



Outline



- Builder Recruitment Handbook
- Program Updates
- Marketing Resources



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
- Builder Brochure



Ways to Reach & Retain Builders



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Top Ways to Reach and Retain Homebuilders Fact Sheet

Your organization needs to obtain, retain, and cultivate relationships with builders to ensure success with ENERGY STAR. This will entail continued outreach to new builders, providing support to the builders you recruit, and coordinating with other local stakeholders.



Before you get started, it's important to do research needed to understand the local residential new construction market and its key players. Then, incorporate outreach and support to builders as part of your business and marketing plans. Associating your organization with ENERGY STAR by using the [ENERGY STAR logo mark](#) in your advertising, on your web site, and on promotional materials, can help builders recognize your participation in the program.

Outreach to Builders

Deliver ENERGY STAR Presentations. EPA has developed an effective presentation for recruiting builder partners. You can start with [EPA's presentation template](#), and customize it for your organization. You can offer to present this to Homebuilder Associations (HBAs) or directly to a builder's management team.

Host ENERGY STAR Events. Hold a builder seminar or a brown bag lunch. Provide an incentive to attract builders (e.g. free lunch, a coupon for one free rating). Introduce ENERGY STAR for homes and provide both technical and marketing overviews.

Link with Existing Events. Research local events in your area that builders often attend or participate, such as Parade of Homes, events sponsored by your local real estate organization, or HBA. Consider sponsoring the event, administering a booth, or simply attending the event to network.

Find Your Ally Within the Builder's Company. If you can connect with one key player who sees the value of ENERGY STAR, their enthusiasm will spread. Adapt your message to your audience – your messaging to the marketing manager should be different than the purchasing manager or the warranty manager. Refer to "Working with Production Builders" for more information, a part of this Handbook.

Build Rapport with Decision Makers. Face-to-face interaction with the decision makers in a builder's organization can enable you to build a sustained relationship within an organization. Trust is a valuable asset. Upper management often has one common goal of maximizing profits. Therefore, your story must explain how they can financially benefit from ENERGY STAR and sell their homes at a competitive price in a timely manner.

Leverage the Marketing Toolkit. Use the ENERGY STAR [Marketing Toolkit](#) to create marketing materials that show builders and their homebuyers how they can benefit from ENERGY STAR. When you are meeting with builders for the first time, customize a few flyers to highlight the services you offer them.

Support Builder Partners

Offer Marketing Support. Offer to train the builder's sales and marketing staff how to effectively sell the value of ENERGY STAR. Provide builders a choice of marketing materials they can use, including a "menu" of options and show them examples of other builders who have successfully leveraged ENERGY STAR. Also be sure that the [ENERGY STAR logo mark](#) is being utilized in all of the builder's advertisements, on signage, on their web site, and on other promotional materials.

Utilize the Marketing Toolkit. The ENERGY STAR [Marketing Toolkit](#) enables partners to create customized promotional materials, such as flyers, web graphics, and model-home display cards, to showcase their ENERGY STAR qualified homes. Use the Toolkit to offer design services to your key builders. With their logo and web site, you can produce high-quality marketing materials for them. Consider offering to train their staff on how to use the Toolkit.

Help Committed Builders. Go an extra step and provide ongoing sales training to the sales force of committed builders. Ensure they are comfortable with the technical components of ENERGY STAR. Make routine site visits to restock inventory of ENERGY STAR [brochures](#). You can also meet with management about any concerns they may have and how you can support them.

Design a Checklist. To increase trust and simplify the process of qualifying a home, builders will appreciate a checklist of how you are going to support their ENERGY STAR activities and help them succeed with the program.

Communicate Regularly. Communicate with builders on a regular basis to ensure that all parties are satisfied. One way to communicate is through the use of a newsletter (or e-newsletter, which reduces print), which can celebrate good news and provide updates.

Provide Technical Training. Use building science experts, manufacturers, and suppliers to assist your team in answering technical questions or concerns. Consider offering new builders training for their subcontractors.

Sponsor Realtor and Consumer Events. Offer to sponsor an "ENERGY STAR" day or "muddy boots tour" to real estate agents and prospects for your top builders.

Foster Public Relations. Help to showcase stories about champion builders and/or early adopters in the local media. For example, invite media to tour your builder's first ENERGY STAR qualified home.

Invite Top Builders to Events. If you are attending a local event to talk about ENERGY STAR, invite your top builders to join you. They can give the builder perspective on the benefits of partnering with ENERGY STAR.

Recognize Builders' Efforts. Work with local state or utility sponsors to hold an annual awards ceremony to highlight promotional efforts, accomplishments, and milestones. Also, encourage the builders who best promote ENERGY STAR to apply for EPA's Excellence in ENERGY STAR Promotion award.

Coordinate with Local Stakeholders

Network with Allies. Develop rapport by teaming up with key players in your market involved in residential construction, energy efficiency, and green building. These may include the state energy office, local HBA, Chamber of Commerce, Realtor® association, Home Energy Raters, utility companies, Realtors, suppliers, and manufacturers, as well as ENERGY STAR builder partners. Meet on a regular basis to share ideas, collaborate, and coordinate education.

Coordinate Cooperative Advertising. Work together to increase consumer awareness through cooperative advertising. Cooperative advertising allows you to reduce advertising costs by pooling funds together. If you have at least two ENERGY STAR builders participating, apply for funding through EPA's [Annual Outreach Partnership](#).

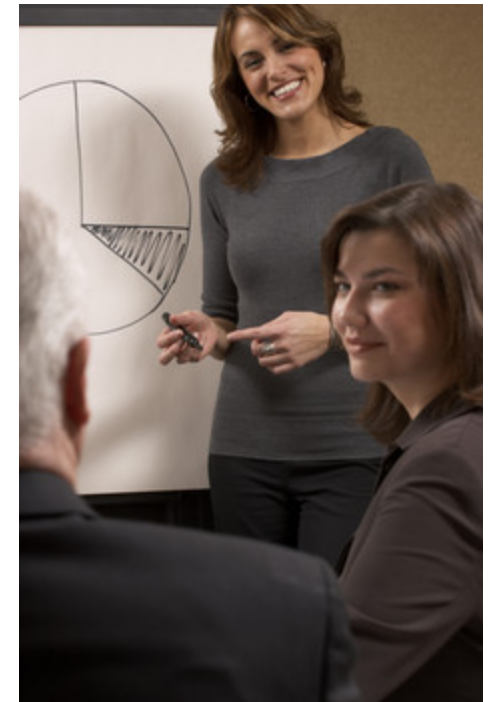
Facilitate a State-wide Home Energy Rater Association. The existence of a local Home Energy Rater association can bring more credibility to the industry, improve communication among raters and enable funds to be pulled together for marketing.

Develop Relationships with Subcontractors. It may be helpful to familiarize yourself with the major

Outreach to Builders



- Deliver ENERGY STAR Presentations
- Host ENERGY STAR Events
- Link with Existing Events
- Find your Ally within the Builder's Company
- Build Rapport with Decision Makers
- Leverage the Marketing Toolkit



Support Builder Partners



- Offer Marketing Support & Training
- Help Committed Builders
- Design a Checklist
- Foster Public Relations
- Provide Technical Training



- Sponsor Real Estate Agent & Consumer Events
- Communicate Regularly
- Invite Top Builders to Events
- Recognize Builders' Efforts

Coordinate with Local Stakeholders



- Network with Allies

Gov't Officials

HBAs

Real estate agents

Energy and
Environmental Groups

Suppliers and Manufacturers

Architects

Other ENERGY STAR partners

- Coordinate Cooperative Advertising
- Facilitate a State-wide Home Energy Rater Association
- Develop Relationships with Subcontractors

Working with Production Builders



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Working with Produ

Due to their large size, production builders often employ special ENERGY STAR partners better understand these staff roles so that you can better explain the benefits and resources. This specialized staff includes:

- Construction;
- Purchasing;
- Sales, Marketing, and Communications;
- Warranty; and
- Upper Management.

Resources mentioned throughout the document are provided:

Role: **Construction**

Titles: Construction Manager, Site Superintendent, Field Man

Responsibilities: Construction staff work with subcontractors and inspectors to safely build quality homes on time and under budget.

Potential Involvement in ENERGY STAR: Construction staff oversees subcontractors and communicates quality standards, including ENERGY STAR performance guidelines (e.g., compliance with the Thermal Bypass Checklist). They coordinate with Home Energy Raters schedule inspections/testing and implement corrective actions when homes do not qualify.

Key ENERGY STAR benefits and resources: ENERGY STAR third-party verification requirements that can help subcontractors to a higher standard. The program includes the Thermal Bypass Checklist Guide. This provides practices for complying with the Thermal Bypass Check

Role: **Purchasing**

Titles: Purchasing Manager, Estimator, Supply Chain Director

Responsibilities: Purchasing staff work with subcontractors to develop specifications, bid out contracts, and manage materials and hire contractors while minimizing costs.

Potential Involvement in ENERGY STAR: Purchasing staff helps the Home Energy Rater to choose the building materials for ENERGY STAR qualified homes. They also work with subcontractors to align with an ENERGY STAR-based schedule that aligns with an ENERGY STAR-based schedule. For ENERGY STAR qualified homes, it is likely the purchasing staff will become an ENERGY STAR builder partner. By interacting with subcontractors, they may find other opportunities for future projects. They also may work with marketing staff to communicate positive annual cash flow, and life-cycle savings of quality

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energy-efficiency guidelines, resulting in fewer callbacks. It also helps the homebuilder develop an automatic feedback loop on subcontractor's performance in the field, identifying areas of improvement before the issues result in a warranty claim or worse yet, legal action.

Role: **Upper Management**

Titles: President, Vice President, Chief Executive Officer (CEO), Division Manager, Director of Operations, Project Manager

Responsibilities: Upper management staff coordinates all aspects of a residential development, including design, permitting, purchasing, marketing, construction, inspections, warranties, and homeowner and/or tenant relations.

Potential Involvement in ENERGY STAR: Upper management provides strategic direction for the company, and often will play a key role in implementing ENERGY STAR. Upper management coordinates ENERGY STAR qualification activities among construction, purchasing, and warranty staff. They ensure that the sales and marketing staff integrate ENERGY STAR marks and messaging into all marketing materials. They work with communications staff to explain the benefits and value of ENERGY STAR.

Key ENERGY STAR benefits and resources: ENERGY STAR can offer increased sales and revenue; more customer referrals and fewer callbacks; differentiation from competitors, including national awards and recognition; the opportunity to become a local environmental champion and expert builder; sales and technical tools and training materials; the ENERGY STAR marks; and a third-party verified Quality Assurance mechanism.



Resources

- ENERGY STAR Marketing Resources Online:
 - [ENERGY STAR Logo Marks](#)
 - [Marketing Toolkit](#), an easy way to create customized ENERGY STAR marketing materials
 - [Outreach Partnership](#), EPA's cooperative advertising campaign
 - [Brochures](#)
 - [Fact Sheets](#)
 - [Web Linking Policy](#), the steps needed to establish a link on the ENERGY STAR Web site
 - [Presentations](#) for real estate agents, home appraisers, and homebuyers
- Other Resources Online:
 - [Partner Locator](#)
 - [QuantityQuotes.net](#), featuring bulk purchasing of ENERGY STAR qualified products
 - [Product Information](#), including savings calculators; listings of qualified appliances; and databases of rebates from manufacturers, utilities, and governments
 - [Technical Guidelines](#), including the Thermal Bypass Checklist Guide

ENERGY STAR provides objective performance information to help subcontractors to minimize warranty and construction savings and less expensive HVAC equipment due to properly installed insulation). Some states are constructing qualified new homes, which is due to ENERGY STAR product savings and qualified appliance rebate databases; and for qualified products.

Regional Sales Manager

Sales and marketing staff develop external relationships with subcontractors and the community. They manage sales campaigns and budgets; work with subcontractors; administer the Web site; plan sales and promotional events; and work with subcontractors, communities, and the design center.

ENERGY STAR: Sales and marketing staff promotes ENERGY STAR marks and messaging into their salespeople to sell ENERGY STAR features and benefits of qualified homes and participate in the annual Cooperative Outreach efforts.

ENERGY STAR can offer differentiation from competitors by cost, comfort, quality, and environmental friendliness; a well-known brand; access to the ENERGY STAR marketing funds and national recognition; > 1 million hits every year; sales training for real estate agents, home appraisers, and

Customer Service Manager, Home Care

Customer service staff, subcontractors, and the community. They seek to minimize warranty homeowner complaints. They also may

Customer service staff can experience reduced liability to higher specifications. Warranty claim managers to identify areas of risk for reduced liability and minimize oversights in the bottom line.

ENERGY STAR can help improve customer comfort, and energy consumption issues. Customer service staff and the installation of ENERGY STAR for assurance that homes will meet strict

Working with Production Builders



- Understanding the roles and needs of production builders' staff:
 - Construction
 - Purchasing
 - Sales, Marketing, and Communications
 - Upper Management
 - Warranty
- Responsibilities
- Potential Involvement in ENERGY STAR
- Key ENERGY STAR benefits and resources

Recruitment Presentation



- Focuses on features and benefits of an ENERGY STAR qualified home
- Stresses value to the builder to partner
- Approx. 60 minutes in length
- Customizable





ENERGY STAR:

The Path for Success

<name of presenter>
<organization>
<date>

How Does ENERGY STAR Benefit Your Company?



- Potential increase in sales and revenue
- Better constructed, advanced, and higher quality homes
- High customer satisfaction
(fewer callbacks and increased referrals)
- Strong brand recognition
- New marketing platform that attracts customers and differentiates you from competition
- Flexible program that offers support

Overview



- What is ENERGY STAR
- What is an ENERGY STAR qualified home
- How you can benefit from the program
- How to become an ENERGY STAR builder

A Team Effort



Along with EPA, your Home Energy Rater is there to help you throughout the process.

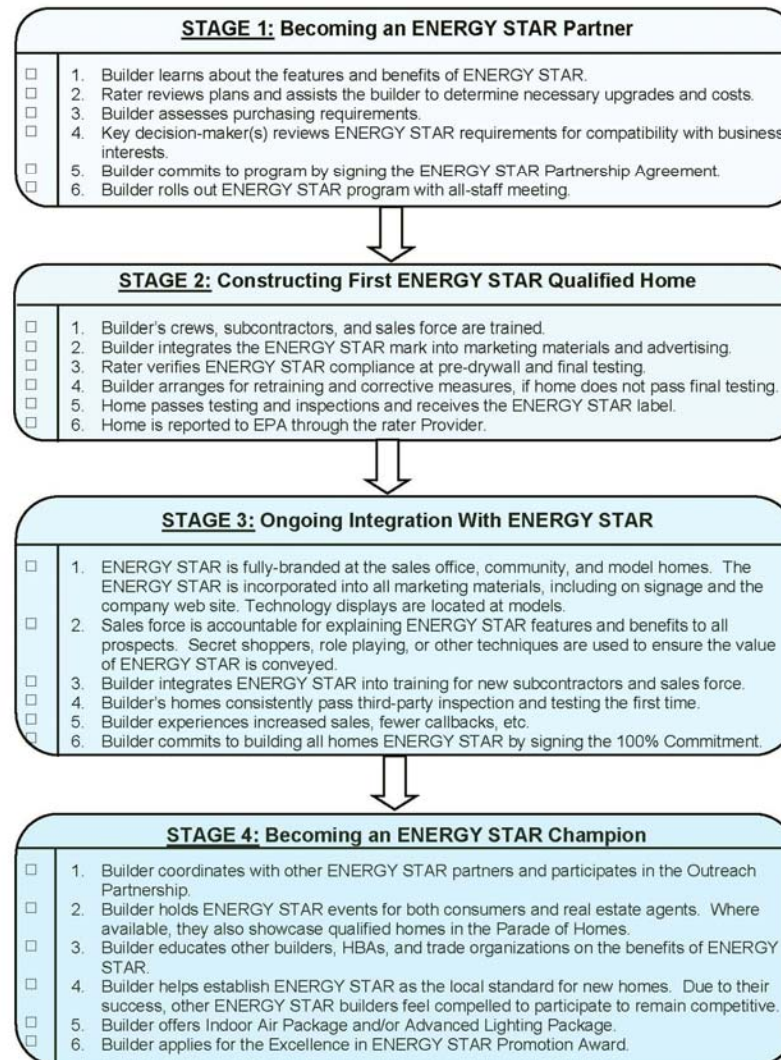


Builder Growth Chart



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The ENERGY STAR® Builder Growth Chart



Builder Growth Chart



- STAGE 1:
Becoming an ENERGY STAR Partner
- STAGE 2:
Constructing First ENERGY STAR Qualified Home
- STAGE 3:
Ongoing Integration with ENERGY STAR
- STAGE 4:
Becoming an ENERGY STAR Champion

Use this to guide your builders to be most successful!

How to Overcome Builder Concerns



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Common Builder Concerns About Partnering with ENERGY STAR® and Solutions to Overcome Them

	Objections	Solutions	Useful Resources
Cost-related	Competition. I need to keep my prices down to compete with other builders in the area.	It's easy to focus on sales price alone, but it is important to remember that there are many components to any product, such as service, quality, and costs. Buyers rarely focus on price alone. By selling the quality advantage of an ENERGY STAR qualified home including cost, durability, health and comfort benefits, you can differentiate yourself from your competition and ensure buyers consider more than just price.	<ul style="list-style-type: none"> Benefits of Building ENERGY STAR Qualified Homes
	The extra cost will limit my homeowners due to income qualifications. My homes will no longer be affordable.	Compared with standard homes, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating, saving consumers \$300 to \$400 each year. Over the average of seven to eight years a homeowner usually lives in a home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can be substantial as well. Homeowners also can consider Energy Efficient Mortgages (EEMs) whenever mortgage qualification becomes an issue. Overall, ENERGY STAR qualified homes are great for homeowners looking for an affordable home.	<ul style="list-style-type: none"> Benefits for Homeowners of ENERGY STAR Qualified Homes What is an EEM? HomeCalc
	The market is slowing down and I can't afford to increase my costs.	During times when the market is slow, it is especially important for homebuilders to differentiate themselves from their competitors. ENERGY STAR is a great investment that gives builders an edge over the competition with quality, comfort, monthly savings, and lower maintenance.	<ul style="list-style-type: none"> Benefits of ENERGY STAR
Value-related	I don't see the value in ENERGY STAR.	Over 70% of American households recognize the ENERGY STAR mark. By associating your company with the ENERGY STAR, you can show that your homes are third-party verified to meet government-backed energy efficiency requirements. As a partner, you benefit from using ENERGY STAR marketing and technical resources, including the use of the ENERGY STAR mark in your promotions and advertising. Consumers also are increasingly interested in reducing their impact on the environment and in green building. Energy efficiency is the foundation for green building. 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.	<ul style="list-style-type: none"> ENERGY STAR Mark Marketing Resources Technical Resources Brochures for Builders Green Begins with ENERGY STAR Blue
	I am more interested in a tax credit than ENERGY STAR.	Building an ENERGY STAR qualified home is more cost-effective than building a home to meet the federal tax credit requirements. In addition, the ENERGY STAR program allows builders to leverage the ENERGY STAR mark, which is recognized by over 70% of American households, and enables your company's name to become synonymous with energy efficiency and quality.	<ul style="list-style-type: none"> Co-Brand with ENERGY STAR
	I am interested, but my manager does not see the value.	Managers who participate in the program see increased revenue and sales, better construction techniques, reduced number of callbacks, and happy homeowners. These are the type of benefits that company executives are looking for. We have information and testimonials on these benefits that you can bring back to your management team.	<ul style="list-style-type: none"> Benefits of ENERGY STAR Success with ENERGY STAR
	I already build energy-efficient homes.	ENERGY STAR will allow you to show that your homes were 3 rd party verified to be energy efficient with a government-backed label that is widely recognized by consumers. If you are already building efficiently, you will have a minimal investment and will be better positioned to differentiate yourself in the market with ENERGY STAR.	<ul style="list-style-type: none"> 3rd Party Verification "Behind the Walls" Tour of an ENERGY STAR Qualified Home

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	Objections	Solutions	Useful Resources
Value-related	My homes are selling. I don't need anything to differentiate my company.	Over 12% of new homes in the U.S. in 2006 were ENERGY STAR qualified, and more builders are joining the program each month. In a market where consumers value quality construction, improved comfort, and lower maintenance costs, ENERGY STAR can be a valuable asset. ENERGY STAR can increase your market share even more.	<ul style="list-style-type: none"> Benefits of ENERGY STAR Brochures for Builders
	No one cares about energy efficiency and my homeowners are not asking for it.	Often, homeowners don't ask for energy efficiency because they assume new homes are energy efficient. Your homes will perform 20-30% better than typical homes by participating in ENERGY STAR. Ask your homeowners if they are interested in quality, comfort, and monthly savings. Energy efficiency addresses many areas that are concerns for homeowners.	<ul style="list-style-type: none"> Benefits for Homeowners of ENERGY STAR Qualified Homes Brochures
	I am a production builder, not a green builder. Green building is for environmentalists or tree huggers.	Today, consumers are becoming interested in reducing their impact on the environment as energy prices continue to increase. Energy efficiency is the place to start for green building. 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. In a recent study, nearly two thirds of consumers indicated that they would choose one house over another based on energy efficient performance.	<ul style="list-style-type: none"> Climate Change Shelter Group Survey
Other Objections	I don't want to work with the government.	ENERGY STAR is a voluntary program with over 5,000 builders participating. These builders are taking advantage of free technical and marketing resources that help differentiate their companies and increase revenues. If you sign up and change your mind, you can stop participating at any time, for any reason, without penalty.	<ul style="list-style-type: none"> Benefits of ENERGY STAR Marketing Resources Technical Resources
	I don't want to use CFLs in my homes. My homeowners never choose them.	CFLs aren't a requirement of the program. One great aspect of the ENERGY STAR program is that it is flexible and you work with your home energy rater to determine what upgrades are necessary to build an ENERGY STAR qualified home.	<ul style="list-style-type: none"> ENERGY STAR Guidelines
	Why should I join ENERGY STAR when there are so many other "green building" programs around?	Green building means improving the way that homes and homebuilding sites use energy, water, and materials to reduce negative impacts on human health and the environment. Energy efficiency is a smart first step when contemplating green building programs.	<ul style="list-style-type: none"> Green Begins with ENERGY STAR Blue
	No one in my market has heard of ENERGY STAR for homes, only for appliances and computers.	If ENERGY STAR for New Homes is new to your market, you can become the market leader, as many builders leading the way have done in the past. By fully integrating ENERGY STAR in your marketing materials and telling consumers your energy-efficient story, consumers see your company's name as synonymous with quality and energy-efficient construction. You can also team with other ENERGY STAR partners to participate in the annual ENERGY STAR Outreach Partnership, which helps to improve consumer awareness.	<ul style="list-style-type: none"> Outreach Partnership Marketing Toolkit
	I've heard that meeting the Thermal Bypass Checklist is too hard. My subcontractors will want to charge me more and it's not worth it since their turnover is so high.	The items listed on the Thermal Bypass Checklist (TBC) can be considered part of a risk management strategy for a builder. Each item on the list helps ensure that the home is insulated and sealed correctly to reduce and eliminate comfort problems and high energy bills. As you know, improper insulation or air sealing can turn into warranty calls. As the subcontractors begin to learn the construction techniques of the TBC, they also will experience the value of doing the job right the first time. Lastly, there is less exposure to defect litigation since most TBC requirements are already required by the latest IECC codes. This amount of savings will encourage the principals of these companies to invest in continuous education and potentially lead to an increase in	<ul style="list-style-type: none"> ENERGY STAR Guidelines "Behind the Walls" Tour of an ENERGY STAR Qualified Home

How to Overcome Builder Concerns



- Concerns such as:
 - Cost-related
 - Value-related
 - Technical-related
- Solutions are offered to overcome concerns, along with useful resources you can share with builders to help provide evidence

Success Stories



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

What ENERGY STAR Builder Partners Are Saying...

Across the country, homebuilders partnering with ENERGY STAR have seen success in their businesses, from increased sales to improved staff morale to a stronger reputation for quality-construction and environmental stewardship. These partners include national production builders, small custom builders, green builders, modular home builders, and home manufacturers. The quotations below highlight just a few of the positive results that builders have experienced through working with ENERGY STAR. Read more on the following pages about each of these partners and others.

RYLAND HOMES®

"Of all the leading brand names that Ryland strategically associates itself with, none has more power or market recognition than ENERGY STAR."

"Not only did the program's real-world requirements open the door for us to effectively pursue energy efficient building, but it also allowed us to easily select smart products for homes."

ASPEN HOMES
OF COLORADO, INC.

"The consumer benefits of cost savings, coupled with a growing concern for environmental issues such as climate change, have become instrumental to the success of our marketing efforts and referral activity."



"ENERGY STAR has provided the key to the future. Customers responding to our company survey stated that ENERGY STAR was important in their selection of a home builder."



"We noticed that callbacks for heating complaints became practically non-existent in our ENERGY STAR qualified homes."

"Since we have incorporated ENERGY STAR into our building practices, we have seen our sales triple in the past two years."

IDEAL
Homebuilders

"We are grateful for the invaluable leadership, research, and tools that ENERGY STAR has provided over the years."



"K. Hovnanian Homes is pleased to be part of a practice that helps people preserve and conserve energy through the purchase of a new home."



"...we believe all families should get a home that is built better, more energy efficient, healthier to live in, has less impact on the environment, and will be more valuable in the future."

Builder Brochure



- Also be sure to use the new rater materials created in the Marketing Toolkit

Program Updates



- Online Partnership Agreement (Updated)
- Welcome Email (Updated)
- Web Site (Updated)
- Thermal Bypass Checklist in Spanish
- Quarterly Newsletter
- National Awards
- Affordable Housing

Online Partnership Agreement



Purpose:

- Launched December 2006
- Increasing number of partnerships
- More efficient process
- Ensure better communication with partners



Online Partnership Agreement



ENERGY STAR										ONLINE PARTNERSHIP AGREEMENT HOME BUILDER									
STEP 1: Select Partner Types										STEP 2: Preparation		STEP 3: Enter Organization Information		STEP 4: Add Contacts		STEP 5: Enter Home Builder Details		STEP 6: Review Agreement	
Bu Th Ho EN Or Ac Ho Ser Rev										Sign Partnership Agreement									
To c in a										Indicates a required field.									
Rev and										The following contact is the only Signatory and will be designated as the Signatory for this Partner									
Build SIPs										Home Builder									
Build ENE										If this is correct, check the box below to electronically sign the Partnership Agreement.									
Indi										If you would like to add a new contact or designate other contacts to be Signatories, Update Contacts .									
OR Cont										Optional Submission Notes:									
1st 36										<input type="checkbox"/> As an authorized representative of Energy Efficient Builder, the contact selected above has the authority to sign on behalf of the organization, has read the terms of the agreement and recognizes that by clicking the box that they are binding the organization to the terms of the agreement .									
										Back								Sign Partners	

New Welcome Email



**LEARN MORE AT**
energystar.gov

Welcome!
ENERGY STAR® New Builder Partner



Welcome to ENERGY STAR!

Thank you for choosing to partner with ENERGY STAR! Our goal is to help builders meet today's consumers' growing demand for high quality, energy-efficient homes. By building homes that earn the ENERGY STAR, your company has joined more than 3,500 trend-setting builders that have already constructed over 750,000 ENERGY STAR qualified homes across the country.

A signed copy of your ENERGY STAR Partnership Agreement is attached for your records.

My ENERGY STAR Account (MESA)

As a new partner, you now have access to [My ENERGY STAR Account](#), a password-protected area of the ENERGY STAR Web site that is your gateway to many of the valuable resources available from ENERGY STAR. It is also where you can update your organization and contact information as needed.

You should have already received your MESA username and password in a separate e-mail. If you did not receive this information, please contact the ENERGY STAR Hotline at 1.888.STAR.YES (1.888.782.7937). Note: Please store this information, as you will need it for continued access to MESA.

Technical Resources and Guidance Available

You should already be working with a [Home Energy Rater](#) who will help you to qualify your homes for the ENERGY STAR label. The ENERGY STAR Web site contains a wealth of additional technical information to help new partners better understand what is required for homes to earn the ENERGY STAR. [Technical Resources](#) include program guidelines, Thermal Bypass Checklist guidance, sampling protocol, and specialized guidance for manufactured and modular homes.



Key Marketing Tools to Use for Success as an ENERGY STAR Partner

Building and labeling ENERGY STAR qualified homes is only the first step. To get the most from your partnership, you need to educate prospective homebuyers about the features and benefits of your ENERGY STAR qualified homes. As an ENERGY STAR partner, you have access to a variety of valuable materials at no cost:

ENERGY STAR Logo Marks

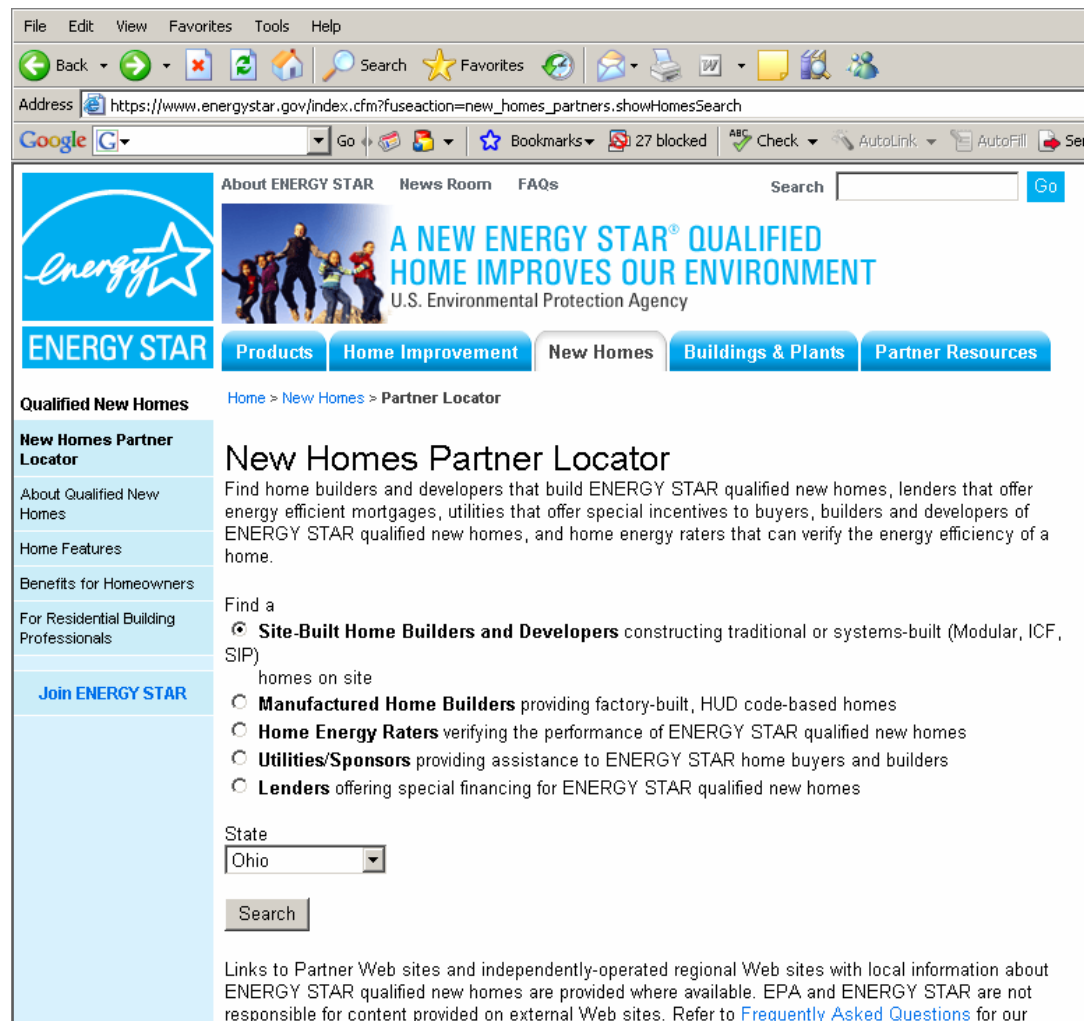
Promote your partnership and the qualified homes that you are building by using the ENERGY STAR logo mark. Several versions of the mark are available for download from the [Web site](#). Each version of the mark is intended for specific applications; refer to the



ENERGY STAR Web Site



Six million
consumers
visit the
ENERGY
STAR Web
site every
year!



Updated Partner Locator



New Homes Partner Results in Michigan

Printable:
[Results 1 - 7](#)

To qualify for the ENERGY STAR label, the energy performance of traditionally-built and systems-built (modular, ICF, SIP) homes must be independently verified by a home energy verification organization. This is done either through a Home Energy Rating System (HERS) rating or an ENERGY STAR-approved Builder Option Package (BOP). The following is a list of ENERGY STAR home energy verification partners who have qualified at least one ENERGY STAR qualified new home in the last 12 months. Home energy verification partners that have recently joined and have not yet qualified an ENERGY STAR qualified new home are listed as 'new partners.' Where applicable, certified HERS raters and BOP inspectors are displayed below their associated accredited HERS and/or BOP provider. The number of homes qualified represents partner activity across all service areas. The partner's main phone number is displayed where a service area-specific phone number is not available.

[Incentives Available in Michigan](#)

Select another partner type:

Home Energy Raters

Select another location:

Michigan

Go

Results 1 - 7 of 7

All # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Name ▼	Service Area/Phone	Partner Since	Homes Labeled (Jul 2006-Jun 2007)*	Homes Labeled (Grand Total)*	Homes Labeled (State Total)*
Cornerstone Energy Conservation Services Associated Rater(s):	MI 614-351-1439	2001	2385	14034	34
→ Affordable Energy Enterprises LLC	MI 330-351-2584	2007	New Partner	New Partner	0
→ FiberClass Contracting	Wixom, MI 246-669-0660	2006	New Partner	New Partner	0
→ Home Energy Professionals, Inc.	Kalamazoo, MI 269-372-0725	2007	New Partner	New Partner	0
→ Muti-Lake Enterprises,	Detroit, MI 248-363-6333	2007	New Partner	New Partner	0

New!

“Behind the Walls”

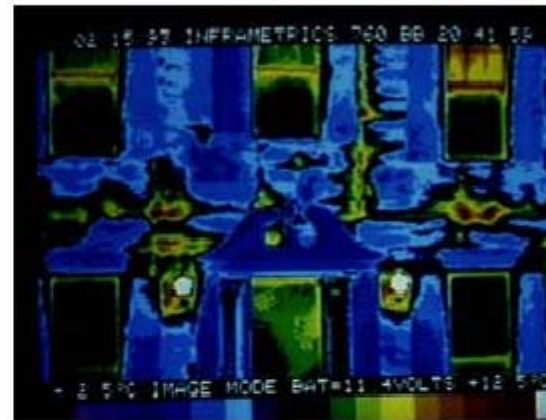


Air Sealing and Insulation That Works

Don't pay to heat and cool the outdoors! Air leakage and improperly installed insulation can waste 20 percent or more of the energy you pay to heat and cool your home. Typical homes have so many leaks, it's like having a window open all the time, winter and summer.



Diagram of Leaky Home: In typical homes, air leaks are often found at holes and penetrations for plumbing, wiring, lighting, and ductwork.



Infrared Image of House Exterior: In this infrared photo of a typical house, the yellow shows excessive heat loss in winter because the house was not built with the comprehensive air barriers and proper insulation details found in ENERGY STAR homes.

MOLD: When warm air leaks into construction assemblies, it can come in contact with cooler surfaces where condensation can occur. The buildup of moisture encourages mold growth, ruins insulation, and even compromises the structural elements of the home.



TBC in Spanish



Residencias Calificadas ENERGY STAR®

Lista Para Inspección De Desvíos Tarmales

Dirección Residencial:		Ciudad:		Estado:		
Desvío Tarmal	Guías de inspección	Correcciones necesarias	Verificado por el constructor	Verificado por el certificador	N/A	
1. Alineamiento de la barrera de Aire y Tarmal	Requisitos: Aislamiento debería ser instalado en contacto completo con el sellado de la barrera de aire interior y exterior, excepto que puede usar alternativa de barrera interior dentro del punto no. 2 (Paredes contiguas a paredes exteriores o espacios no acondicionados)					
	Todas las Zonas Climáticas:					
	1.1 Alineamiento general por la casa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1.2 Barrera de aire en la junta de garaje con la casa (en naves contiguas al espacio acondicionado)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	1.3 Deflector de aleros de áticos donde existan ventilación/filtraciones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Solamente zonas climáticas 4 y mayores:					
	1.4 Aislamiento en el borde de la loza (un máximo de 25% del borde de dicha loza puede dejarse sin aislar en las zonas climáticas 4 y 5)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Mejores prácticas recomendadas, pero no requeridas:						
1.5 Barrera de aire en todas las juntas (zonas climáticas 4 y mayores)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		

Now Available for Download at www.energystar.gov/homes

Quarterly Newsletter



LEARN MORE AT
energystar.gov

ENERGY STAR® for New Homes Update:
August 2007

What's New?

New Content on the ENERGY STAR for New Homes Web Site

The ENERGY STAR for New Homes Web site has been enhanced for both consumers and partners. Recent updates include:

- **Behind the Walls**, a new online tour of four must-have features in ENERGY STAR qualified homes, can be accessed from the main site at www.energystar.gov by clicking on the icon under New Homes for "Take a Tour Behind the Walls."
- The recently updated **Thermal Bypass Checklist Guide**, which raters and builders can use as a training tool for their field contracting crews.
- New policy from ENERGY STAR on qualifying attached housing units.
- New recommendations from ENERGY STAR regarding Home Energy Rating System (HERS) scoring credits for **volumetric hot water savings** and **wastewater heat recovery devices**.

Materials from the April 2007 First Annual Residential Program Sponsor and Utility Partner Meeting

in Atlanta, Georgia are available for download. Presentations delivered at the event, as well as the follow-up Discussion Guide, can be downloaded from the Utility and Regional Energy Efficiency Program Sponsors (EEPS) Resources page at www.energystar.gov/partners by clicking on the link for "2007 Partner Meeting" under the header "Residential New Construction."

Purchase ENERGY STAR Qualified Products in Bulk

Through QuantityQuotes.net, an online marketplace created by the U.S. Department of Energy, large-quantity buyers can submit purchase requests for ENERGY STAR qualified products, receive quotes from suppliers, and negotiate discounted prices. These services are currently available for ENERGY STAR qualified light bulbs and fixtures, clothes washers, dehumidifiers, dishwashers, refrigerators, and room air conditioners. Purchasers can register to instantly contact suppliers of ENERGY STAR qualified products. Visit www.QuantityQuotes.net to learn more and register!

EVENTS & RESOURCES

EPA staff will be attending the following upcoming conferences:

- 12th Annual Customer Service Conference, Las Vegas, NV, August 6
- Structural Systems Incorporated Builder Training, Culpeper, VA, August 8
- Atlanta Chapter of Appraisal Institute ENERGY STAR Training, August 23
- Building Knowledge Forum,

ENERGY STAR Awards



- Efficient Homes
 - Partner of the Year - Home Energy Raters
 - Excellence in Affordable Housing
 - Excellence in ENERGY STAR Promotion - New Home Builders **NEW**
- General/Program Sponsor
 - Partner of the Year - Home Performance with ENERGY STAR
 - Excellence in Energy Efficiency Program Delivery
 - Excellence in ENERGY STAR Promotion - Home Performance with ENERGY STAR

Excellence in Promotion Award



- Builder Awards for Partner of the Year and Sustained Excellence have been combined into Excellence in Promotion
 - 100% committed builders
 - Evidence of significant effort in promoting ENERGY STAR
- Same level of recognition as in past years



Affordable Housing Page



ENERGY STAR for Affordable Housing: More Energy Efficient, Livable, Sustainable Communities

ENERGY STAR offers affordable housing stakeholders proven, turn-key solutions that can be deployed via housing policies and programs to cost-effectively increase energy efficiency for low-income households. Housing finance agencies, state and local governments, public housing authorities, asset management companies, architects, builders, developers, and building owners can incorporate ENERGY STAR measures into new and existing housing that provides a long-term value proposition benefiting the bottom line and the well-being of the community and our environment. These solutions may be product-specific or systems-based and include:

- [Appliances, Heating & Cooling Equipment, Home Envelope, and Lighting](#)
- [Construction Guidelines for New Homes](#)
- [Whole House Improvements Including Home Performance with ENERGY STAR](#)

Use the following information to improve the energy efficiency of affordable housing with ENERGY STAR:

- [Tools and Resources](#) — Get information on cost-effective measures, how to procure and purchase them, and outreach materials that communicate the value of ENERGY STAR for affordable housing
- [Success Stories](#) — Learn how other affordable housing stakeholders implemented ENERGY STAR in affordable housing
- [Habitat for Humanity Information](#) — Information and resources for Habitat affiliates interested in ENERGY STAR
- [Recognition Program](#) — Opportunity for regional, state, and local affordable housing stakeholders to be recognized for their ENERGY STAR activities
- [Funding Programs](#) — Information and links to affordable housing funding programs at the federal and state levels

Marketing Resources



- ENERGY STAR marks
- Brand Guidelines
- Marketing Toolkit (updated)
- Outreach Partnership
- Brochures and Fact Sheets
- Marketing Ideas for Builders (new)



Old ENERGY STAR Logo Marks



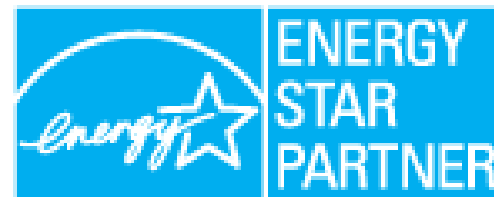
Current ENERGY STAR Logo Marks



Promotional Mark



Linkage Phrase Mark



Partnership Mark

ENERGY STAR Brand Guidelines



USING THE ENERGY STAR MARKS INCORRECT USE OF THE PROMOTIONAL MARK

Please:

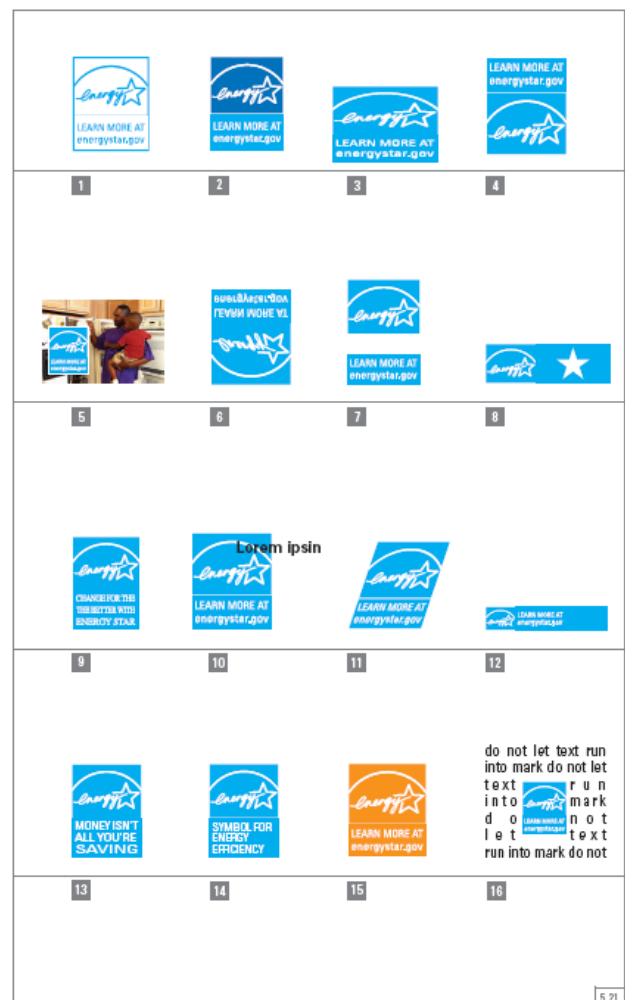
- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on letterhead, business cards, and other stationery.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use in advertisements featuring non-qualified products, homes, or buildings.
- Do not include on promotional materials on or adjacent to a non-qualified product, home, or building.
- Do not use the ENERGY STAR symbol without the ENERGY STAR messaging block.

When reproducing the marks please:

1. Do not make the mark an outline. Do not use a white mark on a white background.

2. Do not change the colors of the mark.
3. Do not distort the mark in any way.
4. Do not alter the lock up of the mark.
5. Do not place the mark on a busy image.
6. Do not rotate the mark.
7. Do not separate any of the mark's elements.
8. Do not substitute any part of the mark.
9. Do not use any other typeface to replace part of the mark.
10. Do not violate the clear space of the mark.
11. Do not skew the mark.
12. Do not change the size of the mark lock up.
13. Do not use the old tagline "Money Isn't All You're Saving."
14. Do not replace the approved wording.
15. Do not apply the ENERGY STAR marks in an unapproved color.
16. Do not let text run into the mark.

5.20



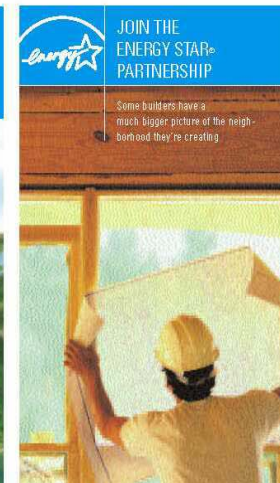
5.21

ENERGY STAR Brand Guidelines



- Created Brand book, including guidelines for using mark consistently
 - Guidelines for imagery reinforce relevance and positioning
 - Active
 - Participation of individuals and/or families
 - Positive
 - Simple
 - Suggestion of sky and air

Consistent Messaging




New Online Marketing Toolkit



- A Web-based toolkit to design marketing materials
 - Flexible and customizable (logo, Web site, pictures)
 - Easy-to-use
 - Creates quality materials that are consistent with the national program
 - Free for partners

Online Marketing Toolkit




ENERGY STAR

ENERGY STAR®
My ENERGY STAR Account

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

Partner Resources
Marketing Toolkit
New Homes Toolkit Templates
Archived Images
Welcome
My Tools
Change Password
My Contact Information
My Organization Information
Quick Links
My Programs
Contact Us
[Join ENERGY STAR](#)


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

Marketing Toolkit - New Homes


This Toolkit can be used by ENERGY STAR builder partners to create customized materials promoting the features and benefits of their ENERGY STAR qualified homes. To start using the Toolkit, select the type of template that you want to customize:

[Next >>](#)


Flyers



☐ Checklist Flyer



☐ Cost Benefits Flyer



☐ Efficient Lighting Flyer



www.holtonhomes.com

You'll appreciate your ENERGY STAR® qualified home every time you open a utility bill.

Look for these important energy efficiency features that can save you up to \$400 a year:

- ENERGY STAR qualified windows employ advanced technologies to improve performance.

- The government-backed ENERGY STAR label identifies homes that are truly energy efficient.



Buy a new home that has a view of the future with ENERGY STAR® and [Builder's Name].

www.holtonhomes.com

- ENERGY STAR qualified windows employ advanced technologies to improve performance.

- The government-backed ENERGY STAR label identifies homes that are truly energy efficient.

- Independent testing and inspection ensures energy-efficient home performance.



www.holtonhomes.com

**as a view of the future
and Holton Homes.**

I meet strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency (EPA). Our ENERGY STAR qualified homes are more energy efficient than standard homes.

One of our homes provides even more energy efficiency. Our homes undergo a rigorous Home Energy Rater to provide maximum efficiency.

Our homes are built without breaking the bank. Our homes are more energy efficient than standard models -



Our energy-efficient lighting uses less energy, emits less



diggity!



It's tight!

... a home must meet strict energy efficiency guidelines. Energy Star qualified homes are quieter and more comfortable, have a healthier environment by reducing greenhouse gas emissions.





www.natresnet.org

ABC Rater - Your One Stop Shop to ENERGY STAR® Qualified Homes

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 homes earn the ENERGY STAR.

THERMAL BYPASS CHECKLIST VERIFICATION

We can help you minimize homeowner complaints by verifying that your homes pass ENERGY STAR's new Thermal Bypass Checklist (TBC). "Thermal bypasses" are areas within the home where heat can flow around or through insulation because the insulation is poorly aligned with the air barrier or the air barrier is missing or incomplete.

COMMUNICATIONS AND MARKETING SUPPORT

We can help you get the most out of your partnership with ENERGY STAR. From creating collateral, marketing materials, and press releases, to helping you design technology displays—we're here to help you leverage the ENERGY STAR.

SALES AND MARKETING TRAINING

It is critical for your sales and marketing staff to understand how to communicate the value of energy efficiency to both home buyers and real estate professionals. We will work with your staff to create customized ENERGY STAR marketing materials that highlight the features and benefits of your qualified homes.

RATINGS BY QUALIFIED HOME ENERGY PROFESSIONALS

We are trained and certified home energy professionals, qualified to provide verification services for EPA's ENERGY STAR program.

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 homes earn 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 qualified homes are quieter and more comfortable, have lower utility bills, and help protect the environment by reducing greenhouse gas emissions.



www.natresnet.org

Lead the Way with ABC Home Energy Rater and ENERGY STAR®

PROMOTE ENVIRONMENTAL PROTECTION

Build ENERGY STAR qualified homes and help protect our environment. Did you know that a home can be a greater source of pollution than a car? In fact, 16 percent of U.S. greenhouse gas emissions are generated from the energy used in houses nationwide. Energy used in our homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and global warming. Simply put, the less energy we use in our homes, the less air pollution we generate.

REDUCE LIABILITY

Adopt EPA's rigorous guidelines, which include third-party inspections and testing, to help reduce liability issues. In particular, new requirements help builders avoid common construction defects such as air leakage, improperly installed insulation, and missing air barrier details that can result in drafts, uncomfortable temperatures, and moisture problems. These defects can be easily detected using infrared cameras. As a result, the details of true quality construction are no longer hidden behind the walls.

INCREASE PROFIT

Satisfy the growing demand of today's homeowners to save energy, and translate that into an opportunity for your company to profit. Some buyers will use projected energy savings to pay for additional, high-value upgrades. ENERGY STAR builder partners also report reduced customer callbacks and fewer warranty claims.

PARTICIPATE IN A FLEXIBLE PROGRAM

Builders choose from "tried and true" energy efficiency features to meet ENERGY STAR guidelines. The variety of features available can be integrated with consumer preferred designs, layouts, or option packages. Your Home Energy Rater will work with you to determine the most cost-effective measures for you to use in building ENERGY STAR qualified homes.

GAIN RECOGNITION

Associate your company with a nationally recognized, trusted program to create market advantage. Partnering with EPA distinguishes your company as a leader in efficient construction, craftsmanship, and environmental stewardship. More and more Americans recognize the ENERGY STAR as the mark for high efficiency.

ENHANCE HOMEBUYER SATISFACTION

Provide your customers with a value-added benefit - energy efficiency - and help them save money every month, be more comfortable at home, and protect our environment. The quality features built into ENERGY STAR qualified homes leads to lasting value, increased customer satisfaction, and more referrals. Recent JD Power surveys show a strong correlation between a builder's participation in ENERGY STAR and higher customer satisfaction ratings.

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.



Rater Services Offered to Builders



- Fast and Flexible Service
- Diagnostic Testing
- Thermal Bypass Checklist Verification
- Infrared Technology
- Ratings by Qualified Home Energy Professionals
- Technical Support
- Communications and Marketing Support
- Construction Staff /Subcontractor Training
- Sales and Marketing Training
- Add your own!

Benefits to Builders



- Enhance Homebuyer Satisfaction
- Increase Profit
- Reduce Liability
- Gain Recognition
- Promote Environmental Protection
- Participate in a Flexible Program
- Receive EPA Support
- Add your own!

Outreach Partnership



- At least three partners work together and provide:
 - Funds to run an 8-13 week placement of an EPA-developed ad or radio spot (or equivalent alternate media plan)
- EPA provides:
 - Funds to run a complementary ad campaign
 - Customized ad templates for each market (partner names, logos, national web site)
- 2008 applications are available now.
- Commitment form due March 14th

Outreach Partnership



- New headlines that link ENERGY STAR qualified homes to today's green building trends
- New ENERGY STAR 'blue box' language that responds to the public's growing interest in global warming
- A new set of background images for print, billboard, and transit ads
- 15 and 30 second radio scripts to complement the 60 second script from 2007

Outreach Partnership: Examples

A photograph of a family—a man, a woman, and two young children—looking at architectural blueprints at a construction site. The background shows the wooden framework of a building under construction.

Start living **Green** with a new home
that's earned the blue **ENERGY STAR®**
Learn more at energystar.gov



CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.
For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.



ENERGY STAR Qualified Homes
Full Page 2008 EPA Template **Option 3**

A photograph of a family—a man, a woman, and two young children—looking at architectural blueprints at a construction site. The background shows the wooden framework of a building under construction.

Choose a home that's earned the blue
ENERGY STAR® to start going **Green**
Learn more at energystar.gov



CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.
For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.



ENERGY STAR Qualified Homes
Full Page 2008 EPA Template **Option 1**

Consumer Brochure



EPA 430-F-03-023 April 2004



WHAT IS ENERGY STAR®?

ENERGY STAR is the government-backed symbol for energy efficiency. The mark identifies new homes and more than 50 types of products that are energy efficient and offer the features, quality, and performance that today's consumers expect. Products that can earn the ENERGY STAR include appliances, lighting, home office equipment, consumer electronics, and heating and cooling equipment.

A home that earns the ENERGY STAR is significantly more efficient than a standard home. By purchasing an ENERGY STAR qualified home, you can have all the features you desire in your new home, plus lower utility bills—all while helping to prevent greenhouse gas emissions.

ENERGY STAR is a voluntary partnership between the government and more than 8,000 organizations, including 3,500 of the nation's home builders. Together with home buyers and their families, we are working to achieve a common goal—protecting the environment for future generations by changing to more energy-efficient practices today.

It's our future. Together, we can make a change for the better. In 2005, Americans with the help of ENERGY STAR saved about \$12 billion on their utility bills and reduced greenhouse gas emissions equivalent to those from 23 million vehicles.

HOW DO HOMES QUALIFY AS ENERGY STAR?

Homes that earn the ENERGY STAR are significantly more energy efficient than standard homes,* incorporating a variety of features, including

EFFECTIVE INSULATION

Properly installed and inspected insulation in floors, walls, and attics ensures even temperatures throughout the house, while using less energy. The result is lower utility costs and a quieter, more comfortable home.

HIGH-PERFORMANCE WINDOWS

Windows with advanced coatings and construction help keep heat in during winter and out during summer. They also block damaging ultraviolet sunlight that can discolor carpets and furnishings.

TIGHT CONSTRUCTION AND TIGHT DUCTS

Advanced techniques for sealing holes and cracks in the home's "envelope" and in heating and cooling ducts help reduce drafts, moisture, dust, pollen, pests, and noise. A tightly sealed home improves comfort and indoor air quality, while lowering utility and maintenance costs.

MORE EFFICIENT HEATING AND COOLING EQUIPMENT

Energy-efficient, properly installed heating and cooling systems use less energy, which reduces utility bills. You can expect higher quality and greater durability backed by longer warranties now available on many models.

INDEPENDENT TESTING

While it's easy for builders to claim that their homes are energy efficient, ENERGY STAR partners back that up with a third-party inspection to verify the home's energy performance.

ENERGY STAR qualified homes also undergo an additional comprehensive inspection of insulation and air sealing details to ensure that they deliver the full comfort and energy savings they are designed to achieve.

* ENERGY STAR qualified homes are at least 10% more energy efficient than homes built to the 2004 International Residential Code (IRC).



ENERGY STAR QUALIFIED HOMES HOME OWNER BENEFITS

PEACE OF MIND

Home buying is complex enough without having to know all the details of energy-efficient construction. Instead, look for the government-backed ENERGY STAR to easily identify homes that are truly energy efficient. Find the house of your dreams and enjoy peace of mind knowing that it also meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

LOWER OWNERSHIP COST

Compared with standard construction, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating—delivering \$200 to \$400 in annual savings. Over the average 7 to 8 years you may live in your home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can also be substantial.

BETTER PERFORMANCE

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pollution, and noise. An energy-efficient home helps to ensure consistent temperatures between and across rooms, improved indoor air quality, and greater durability.

SMART INVESTMENT

To date, 3,500 home builders have partnered with EPA to construct more than 650,000 ENERGY STAR qualified homes. By the end of the decade, more than 2 million homes are expected to earn the ENERGY STAR. The trend is clear. By choosing a home with the ENERGY STAR, you can be confident that it will have an increasingly valued feature when the time comes to sell.

ENVIRONMENTAL PROTECTION

Did you know that your home can be a greater source of pollution than your car? In fact, about 17 percent of U.S. greenhouse gas emissions are generated from the energy used in houses nationwide.

Energy used in our homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and global warming. Simply put, the less energy we use in our homes, the less air pollution we generate.

Homes that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

For more information, visit www.energystar.gov



Need Brochures? - Call the ENERGY STAR hotline at (888) STAR-YES or (888) 782-7937 or visit energystar.gov/publications

Updated Builder Brochure



WHY DO HOMEBUYERS CHOOSE ENERGY STAR?

ENERGY STAR qualified homes are better for the environment, offering benefits such as:

■ Better Performance

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pests, pollution, and noise. An energy-efficient home helps ensure consistent temperatures between rooms, improved indoor air quality, and greater durability.

■ Lower Ownership Cost

Compared with standard construction, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating—delivering \$200 to \$400 in annual savings. Although these energy savings may seem small relative to the cost of monthly mortgage payments, no one likes to waste money. And over the 7 or 8 years that a typical buyer lives in the home, it adds up to thousands of dollars saved. Additional savings on maintenance can also be significant.

■ Smarter Investment

To date, more than 3,500 builders have partnered with EPA to construct over 750,000 ENERGY STAR qualified homes. By the end of the decade, more than 2 million homes are expected to earn the ENERGY STAR. The trend is clear. By choosing a home with the ENERGY STAR label, buyers can be confident that it will have an increasingly valued feature when the time comes to sell.

READY TO JOIN ENERGY STAR?

There is no cost to partner with EPA's ENERGY STAR or to use the program's promotional materials.

Here's the partnership process for builders:

- Work with a local Home Energy Rater to ensure that your homes are designed and built to meet ENERGY STAR performance guidelines.
- Fill out a Partnership Agreement, a simple online form that explains the proper use of the ENERGY STAR name and mark.
- Have your homes inspected and tested by your Home Energy Rater.
- Affix the ENERGY STAR label on each qualifying home.
- Use ENERGY STAR promotional materials and resources to gain market advantage for your energy-efficient homes.

About ENERGY STAR



ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through increased energy efficiency. Today, ENERGY STAR offers businesses and consumers energy-efficient solutions to save energy, save money, and help protect the environment for future generations. More than 9,000 organizations are ENERGY STAR partners, committed to improving energy efficiency in homes, products, and businesses.



United States Environmental Protection Agency
Office of Air and Radiation (6202J)
EPA 430-F-07-011

U.S. EPA

Program that has helped builders
thrive for a decade.

Tools and Resources

ENERGY STAR builder partners have access to a variety of technical and marketing materials at no cost:

ENERGY STAR marks for use in marketing materials and publicity

An online Toolkit that makes it easy to produce highly customized ENERGY STAR sales and marketing materials

Consumer-oriented brochures that describe the features and benefits of ENERGY STAR qualified homes

Fact sheets that provide detailed information about typical features found in ENERGY STAR qualified homes



ENERGY STAR Fact Sheets



CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Advanced Lighting Package

Experience Full Design Choice and Energy Efficiency

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Appliances

Save Energy through Advanced Technologies

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Cooling Equipment

Enhance Comfort and Improve Durability

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Homes

Experience Advanced Home Building Practices and Technologies

Buying a new home can be overwhelming. While choosing flooring, countertops, and colors, it's easy to overlook other important things like durability, comfort, and affordability. Finding a home that meets these requirements may be easier than you think – just look for the ENERGY STAR. Homes that earn the ENERGY STAR have been built to meet EPA's guidelines for energy efficiency. These guidelines require homes to be significantly more efficient than homes built to minimum code requirements. In addition to saving money on your utility bills, the advanced building practices typically used in ENERGY STAR qualified homes can also provide more comfort and durability.

FEATURES OF A TYPICAL ENERGY STAR QUALIFIED HOME

- **Tight Construction and Smart Advanced Techniques:** Sealing holes and cracks in the home's "envelope" and duct systems help reduce drafts, moisture, dust, pollen, and noise. As a result, a tightly sealed home can increase comfort, improve indoor air quality, and reduce utility bills.
- **High-Performance Windows:** Advanced technologies, such as protective coatings and improved seals, help energy efficient windows keep heat in during the winter and out during the summer. They also block damaging ultraviolet sunlight that can fade carpets and furnishings.
- **Effective Insulation:** Properly installed insulation in floors, walls, and attics not only reduces heat loss in the winter and heat gain in the summer, but also helps maintain even temperatures inside each room of your home and in the areas between those rooms.

ENERGY STAR qualified homes combine high-efficiency equipment and advanced building science to allow your new home to be more efficient.

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

Air Distribution Systems

Efficiently Distribute Conditioned Air Throughout Your Home

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Heating Equipment

Enhance Comfort and Durability

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

Insulation

Improve Comfort While Saving Energy

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Windows

Protect Your Home and Increase Your Comfort

Get more from your windows than is mere of the outdoors? ENERGY STAR qualified windows and skylights can save money on your utility bills while improving the comfort of your home and helping to protect your valuable furnishings and finishes from sun damage. Independently tested for superior energy performance, ENERGY STAR qualified windows and skylights are also better for the environment because lowering your energy can mean less air pollution from power plants.

BENEFITS OF ENERGY STAR QUALIFIED WINDOWS AND SKYLIGHTS

- **Energy Savings:** ENERGY STAR qualified windows and skylights feature energy-saving technologies such as advanced coatings, recessed multi-point gas-filled spacers between panes, improved framing materials, better weather stripping, protective coatings, and warm-edge spacers.
- **Improved Comfort:** Compared to less efficient windows, ENERGY STAR qualified windows help keep homes warmer in the winter and cooler in the summer. This is because they can block 75 percent or more of the solar heat gain in the summer and reflect the radiant heat indoors during winter. So you can relax and let your window guard you, regardless of the temperature outside.
- **Protection of Your Home's Interior:** Your favorite photographs, furniture, flooring, and window treatments can fade or become discolored over time due to ultraviolet rays. ENERGY STAR qualified windows with low-e coatings can reduce fading. These coatings are like sunscreen for your home, blocking 99% or more damaging ultraviolet light.
- **Reduced Condensation:** If an inefficient window or window frame gets too cold, water can condense (or even freeze) on the warm interior surface and then pool on the sill. Over time, chronic condensation can damage sills, cause paint to crack, and encourage the growth of mold. Advanced frames, glass coatings, spacers and other technologies enable ENERGY STAR qualified windows to keep the inner surface of the glass and frame warmer, reducing the potential for condensation and ensuring a pleasant indoor climate.

A Green Home Begins with Blue



CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

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

There are nearly 50 regional and national green home labeling programs around the country. While each program approaches green building a little differently, each incorporates important elements such as:

- Energy-efficient construction techniques and products.
- Improved indoor environments through environmentally-preferable materials and building practices.
- Water-efficient products and processes.
- Renewable energy options, when feasible.
- Waste reduction and recycling during the construction process.
- Smart growth and sustainable land development practices.

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.



Typical features to look for in ENERGY STAR qualified homes include:

- **An Efficient Home Envelope**, with effective levels of wall, floor, and attic insulation properly installed, comprehensive air barrier details, and high-performance windows;
- **Efficient Air Distribution**, where ducts are installed with minimum air leakage and effectively insulated;
- **Efficient Equipment** for heating, cooling, and water heating;
- **Efficient Lighting**, including fixtures that earn the ENERGY STAR; and
- **Efficient Appliances**, including ENERGY STAR qualified dishwashers, refrigerators, and clothes washers.

Each **ENERGY STAR** qualified home can keep 4,500 lbs of greenhouse gases out of our air each year. And because homes have such long life-spans, this environmental benefit lasts for many, many years.

These energy efficiency improvements save homeowners money—about \$200 to \$400 per year on utility bills. More importantly, monthly energy savings can easily exceed any additional mortgage cost for the energy efficiency improvements, resulting in a positive cash-flow from the first day of home ownership. As a result, the cost-effectiveness of ENERGY STAR improvements can help offset additional costs associated with other green home features.

What comes after energy efficiency?

Homebuyers can also look for the ENERGY STAR Indoor Air Package label—a new specification developed by EPA to address the indoor environment component of green building. Homes that achieve this level of excellence are first qualified as ENERGY STAR, and then also incorporate more than 60 additional home design and construction features to control moisture, chemical exposure, radon, pests, ventilation, and filtration. Together, these features help protect qualified homes and their residents from mold, chemicals, combustion gases, and other airborne pollutants.

Completing the green home picture

Through ENERGY STAR qualified homes and the ENERGY STAR Indoor Air Package, homebuyers can address two critical green home elements. Then, look to the wide variety of available green home programs to complete the picture with water-efficient products, renewable energy technologies, waste reduction, recycling, and sustainable land development practices.



Marketing Ideas for Builders



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Marketing Ideas for Builders

Capitalize on Your Partnership

Americans increasingly recognize the ENERGY STAR. Don't miss this opportunity to let potential customers know about your commitment to building comfortable and energy-efficient homes.

- Integrate the ENERGY STAR Logo Mark and messages into all of your materials, including:
 - Advertisements, bill boards, and community signage
 - Sales office, model home, or design-center signage
 - Direct mail campaigns
 - Take-home materials and brochures
 - Sales contracts, specifications, price sheets, and floor plans
 - Promotional materials, such as pens and magnets
 - Web site, including pop-up advertisements
 - Company vehicle magnets
 - Name tags

Use ENERGY STAR Marketing Resources

As an ENERGY STAR partner, you have access to many tools to help you. All of these are available free from the ENERGY STAR Web site at www.energystar.gov/homes.

- ENERGY STAR Logo Marks.** When you use the ENERGY STAR, be sure you first review the Identity Guidelines to ensure you use the proper mark and protect the ENERGY STAR brand.
- Brochures and Fact Sheets.** Colorful and informative materials that highlight the features and benefits of ENERGY STAR qualified new homes are available for download or order.
- The Marketing Toolkit.** The Marketing Toolkit is a simple, fast way to incorporate your company logo and features into customized ENERGY STAR marketing materials.
- Presentations.** Presentations are posted on the ENERGY STAR Web site to help you train your sales force, educate consumers, and build alliances with Realtors®, home appraisers, and subcontractors.
- Web Linking.** Six million consumers visit the ENERGY STAR Web site every year. Take advantage of this free resource and link your own company Web site to your listing on the ENERGY STAR Partner Locator tool.
- Outreach Partnership.** In markets where ENERGY STAR partners use EPA-created advertising to cooperatively promote ENERGY STAR qualified homes, a team of partners can apply for financial support from EPA.



Make Your Sales Force Accountable

Commit to telling every customer that your homes earn the ENERGY STAR by making your sales force accountable.

- Incorporate ENERGY STAR into sales meetings and train your sales staff to sell energy-efficient features. (Use EPA's Sales and Marketing Presentation template.)
- Commit to telling every customer that your homes earn the ENERGY STAR. For example:
 - Instead of asking – "Can I help you?" Say: "There is so much we've done to improve the quality of our homes. I'd love to tell you about the numerous improvements in this home that you can't see but save you \$1,000's while improving the comfort, air quality, and durability."
- Mystery shop your sales force to ensure they are telling every buyer your energy-efficient story.

Highlight ENERGY STAR in Your Sales Office and Model Homes

Your sales office and model homes can help educate consumers about ENERGY STAR.

- Utilize "silent salespeople" throughout the model home to help consumers understand the benefits of ENERGY STAR, including:
 - Labels and signage explaining benefits of each feature
 - Technology displays, touch screens, and other interactive devices
 - A photo album showcasing consumer testimonials and happy homeowners
- Create a homeowner's manual that details the features and maintenance of your qualified homes.



Promote Your Partnership by Hosting an Event

Ensure that company employees and the community are aware of your commitment to building energy-efficient, high performing homes through promotional events.

- Hold a company-wide ENERGY STAR event.** If you are a new ENERGY STAR builder partner, hold a roll-out meeting to enable all employees to fully understand how ENERGY STAR can benefit the company. If you are an existing partner, hold an annual event to discuss ENERGY STAR and ensure everyone is on-board. Be sure to take pictures of the event and write a press release to showcase your commitment to ENERGY STAR.
- Host a Realtor® event.** Invite top agents in your area to learn how ENERGY STAR can help their business and how their clients can benefit from purchasing an ENERGY STAR qualified home. Give each Realtor an ENERGY STAR-related gift, such as a qualified compact fluorescent light (CFL).
- Host an ENERGY STAR "dirty boots" tour.** Invite prospective buyers to tour one of your ENERGY STAR qualified homes under construction and invite your Home Energy Rater and top subcontractors to answer technical questions. You can show them how your homes compare to other builders in the area by pointing out energy-efficient features they can see in a home before drywall is installed.
- Host a milestone event.** Celebrate your initial partnership with ENERGY STAR, the sale of your first ENERGY STAR qualified new home, or the receipt of an ENERGY STAR award from EPA.

Where to Go from Here

- To strengthen your credentials as a market leader, commit to building 100% of your homes to meet ENERGY STAR criteria. Sign up online to be a 100% committed ENERGY STAR builder partner. Once you have met the threshold of ENERGY STAR homes, you will be recognized with a distinctive icon on the Partner Locator tool in recognition of your commitment.
- Expand your energy efficiency options by offering the Indoor Air Package (IAP) and Advanced Lighting Package (ALP) to further enhance your homes' efficiency and comfort. EPA also offers special recognition to builders who have built a home with an optional IAP or ALP within the past 12 months. These commitments are denoted with special icons on the ENERGY STAR Partner Locator tool.
- Apply for the annual ENERGY STAR Awards to show how your company has successfully promoted the ENERGY STAR program. Visit www.energystar.gov/awards for details on these distinctions and how to submit an application.



LEARN MORE AT
energystar.gov

ENERGY STAR®, a U.S. Environmental Protection Agency and U.S. Department of Energy program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

Any Questions?



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