

# ENERGY STAR HVAC Credentialing Slides Speaker Notes

## Slide 1

Purpose: EPA is looking for contractors who want grow their new construction business

Benefits

- Work with ENERGY STAR's 4,500 builder partners
- These select builders who can consistently deliver high-quality homes
- Contractors get a marketing tool to differentiate themselves

Result: fewer callbacks and complaints, more premium sales

## Slide 2

ENERGY STAR is the premier national label for an energy-efficient new home

- 80% of consumers recognize the ENERGY STAR brand
- 92% say it influences their buying decisions
- In 2011, over 30% of new homes earned the ENERGY STAR
- The program currently has over 4,500 builder partners in every state and at every price point

## Slide 3

Recent enhancements

- Increased energy efficiency → more savings for homebuyers
- Didn't stop there: enhance comfort and durability, too

### ***Animation***

ENERGY STAR certified homes include three complete systems that work together to promote comfort, durability, and efficiency

### ***Animation***

#### 1. Thermal Enclosure System

- High-quality insulation and fenestration with air barrier alignment and air sealing → Thermal envelope performs as designed
- Features to reduce hot and cold spots caused by thermal bridging

### ***Animation***

#### 2. Heating & Cooling System

- Site-specific design and best-practice installation → improve efficiency, comfort, and safety
- Capacity for fresh air ventilation and local mechanical exhaust

### ***Animation***

#### 3. Water Management System

- Shed water from the home and drain it from the site

## Slide 4

Features

- Money-saving energy efficiency
- Market-leading comfort and durability features
- Home Energy Rater verification

Benefits

- Peace of mind
- Enduring quality
- Wall-to-wall comfort
- Proven value

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## **Animation**

HVAC is critical to delivering promised value

HVAC must be designed and installed to best-practice standards by expert contractors

Historically, two obstacles:

## **Slide 5**

Obstacle: Can't put a best-practice HVAC system in a broken house

- Small defects, common in standard construction, compromise comfort and lead to service calls later
- Highly-engineered HVAC system + home with thermal weaknesses = mismatch → service calls

## **Slide 6**

Solution: ENERGY STAR = complete thermal envelopes

- High-quality insulation
- Reduced thermal bridging
- Effective air barriers and air sealing.
- Inspection by a Home Energy Rater ensures consistency

Now HVAC system & home can work together.

Example

- Large production builder joined ENERGY STAR a few years ago
- Comfort complaints decreased by 90% in year 1, 90% again in year 2

Example

- HVAC contractor using ENERGY STAR to focus on premium services
- Moved into a new office
- For the first time, engineering staff took up more space than warranty staff
- Instead of competing on price and managing problems later → Focus on highly-engineered services up front

## **Slide 7**

Obstacle: Selling best-practice HVAC design and installation to builders

- Many builders don't know difference between typical & best-practice install
- HVAC looks like a commodity

## **Slide 8**

- Easy for them to treat HVAC as a cost to be cut

## **Slide 9**

Best-practice HVAC isn't a cost – an investment that improves marketability and satisfaction

Solution: ENERGY STAR requires best-practice HVAC – and helps builders identify contractors who provide it

## **Slide 10**

- The credential makes it easy for builders to know which contractors can perform this work

## **Slide 11**

Opportunity:

- ENERGY STAR builder partners are looking for credentialed HVAC contractors right now

# ENERGY STAR HVAC Credentialing Slides Speaker Notes

## ***Animation***

- Builders use proven ENERGY STAR guidelines + Rater verification to consistently deliver homes that perform

## ***Animation***

- Credentials help contractors stand out from the crowd & get access to ENERGY STAR builders

## ***Animation***

Now HVAC contractors can:

- Reduce complaints and service calls
- Focus on higher-value services
- Build their reputation as market leaders

## **Slide 12**

Getting started is easy

- Go to [www.energystar.gov/newhomesHVAC](http://www.energystar.gov/newhomesHVAC)
- Click on “Become a Credentialed HVAC Contractor” for links to recognized programs
- Each program has its own application process
- Typically, there’s a short online orientation to familiarize you with their program

ENERGY STAR builder and Rater partners are looking for credentialed HVAC contractors now

So get started today!