



Marketing Energy Star Homes



**SAIL THE
7 C's**



Marketing Energy Star Homes

Stephen Bottfeld

*Southern Nevada New
Homes Guide*



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Stephen Bottfeld

*Marketing
Solutions*

Market Summary

In 2002, Las Vegas
built **6,600+** NEW
Energy Star
Homes

Market Summary

***That's more than
\$1 million
market potential!***

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THE QUESTION IS NOT:
HOW DID WE DO IT?

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THE QUESTION IS:

HOW CAN YOU?

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***HERE'S WHAT LAS
VEGAS DID ...***

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***IN JUST 3 MONTHS
LAST YEAR***

Market Summary

- **2002**
 - **20 Builder Partners**
 - **4 Industry Partners**
 - **With EPA support**

Market Summary

- 2002

**–INCREASED
AWARENESS BY
10%**

Market Summary

- 2002

**–INCREASED
UNDERSTANDING
BY 9%**

Market Summary

- 2002

INCREASED SALES
OF ENERGY STAR
HOMES BY 10%

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**THAT WAS THE
EASY PART ...**

Market Summary

- 2002

WHY?

Market Summary

- 2002

- ***“Concerns about energy costs affect my decision about what kind of home to buy”***

Market Summary

• **85.0%**

Market Summary

- 2002

“Energy-efficient homes may be slightly more expensive to buy, but cost less to own ...”

Market Summary

- 2002

... because lower utility bills more than offset higher mortgage payments”

Market Summary

92.4%

Market Summary

- 2002

“Energy-efficient homes may receive below normal interest rate mortgages ...”

Market Summary

68.0%

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**WHAT WAS THE
HARD PART?**

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**GETTING IT
DONE ...**

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Add \$\$\$\$ potential
to your market

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***The Las Vegas
Model***

Market Campaign



**SAIL THE
7 “C’s”**

Market Campaign



3/1/2003

Market Campaign

COOPERATION



Market Campaign



CREDIBILITY

Market Campaign

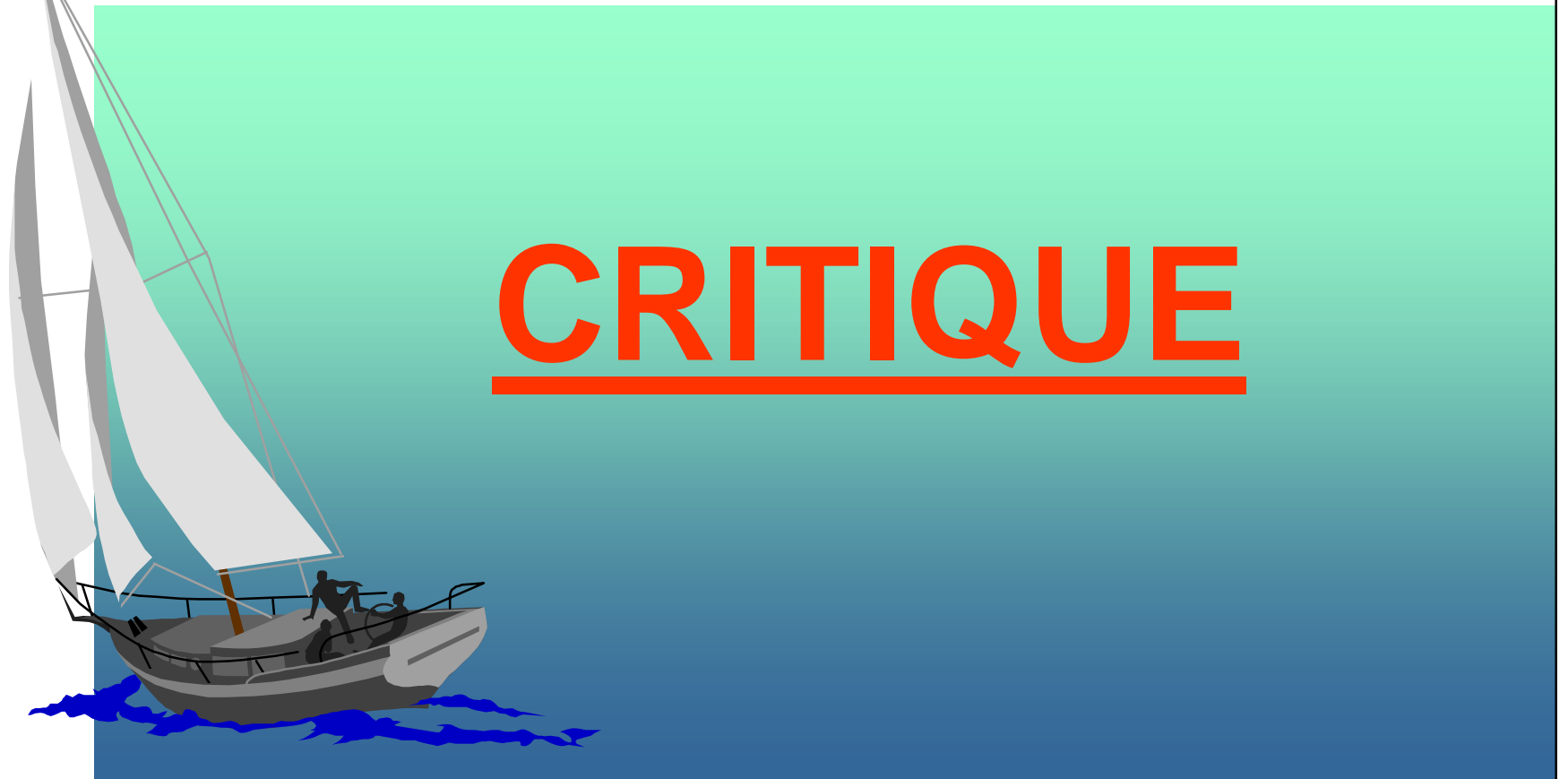


Market Campaign



CREATIVITY

Market Campaign



CRITIQUE

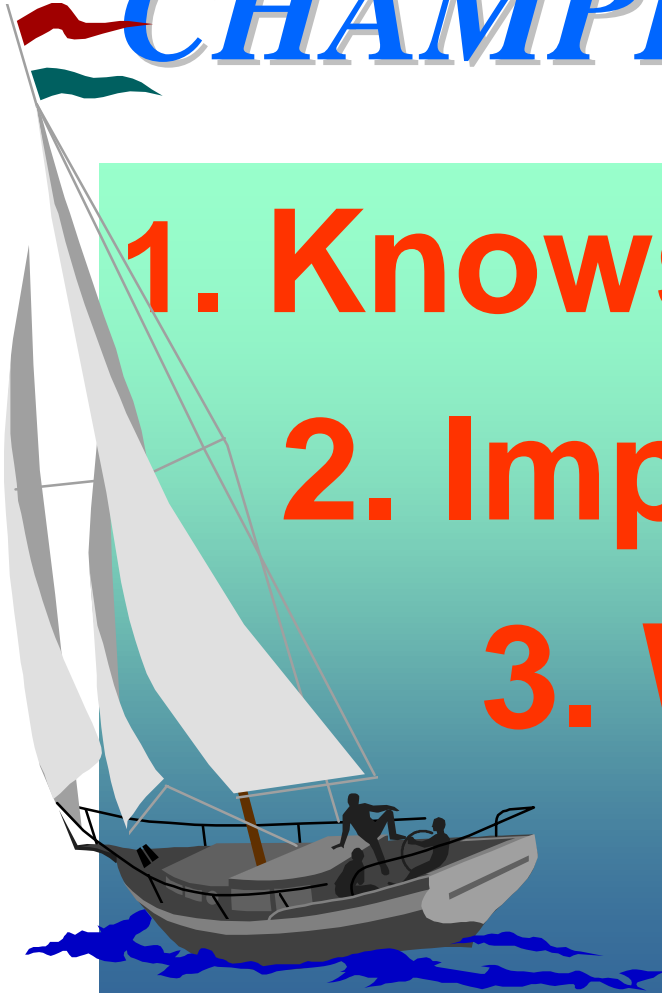
Market Campaign

CONTINUITY



CHAMPION

- 1. Knows the builders**
- 2. Impartial**
- 3. Will Do The Work**



CHAMPION

4. Community Leader

5. Works with EPA

**6. Keeps Track of
Funds**



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CHAMPIONS

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***HOUSING GUIDES
OF AMERICA***

COOPERATION

1. Marketing Talents

2. Equal Footing

**3. Brainstorming
Fun**



A stylized illustration of a sailboat with a red and green flag on its mast, sailing on blue water. The boat is positioned on the left side of the slide, with its sails partially visible. The background of the slide features a light green to blue gradient.

COOPERATION

4. Steering Committee

5. Kick-off Meeting

**6. Progress
Meetings**

A stylized illustration of a sailboat with white sails and a red and green flag, sailing on blue water. The boat is positioned on the left side of the slide, partially overlapping the green and blue background areas.

CREDIBILITY

- 1. State Government**
- 2. City Proclamation**
- 3. Newspaper -
Magazine**

COORDINATION

1. Committees

2. Budgets

**3. Sense of
Ownership**



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COMMITTEES

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ADVERTISING

Advertising

- **Strategy & Execution**
 - **Target the Local Market**
 - **Overview of media & timing**
 - **Overview of ad spending**

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**PUBLIC
RELATIONS**

Public Relations

- **Strategy & Execution**
 - Local Angle
 - Events are important
 - Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.

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WEB SITE

WEB SITE

- **Use it as a traffic builder**
 - **Links to other sites, including EPA**
 - **Measure Traffic**
- **Not TOO Complex**
 - **Easy to Navigate**
- **Complete Information**
 - **Map of Projects**

Other Promotion

- **Third-party marketing**
 - **Co-marketing arrangements with other companies**
- **Marketing programs**
 - **Other promotional programs**



CREATIVITY

1. Trade-Outs

2. Local Angles

**3. PR Stories that
push Builders**

A stylized illustration of a sailboat with a white hull and a large white sail, sailing on blue water. The boat has a red flag at the top of its mast. The background of the slide features a light green to blue gradient.

CRITIQUE

1. Pre-Post Measures

2. Campaign Review

**3. Post Campaign
Survey**

CONTINUITY

1. Retain Champion

2. Transition

**3. From Member
to Chairman**



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**DOES IT
WORK?**

Market Summary

- **2003**
- **\$90,000 vs. \$67,000**
- **97 vs. 58**
communities

Market Summary

- **2003**
- **Six top 10 builders vs. three last year.**
- **45 vs. 30 partners**

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IT WORKS!

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IT WORKS!

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IT WORKS!



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