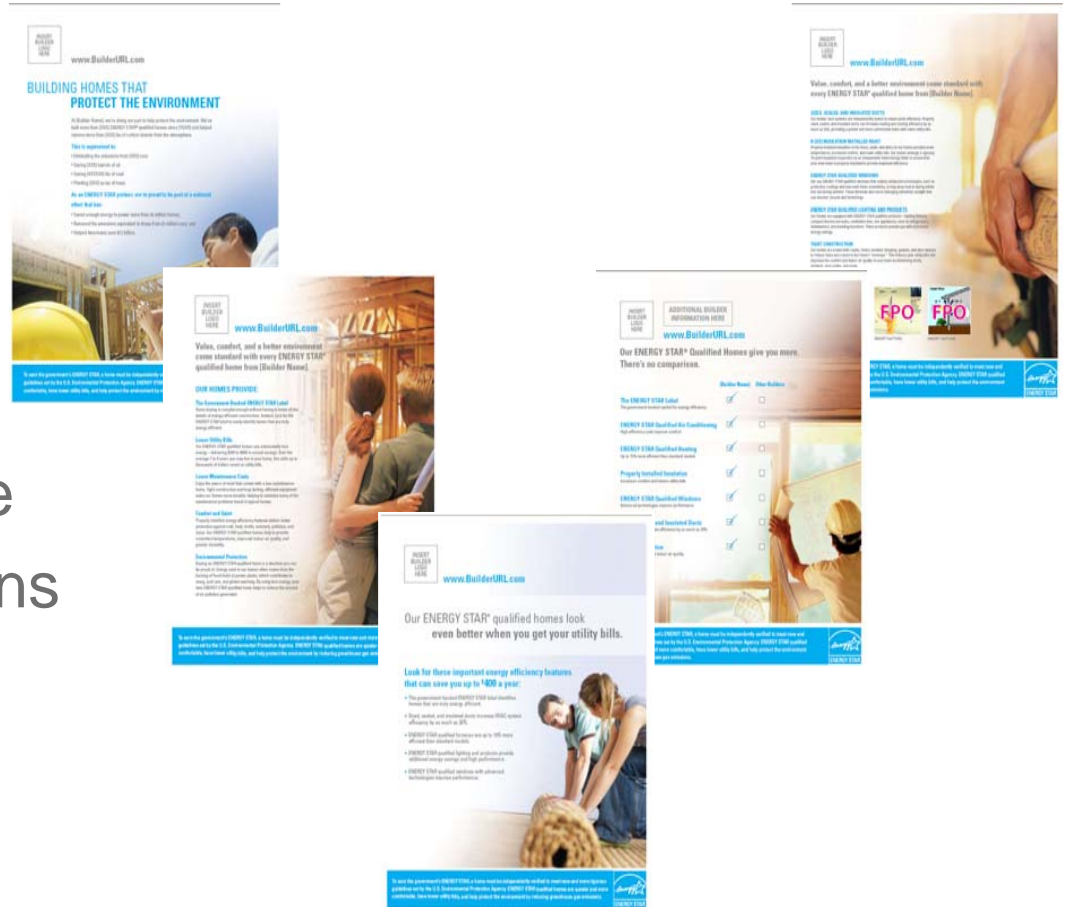
Variety of ways to finish the files you create:

- Save draft version
 - Enables you to work on materials over multiple sessions
- Save final version
- Generate as printable PDF file or other electronic file format – high or low resolution

Marketing Toolkit demo



- Additional Toolkit Material
 - Builder flyers and graphics
 - Green Begins with ENERGY STAR Blue
 - Customizable versions of 7 Fact Sheets



Marketing Examples PDF




- Print Advertisements
- Collateral
- Web sites
- Signage
- Promo Materials
- Technology Displays

And more!



Awards and Recognition



 LEARN MORE AT energystar.gov

THANK YOU!

Perry Homes, a Joint Venture,

Thank you for your continued partnership with ENERGY STAR. By building ENERGY STAR qualified homes, your company is doing its part to help protect the environment while offering consumers new homes that are more comfortable and save money on utility bills.

Our records indicate that your company built a total of:

1859

ENERGY STAR Qualified Homes in 2007*

This is equivalent to:


- Eliminating the emissions from **1,301.30** vehicles
- Saving **713,856** lbs of coal
- Planting **185.90** acres of trees
- Saving homeowners **\$830,973** on their utility bills

We thank you for the important contribution that your organization has made to energy-efficient construction and environmental protection.

Based on the number of qualified homes built last year, we are pleased to inform you that your company had qualified for the **ENERGY STAR for Homes Leadership in Housing Award** for your accomplishment. You can expect to receive your award in the mail in the coming weeks.

* Your ENERGY STAR Qualified Homes are reported quarterly to EPA by your Home Energy Rating Provider. If you believe that the reported number of homes is not correct, please contact your Provider directly.

2008 New Homes with ENERGY STAR. All Rights Reserved.



2008

**ENERGY STAR for Homes
Leadership in Housing Award**

The U.S. Environmental Protection Agency Recognizes

Drees Homes

For building more than 50 ENERGY STAR qualified homes in the past year

Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

Features of ENERGY STAR Qualified Homes

ENERGY STAR qualified homes can include a variety of "tried-and-true" energy-efficient features.

Resources for Partners

As a partner, you have access to a variety of resources at no charge.

[Technical Resources](#)

[Marketing Resources](#)

New! [2009 Outreach Partnership](#)

[Educational Resources](#)

[Recent Policy Changes](#)

Resources for Partners



[Features of Homes](#)

[Building](#)

[Walls*](#)

[ENERGY STAR](#)

Educational Resources

- [Training](#). ENERGY STAR offers free training live on the Internet to help you get the most out of your partnership. You will also see a list of events across the country where you can learn more about ENERGY STAR.
- [Presentations](#). Use customizable presentation templates that target builders, appraisers, and real estate agents. The presentations serve to focus on the value of ENERGY STAR to the audience.
- [Fact Sheets](#). Educate your sales team about the many 'tried-and-true' energy-efficient features found in ENERGY STAR qualified homes by providing them with detailed Fact Sheets.
- [Best Practices for Selling ENERGY STAR Qualified Homes](#). Learn best practices from builders that have successfully used ENERGY STAR as sales advantage.
- [Related Web Sites](#). EPA has composed a list of links to additional resources for energy-efficient home building and organizations that support or complement ENERGY STAR for New Homes.
- [Builder Recruitment Handbook](#). Learn best practices for recruiting homebuilders to a winning partnership with ENERGY STAR by building relationships and offering long-term support.
- [How to Work with ENERGY STAR as a Home Builders Association](#)  (88KB). Learn how to engage your HBA and lead the way in supporting the construction of energy efficient homes in your market.
- [How to Work with ENERGY STAR as a Real Estate Agent](#)  (152KB). Learn how Realtors can benefit from bringing clients to you as an ENERGY STAR builder.

Free Webinars on Wednesdays



ENERGY STAR Webinars

ENERGY STAR offers training live on the Internet to help prospective and veteran partners get the most out of their partnership. To learn more about a particular webinar, click its title. To register, click on the corresponding date and time below and complete the registration form.

Title	Date and time
How to Market ENERGY STAR Qualified Homes – For marketing staff, raters & Providers	Wed. February 25; 11:00 a.m.–12:00 noon EST
Best Practices for Selling ENERGY STAR Qualified Homes: Part I – For sales staff, raters & Providers	Wed. February 25; 2:00–3:00 p.m. EST
ENERGY STAR 101 for Residential Professionals – For real estate agents and home appraisers	Wed. March 4; 11:00 a.m.–12:00 noon EST
What ENERGY STAR Can Do for You: Benefits for Builders – For builders considering partnering with ENERGY STAR; raters and Providers looking to recruit new clients to the program.	Wed. March 4; 2:00p.m.–3:00 p.m. EST

Events Around the Country



Conferences and Regional Trainings

Take advantage of local opportunities to learn more about ENERGY STAR. Below is a list of upcoming conferences and regional events. (Please note that these events are not endorsed by EPA or the ENERGY STAR program).

Event			
2009 Residential Energy Services Network (RESNET) Building Performance Conference EXIT ↩			<p>conference is the y ratings, residential g performance NET Building e on February 16– ans now for three nd enjoying exciting</p>
Midwest Regional ENERGY STAR Conference EXIT ↩			<p>ar Conference will ducational, in- ficient Marketing, Credit), Building ents and Green ntertainment information nergy efficient home</p>
2009 ENERGY STAR Homes Sponsors Meeting EXIT ↩	April 20–22, 2009	Grapevine, TX	<p>industry. Each year, ENERGY STAR for New Homes brings together decision-makers from utility programs to share ideas and lessons learned. Meeting attendees represent over thirty different utility and state administered programs across the country. If you are interested in being added to</p>

Would you like to add an event to the calendar?

Email:

- Title
- Dates
- Location
- Overview (< 50 words)
- Event web site

homes@energystar.gov

Builder Recruitment Handbook



- Purpose:
To assist new and existing ENERGY STAR partners in their efforts to recruit homebuilders to a winning partnership with ENERGY STAR.
 - Increase participation
 - Improve relationships
 - Offer long-term support
 - Deepen commitment

Builder Recruitment Handbook



- Top Ways to Reach and Retain Homebuilders
- Working with Production Builders
- Recruitment Presentation
- Builder Growth Chart
- Common Builder Concerns and Solutions to Overcome Them
- Success Stories



Coming Soon



- Updated Presentation page
 - ENERGY STAR 101 – Self-guided tour for Realtors & appraisers
 - Crash Course in Building Science
 - Builder Recruitment Presentation
 - Sales and Marketing Presentation
- Sales e-packet
 - Cheat Sheet for Sales Personnel
 - Action Plan
 - Role Playing Activity
 - Best Practices for Selling ENERGY STAR Homes



Updates to the ENERGY STAR Consumer Web site

Consumer Web Site



Bring Your

What makes a home ENERGY STAR qualified?

Why are ENERGY STAR qualified homes better?

Who builds ENERGY STAR qualified homes?

Find builders in your area who offer ENERGY STAR qualified homes.

- Site-Built Home Builders and Developers
- Manufactured Home Builders

State: [Please select a state]

ENERGY STAR QUALIFIED HOME IMPROVES OUR ENVIRONMENT

Environmental Protection Agency

Search [] Go

New Homes Buildings & Plants Partner Resources

Qualified New Homes:

Find new home performs better in the environment thanks to a variety of features.

the U.S. homes built to the ENERGY STAR standard typically make

Save energy and reduce air pollution.

es

Lower Ownership Costs

- Better Performance
- Smart Investment
- Environmental Protection

Improvements that deliver better performance, greater comfort, and lower utility bills.

[Learn More](#)

Who builds ENERGY STAR qualified homes?

Find builders in your area who offer ENERGY STAR qualified homes.

- Site-Built Home Builders and Developers
- Manufactured Home Builders

State

Bring your GREEN to work

Explore Buildings & Plants >

- Guidelines for Energy Management
- Tools & Resources Library
- Expert Help
- Commercial Building Design
- Green Buildings

ENERGY STAR Qualified Homes

Take A Tour Behind the Walls

Explore Qualified Homes

- Find an ENERGY STAR Qualified Home
- ENERGY STAR Features
- Benefits for Homeowners
- For Residential

Green Building



What makes a home ENERGY STAR qualified?



ENERGY STAR qualified homes can include a variety of "tried-and-true" energy-efficient features that contribute to improved home quality and homeowner comfort, and to lower energy demand and reduced air pollution.

[Learn more about features of ENERGY STAR qualified homes](#)



[ENERGY STAR and Green Building](#)



[Take a tour "Behind the Walls"](#)



Green Building



A Green Home Begins with ENERGY STAR Blue

Homebuilders and homebuyers across the country are increasingly interested in green building. But what exactly makes a home green?

Green building means improving the way that homes and homebuilding sites use energy, water, and materials to reduce impacts on human health and the environment. Building a green home means making environmentally-preferable and sustainable decisions throughout the building process—decisions that will minimize the environmental impact of the home while it is being built and over the many years it will be lived in.

Did You Know?

Did you know that a typical home can cause twice the greenhouse gas emissions of the typical car?

What should homebuyers look for first in a green home?

Energy efficiency is the place to start. That's because the energy used in homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated. And the easy way to make sure a new home is energy efficient is to look for the blue ENERGY STAR mark, the government-backed symbol for energy efficiency.

ENERGY STAR qualified homes are independently verified to meet strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency. These homes save money on utility bills, provide a more comfortable living environment with better indoor air quality, and help protect the environment.

Behind the Walls



About ENERGY STAR - News Room - FAQs - **KIDS** Search Go

- Products
- Home Improvement
- New Homes**
- Buildings & Plants
- Partner Resources

- Qualified New Homes**
- Find an ENERGY STAR Builder
- ENERGY STAR New Home Features
- Benefits for Homeowners
- For Residential Professionals

Home > New Homes > Behind the Walls

Behind the Walls is What Really Counts

All new homes look great from the outside. But to make sure that your next new home is truly energy efficient, it's important to look "behind the walls."

Homes that earn the ENERGY STAR include four "must have" features behind the walls that will make you more comfortable, reduce utility bills, and help protect the environment.



See four "must have" features found in all ENERGY STAR qualified homes.

TAKE THE TOUR! 

[Join ENERGY STAR](#)

Behind the Walls



Independent Testing and Inspection to Ensure Quality Construction

Most builders will tell you that they build energy-efficient homes. But builders whose homes earn the ENERGY STAR back up their claims. ENERGY STAR qualified homes are inspected and tested by an independent Home Energy Rater to meet EPA's new and more rigorous guidelines for energy efficiency.

In an ENERGY STAR qualified home...

The builder's construction crews know that their work will be tested for performance, quality, and attention to detail. Home Energy Raters inspect insulation installation, perform tightness tests on the home's envelope and duct system, and ensure that all energy-efficient features and equipment are properly installed in your new home.



Questions?



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