

Reaching a Dispersed and Diverse Builder Audience

Presented by Andrew Fisk

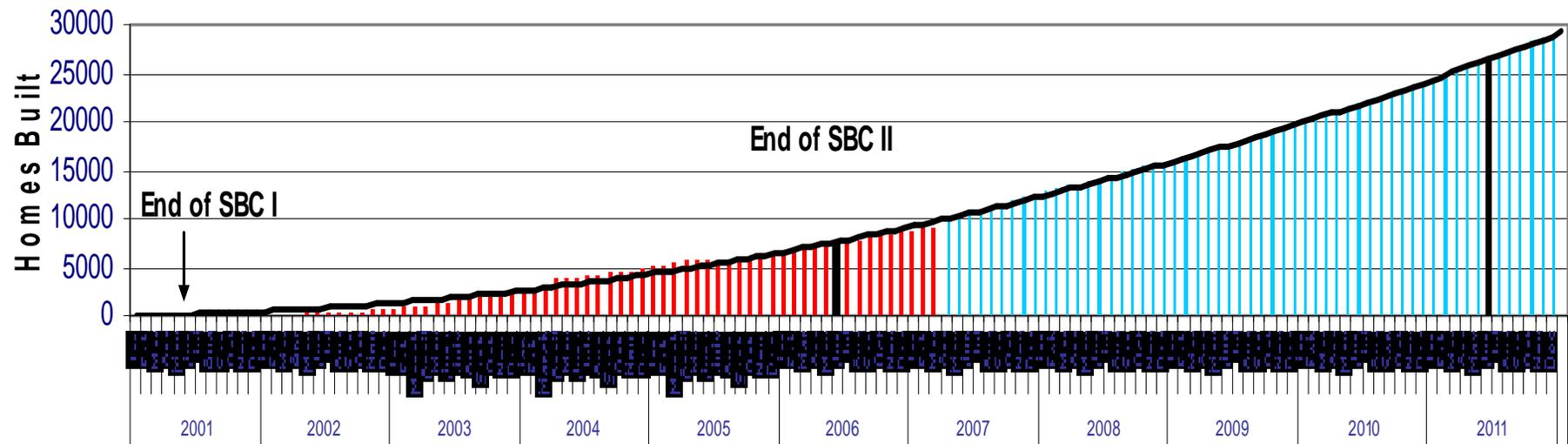
Program Manager, NYSERDA



New York ENERGY STAR Labeled Homes Program Production

■ Invoiced ■ Projected

End of SBC III



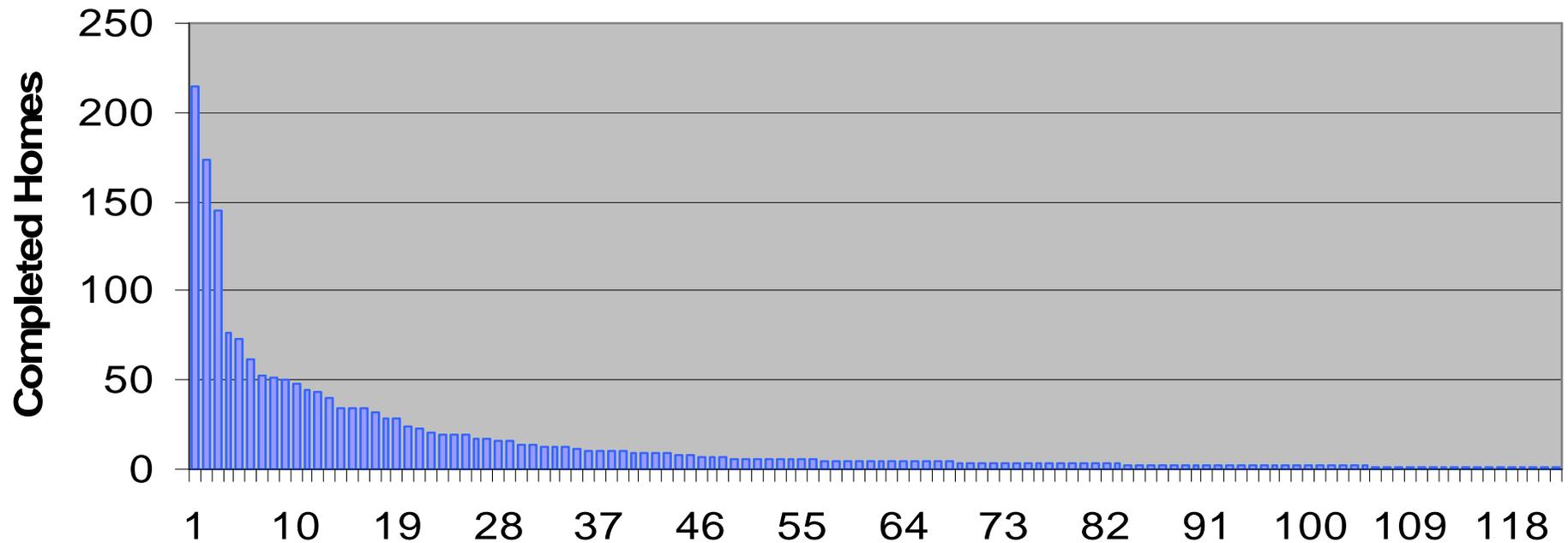
New York Large-Scale Deployment and Quality Assurance



New York ENERGY STAR[®] Labeled Homes

- NYSERDA designed it's Program to be a Market Model
 - We target both the Large and the Small Builders

2006 NYESLH Production per Builder



Specialized Marketing

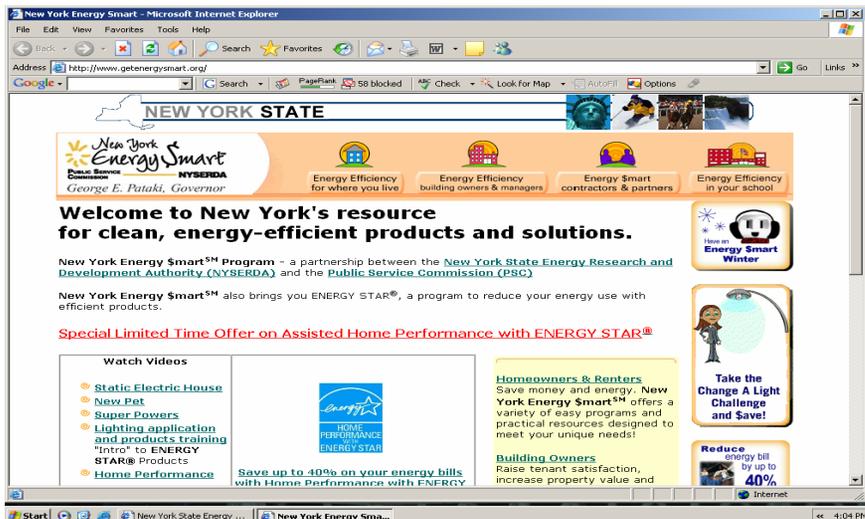


- Marketing Activities are designed to be broad reaching and universally relevant
 - Utilize the “Push-Pull” effect of the Market
 - Cause demand from Customer and desire to supply from Builder
 - Energy Smart Communities
 - Television series on PBS
 - Print advertising
 - Cooperative Advertising Incentives

Create Demand - Marketing



Lower the
HIGH COST
of heating and
cooling your home



Teaming up with Market Players



- NYSERDA works closely with the New York State Builders Association to increase awareness and further penetrate the market
 - In 2006 we had a 11% market share.
- RESNET
- EPA

Technical Support

- NYESLH are tested to ensure the finest construction
 - Utilize on site support from Implementation, HERS Rater/Provider, and NYSBA REF

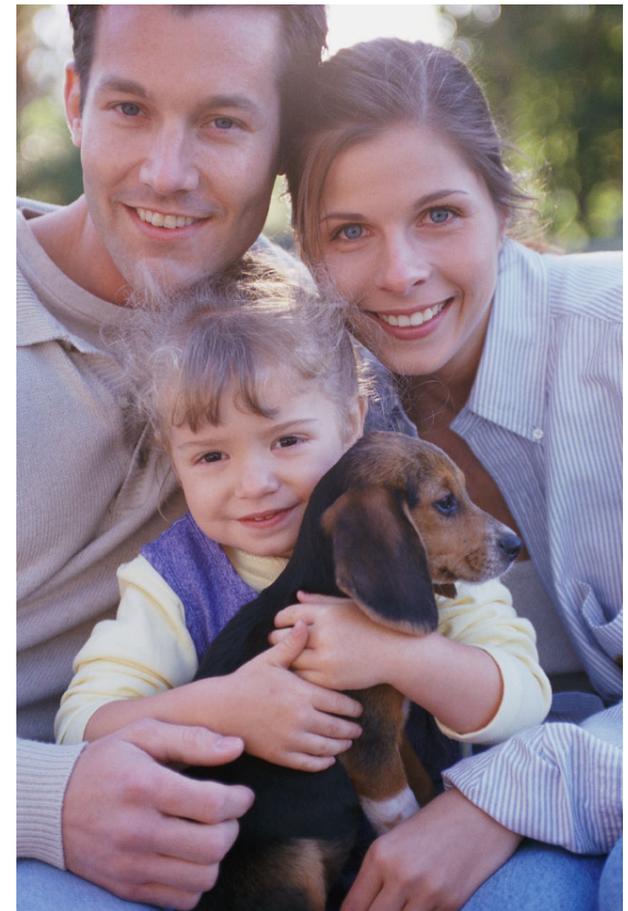




- Raising the bar of excellence
 - Ideals of health, safety, comfort, environment, energy costs resonate well with Consumers and they request of builders
 - Builders in the Market have to raise up to deliver product requested of them and keep up with competitors

Diverse outreach results in true success!

- The new construction market has as many types of business models as there are types of houses.
 - Key is to make customers ask for it and Builders automatically deliver
 - Don't limit yourself to the big players!



THANK YOU!

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www.nyserda.org