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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.

Best Practices for Selling ENERGY STAR Qualified Homes

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.

Use the ENERGY STAR Logo

Integrate the ENERGY STAR logo 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.

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

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. If you are an existing partner, hold an annual event. Be sure to take pictures and write a press release.
- **Host a Realtor® event.** Invite top agents in your area to learn about ENERGY STAR. Give each Realtor an ENERGY STAR-related gift, such as a qualified compact florescent light (CFL).
- **Host an ENERGY STAR "dirty boots" tour.** Invite prospective buyers to tour one of your ENERGY STAR qualified homes under construction. You can show them how your homes compare to other builders at the pre-drywall stage.
- **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.



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.
- Commit to telling every customer that your homes earn the ENERGY STAR.
- Mystery shop your sales force to ensure they are telling every buyer your energy-efficient story.