

## Rater Business Development II

**"Successful Marketing Techniques"**  
How to Explain Benefits of Residential Energy Efficiency to Builders and Market ENERGY STAR

Rating Provider	States	# of Rated Homes
D.R. Watschak, L.L.C.	AZ	1602
Energy Rated Homes Midwest	IL, MI, KY, IL	1441
Woods and Associates	NV	1259
Alaska Housing Finance Corporation	AK	1035
Building Science Corporation	SC, NV, TX	947
Conservation Services Group	RI, NH, MA	925
Cardinal	PA, NV	925
Energy Rated Homes of Iowa	A	773
Guaranteed Watt Savers Incorporated	TX, OK	762
Midstream Associates	NJ	645
Public Service Electric and Gas Company	NJ	588
Energy Services Group	MD, DE	438
Florida Power Corporation - Headquarters	FL	332
Tucson Electric Power Company	AZ	324
Houston Lighting and Power Company	TX	319
Cheltenham	PA	292
Florida HERO / BAHIP	FL	280
Energy Rated Homes of Utah	UT	236
Energy Rated Homes of Vermont	VT	226
United States Army Corps of Engineers, Rater	VA	135
Energy Rated Homes of Alaska	AK	122
Ohio Office of Energy Efficiency	OH	117
Southern Maryland Electric Cooperative	MD	51
Coastal Insulation Company	FL	42
American Property Consultants Inc of FL	FL	37
Florida Power & Light Company	FL	35
Connecticut Light and Power	CT	34
Connecticut Power Delivery	NJ	25
Florida Solar Energy Center/BAHIP	FL	25
Wisconsin Home Performance Ratings	WI	24
Lincoln Electric System	NE	23
Energy Rated Homes of Mississippi	MS, GA, NC, SC	16
Energy Diagnostics Indiana	IN	14
Home Performance Professionals	PA, NY	13
Colquhoun EMC	GA	9
Other Rating Providers	Multiple	185
<b>Total Energy Star Homes</b>		<b>14098</b>

## PRINT ADVERTISING

**Look for the Green Star! Meet from these Builders of Excellence.**

**BEST UPGRADES ON A NEW HOME COST YOU MONEY. NOW ABOUT ONE THIRT-SIXTH DOES YOU SAVE!**

**THE GREEN STAR**  
The Golden Green Star is the Green Star Home - a certification that proves the environmental saving you at home. It's placed on homes that are energy efficient. The Green Star Home is the recognized symbol for energy efficiency. Please contact the local office for more information. (See the Green Star Home for more information.)

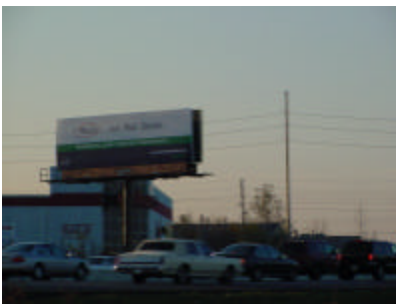
**GREEN STAR HOMES**  
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## Public Service Announcement

*This one's worth the green star.*  
*The right home will help you save a fortune on the way to it.*

When you buy a home with an ENERGY STAR label, you'll get a lot more than a roof over your head. You'll get a home that's better for the planet and your wallet. It'll save you money on energy bills, and it'll help you save the planet. That's why you should look for the Green Star when you buy a home. It's the symbol of a home that's better for the planet and your wallet. It's the symbol of a home that's better for the planet and your wallet. It's the symbol of a home that's better for the planet and your wallet.

## BILLBOARD ADVERTISING



## ENERGY STAR HOMES POWERPOINT PRESENTATION

- Added Value
- Brand Recognition
- Definition of Energy Star Home
- Advantage to Builders
- Marketing Concept
- Value / Features
- Homecalc Builder/Lender Relationship