

# ENERGY STAR® Home Improvement Savings Tool





## What is the home improvement savings tool?

This new web tool is a **zip-code based resource** that helps households across America identify available incentives on products that will reduce your energy bill and improve the comfort and health of your home.

It highlights utility rebates and federal tax credits and will include state rebates for home efficiency improvements once they become available. More than that, it's your **one-stop-shop** for buying guidance, information on eligible products and links to local retailers and installers.

### Use this tool to:

- Find available financial tax credits, rebates, and discounts,
- Find resources for income-based assistance for upgrades,
- Identify and learn about eligible products,
- Develop a plan to maximize your savings, and
- Get connected to installation professionals and retailers in your area.



The screenshot shows the Energy Star Home Improvement Savings tool website. The page features the Energy Star logo in the top left corner and navigation links for 'ABOUT', 'FOR PARTNERS', and a search bar. Below the navigation, there are links for 'Find Products', 'Save At Home', 'New Homes', 'Commercial Buildings', and 'Industrial Plants'. The main heading is 'Home Improvement Savings'. A text block explains that America's energy supply is getting cleaner and more renewable, and that new federal, state, and local incentives can help users prepare for a clean energy future while saving thousands of dollars. A list of uses for the tool includes finding financial incentives, resources for income-based assistance, identifying eligible products, developing a plan to maximize savings, and getting connected to installation professionals and retailers. A 'Start Here' section prompts users to enter their zip code and select a product to find incentives. A 'Featured Products' list includes Heat Pump HVAC, Insulation, Heat Pump Water Heaters, Windows, and Electric Panel Upgrades. A 'Find Incentives' button is visible, along with a link to 'Explore incentives for other products'.



## Digital Promotional Graphics

- You are welcome to feature one of these digital graphics on your website, e-newsletters, and other digital communications to promote the home savings tool.
- You can use our pre-designed web graphics or create your own content using our description and link.
- **Web banners** are available in color and black and white options, as well as transparent backgrounds.
- A **Web button** is also available for use.
  - See all options on the next slides!
- When adding a graphic to your website, be sure to link to the web address on the following slide to direct users to the home savings tool.

[Link to Digital Graphics](#)



### EFFICIENT HOME UPGRADES TAX CREDITS & REBATES

Explore [incentives](#), eligible products, and installers in your zip code.

### EFFICIENT HOME UPGRADES TAX CREDITS & REBATES

Explore incentives, eligible products, and installers in your zip code.

[Find Savings](#)







## Digital Graphics and Link

Available in color, black and white, and transparent backgrounds. [Link to Download Graphics.](#)

### Without Home Savings Tool URL



**EFFICIENT HOME UPGRADES  
TAX CREDITS & REBATES**

Explore incentives, eligible products,  
and installers in your zip code.



**EFFICIENT HOME UPGRADES  
TAX CREDITS & REBATES**

Explore incentives, eligible products,  
and installers in your zip code.

### With Home Savings Tool URL



**EFFICIENT HOME UPGRADES  
TAX CREDITS & REBATES**

Explore incentives, eligible products,  
and installers in your zip code.

[energystar.gov/homesavings](http://energystar.gov/homesavings)



**EFFICIENT HOME UPGRADES  
TAX CREDITS & REBATES**

Explore incentives, eligible products,  
and installers in your zip code.

[energystar.gov/homesavings](http://energystar.gov/homesavings)



Link to the savings tool: [www.energystar.gov/homesavings](http://www.energystar.gov/homesavings)