

RESNET Conference
March 4 -6, 2002



ENERGY STAR for Homes

Marketing Tools

ENERGY STAR Homes Marketing Tools



ENERGY STAR Logo:




ENERGY STAR Homes Marketing Tools



ENERGY STAR Label:

The form is a vertical rectangular label with a light blue background and a thin black border. At the top is the Energy Star logo. Below it, the text 'An ENERGY STAR® Labeled Home' is centered. The form contains several input fields for information: 'Address:', 'Built by:', 'Verified by:', 'Date:', and 'Optional information:'. At the bottom, there is a paragraph of text stating that the home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR guidelines for energy efficiency. The text concludes with the website 'www.energystar.gov'.



An ENERGY STAR® Labeled Home

Address:

Built by:

Verified by:

Date:

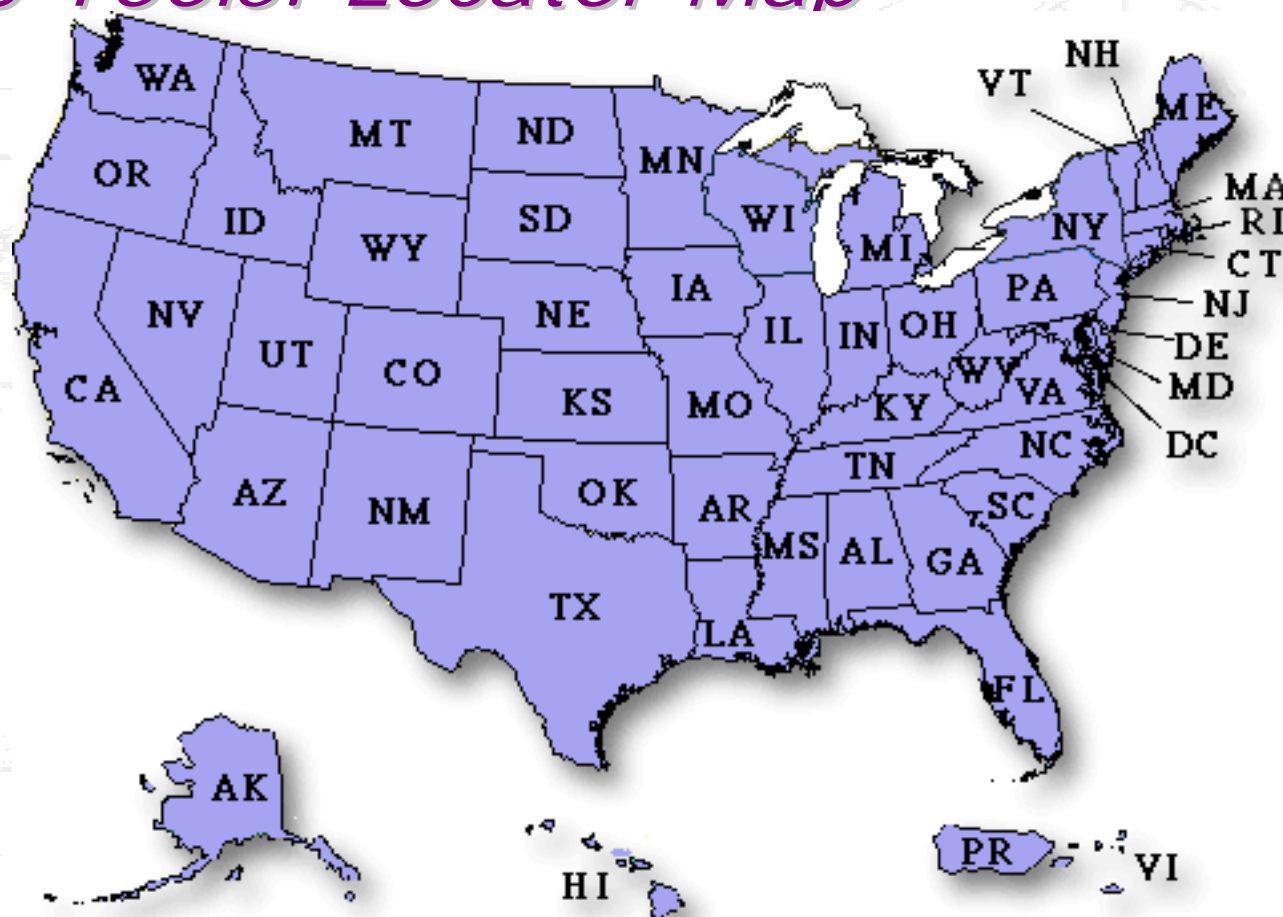
Optional information:

This home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR guidelines for energy efficiency. ENERGY STAR labeled homes protect the environment by using less energy.
www.energystar.gov

ENERGY STAR Homes Marketing Tools



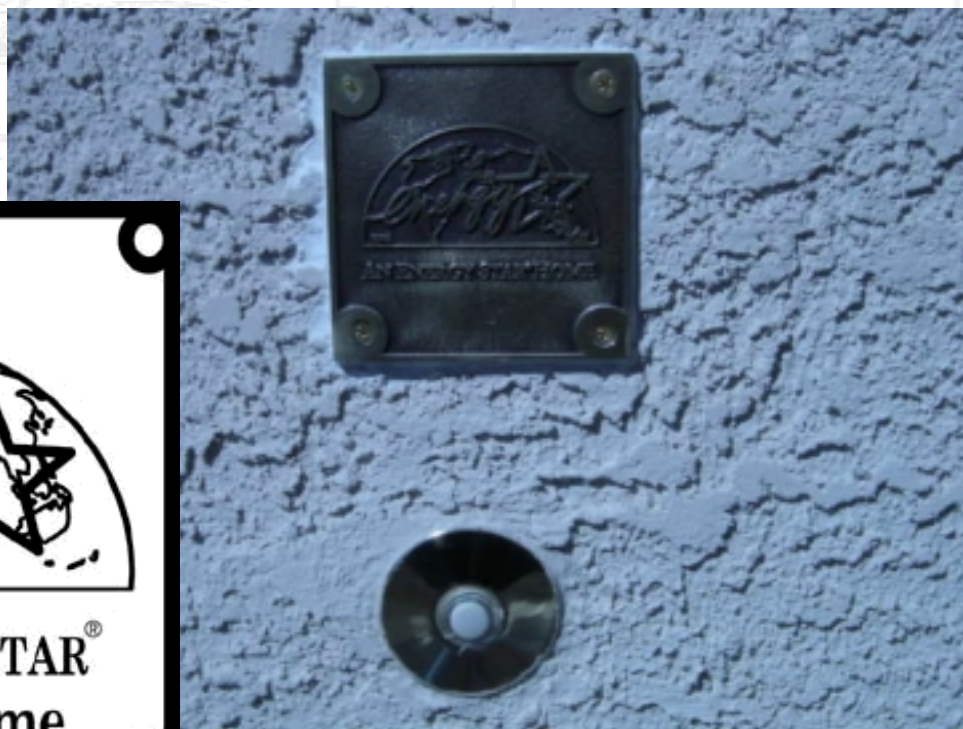
Web Tools: Locator Map



ENERGY STAR Homes Marketing Tools



Web Tools: ENERGY STAR Plaques



ENERGY STAR Homes Marketing Tools



Web Tools: Publicity Kit/Press Releases:



ENERGY STAR Homes Marketing Tools



Web Tools: ENERGY STAR Presentations:



ENERGY STAR Homes Marketing Tools



Web Tools: Consumer Fact Sheets:

EPA ENERGY STAR

AIR SEALING

KEY TAKEAWAYS

- Air sealing is a simple and effective way to reduce energy costs and improve indoor air quality.
- Sealing leaks in the home can save up to 10% on energy bills.
- Sealing leaks can also improve indoor air quality by preventing outdoor air from entering the home.

How to Seal Your Home

The first step in air sealing is to identify the leaks in your home. This can be done by a professional or by using a blower door test. Once the leaks are identified, they can be sealed using a variety of materials, including caulk, weatherstripping, and foam.

Benefits of Air Sealing

- Reduces energy costs by up to 10%.
- Improves indoor air quality by preventing outdoor air from entering the home.
- Increases the value of the home.

Resources for Air Sealing

For more information on air sealing, visit the EPA website at www.epa.gov/energy-star.

Energy Star Homes

Energy Star Homes are homes that meet the EPA's energy efficiency requirements. They are designed to be more energy efficient than standard homes, which can save homeowners up to 10% on energy bills.

Feature	Standard Home	Energy Star Home
Energy Star Certified	No	Yes
Energy Star Labeled Appliances	No	Yes
Energy Star Labeled Windows	No	Yes
Energy Star Labeled Doors	No	Yes
Energy Star Labeled HVAC System	No	Yes

ENERGY STAR Homes Marketing Tools



ENERGY STAR Change Campaign:

- *Television*
- *Print*
- *Radio*
- *Consumer Fulfillment Brochure*

ENERGY STAR Homes Marketing Tools



ENERGY STAR Advertising Partnership:

EPA provides:

- Pays to run ad concurrent with partners*
- 'Change' campaign ad templates*

Partners provide:

- Participation from at least 3 builders*
- Min. 13 week placement of partner ad*

Buying an energy-efficient home is like
making a down payment on a cleaner world.



Protect the environment. Buy a home that has earned the ENERGY STAR®

Choosing a home that saves energy is something you can do to reduce pollution and make a positive and lasting change. ENERGY STAR labeled homes also provide money savings, increased comfort and greater durability. For more information and a list of participating builders, visit us on the Web.



1-888-STAR-YES (1-888-782-7937)

Learn more. Visit www.energystar.gov

The ENERGY STAR label is jointly managed by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE).

Choosing a new home is a decision
you'll live with for a long time.

And so will the rest of the world.



Protect the environment. Buy a home that has earned the ENERGY STAR®

Choosing a home that saves energy is something you can do to reduce
pollution and make a positive and lasting change. ENERGY STAR labeled
homes also provide money savings, increased comfort and greater durability.
For more information and a list of participating builders, visit us on the Web.



1-800-STAR-YES (1-800-782-7337)

Learn more. Visit www.energystar.gov

The ENERGY STAR label is a registered trademark of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).

She's not thinking about how an energy-efficient home will improve the environment for her future.

What matters is that you are.



Protect the environment. Buy a home that has earned the ENERGY STAR®

Using less energy helps reduce pollution and protect the environment—a lesson we hope your kids will pass on to their kids some day. ENERGY STAR labeled homes not only use less energy, they also deliver money savings, increased comfort and greater durability. For more information and a list of participating builders, visit us on the Web.



Money Isn't All You're Saving

1-888-STAR-YES (1-888-782-7937)

Learn more. Visit www.energystar.gov

The ENERGY STAR label is jointly managed by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE).

She's not thinking about how an energy-efficient home will improve the environment for her future.

What matters is that you are.



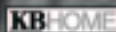
Protect the environment. Buy a home that has earned the ENERGY STAR®

These homes use less energy, reduce pollution, and protect the environment—a lesson we hope your kids will pass on to their kids some day. For information on how ENERGY STAR labeled homes deliver comfort and money savings, along with how to contact these participating builders, visit us on the Web.



Money and All Year's Saving

1-800-800-8000 Learn more. Visit www.energystarbuildings.com



The ENERGY STAR label is jointly owned by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).

Some builders have a much bigger picture
of the neighborhood they're creating.

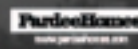
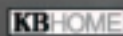


Protect the environment. Buy a home that has earned the ENERGY STAR®

Learn ipsum dolor sit amet, consectetur adipiscing elit, sed diam non
ummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut
pat. Ut vero enim ad minim veniam, quis nostrud exerci tation ullamcorp
et suscipit lobortis nisl ut aliquap ex ea commodo consequat. Duis autem



1-800-800-0000 Learn more. Visit www.energystarhomes.com



The ENERGY STAR label is jointly managed by the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE).

ENERGY STAR Homes Marketing Tools



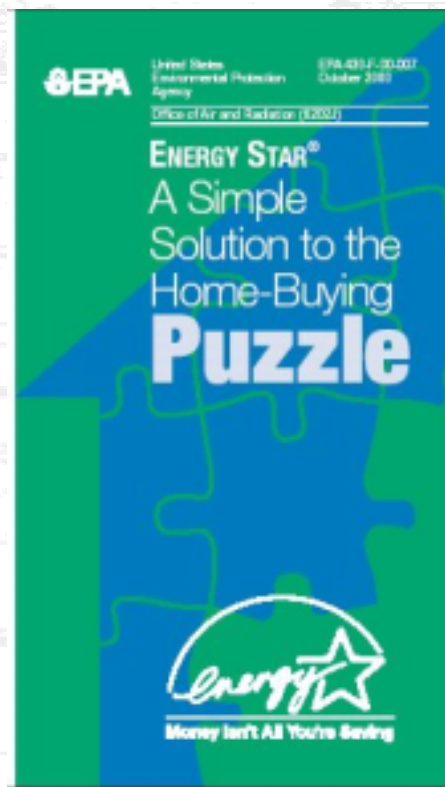
ENERGY STAR Partner Recognition:

- *Web Listing*
- *100% Builder Commitment*
- *Excellence in Marketing*
- *Achievment Awards*
 - Builders/Raters (50, 150, 300+ Homes)*
 - Providers/Sponsors (250, 500, 1,000+ Homes)*
- *ENERGY STAR Partner of the Year*

ENERGY STAR Homes Marketing Tools



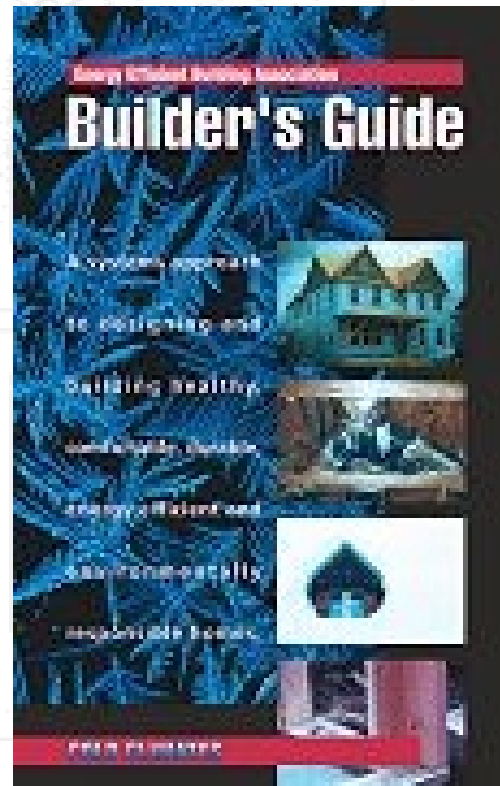
ENERGY STAR Consumer Brochure:



ENERGY STAR Homes Marketing Tools



EEBA Builder Guide:




ENERGY STAR Homes Marketing Tools



Home Calc Software:

ENERGY STAR Home Calc v2.0

Welcome | **Cash Flow** | More Home | Affordability | Summary



Money Isn't All You're Saving

Home Buyer
Annual Income:
Monthly Debt:
Down Payment (%):

House

Energy Star Financing

Type

Get More Home for Less Cost

	Monthly	Yearly
Additional Mortgage	-\$18	-\$216
Utility Savings	\$33	\$400
Tax Savings	\$3	\$36
Net Cash Flow	\$18	\$216

	Base Home	Featured Home
Sticker Price:	\$150,000	\$152,000
Total Utility Cost:	\$1,500	\$1,100
Interest Rate:	8.000%	8.000%
Term:	30 years	30 years


ENERGY STAR Homes Marketing Tools



ENERGY STAR Point-of-Sale Tool*:

Inputs:

Builder Name

Company Logo 

Model Name

Energy Measures (check those that apply)

- ☐ Insulation Package
- ☐ Air Tightness Package
- ☐ High-Performance Windows (LowE)
- ☐ Duct Sealing Package
- ☐ High-Efficiency Equipment
- ☐ Energy Star Lighting package
- ☐ Energy Star Appliance package
- ☐ Indoor Air Quality Package
- ☐ Other _____
- ☐ Other _____

How you offer ENERGY STAR:

- ☐ Standard for this subdivision only
- ☐ Standard for all subdivisions
- ☐ Upgrade

Estimated Monthly Utility Savings

Print:

- ☐ Cost Saving Flyer (accrued value of savings)
- ☐ Check List Flyer
- ☐ Feature Benefit Fact Sheet



The Canterbury has earned the Environmental Protection Agency's **ENERGY STAR** label meaning it is truly energy efficient. As a result of lower utility bills, you can expect to **save**:

\$4,500*

Look for these important energy efficiency features:

- ☐ Improved insulation that blankets your home in even comfort
- ☐ Tight construction that eliminates annoying drafts and potential moisture problems
- ☐ Advanced windows that block unwanted sun in the summer while retaining heat in the winter.
- ☐ Tight ducts that assure even comfort while improving indoor air quality
- ☐ Energy efficient equipment that lasts longer and provides quiet performance



* under development

ENERGY STAR®...

...Your Marketing Advantage

- Banners
- Point-of-Sale Displays
- Yard Signs
- Window Displays
- Wall Displays
- Cooperative Advertising
- Brochures
- Checklists
- Billboard Snipes
- Plaques

View these and other marketing examples from current ENERGY STAR partners at www.energystar.gov/homes/toolbox.

ENERGY STAR Homes Marketing Tools



Final Word:

*It's critical to
set expectations!*