

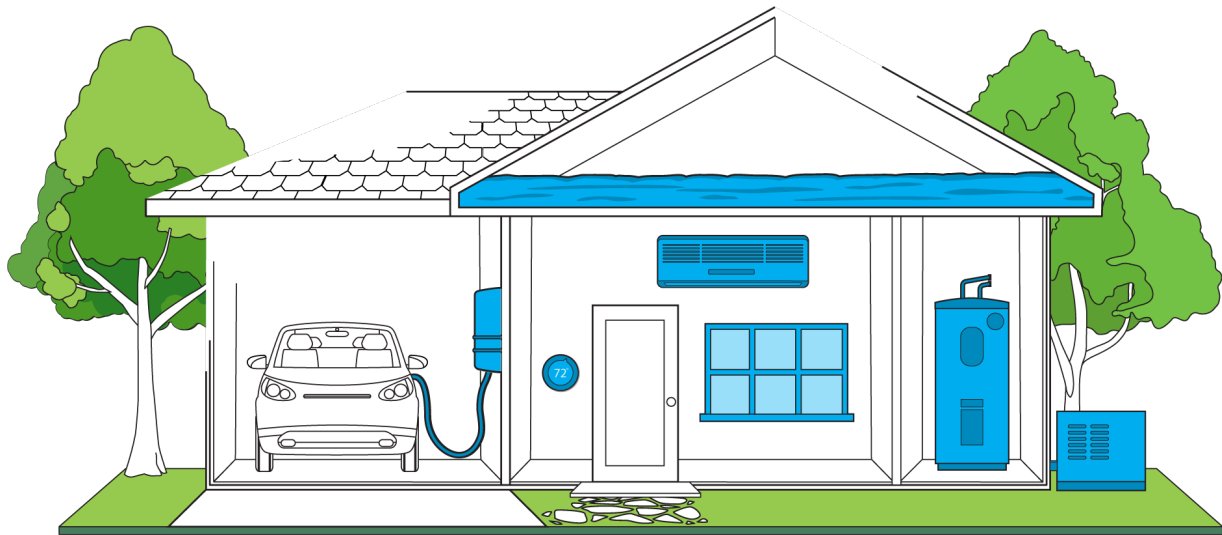


ENERGY STAR® Home Upgrade

Service Provider Partnership Fact Sheet

The ENERGY STAR Program is partnering with companies and community-based organizations that offer energy efficiency home upgrade services in order to bring the benefits of energy savings and the clean energy future to American households throughout the nation. Together, we will accelerate adoption of the elements of an **ENERGY STAR Home Upgrade**, which present an opportunity for almost every home in America to lower energy bills while improving home comfort and health.

The ENERGY STAR Home Upgrade is a set of six generally applicable, electric energy efficiency improvements that are designed to work together to deliver significant energy and cost savings. These upgrades, which can be made all at once or as equipment is replaced, include an **ENERGY STAR certified heat pump, heat pump water heater, smart thermostat, and windows, plus a well-insulated and sealed attic and electric-ready wiring/panel improvements.**



The ENERGY STAR Advantage

This partnership leverages the strong market position of the ENERGY STAR brand, along with the program's specialized communication capabilities and extensive reach through its network of manufacturer, retail, and utility partners.



Over **90%** of American households recognize the ENERGY STAR label, and **70%** of recent purchasers reporting the label influenced their choice.



ENERGY STAR creates outreach strategies based on **optimal market segmentation** to reach receptive households, and tailors communications based on the characteristics of each segment.



Research indicates that consumers across **all markets** trust ENERGY STAR as a resource on clean energy and electrification.



ENERGY STAR works to raise awareness about electrification and the adoption of associated technologies by **leveraging a broad range of communication channels** including social media, display advertising, video advertising, and influencers such as Lifetime Network's *Designing Spaces*—all pointing consumers to energystar.gov as the nexus for information and guidance.



In 2022, ENERGY STAR and its partners reached more than **200 million** American consumers through campaigns and digital media efforts, generated **4 million** views of educational videos, and served as a trusted resource to **7.8 million** web visitors.

Tax Incentives and Rebates

This partnership provides a national platform for encouraging Americans to take action and for raising awareness about tax incentives and rebates that will help make efficiency upgrades more affordable. In addition to utility efficiency program rebates offered regionally, the Inflation Reduction Act establishes new federal income tax credits for efficient home upgrades and provides more than \$9 billion for new state rebate programs for efficiency upgrades and electrification.

The ENERGY STAR Program supports this partnership with education that answers the questions Americans have about electrification and the technologies involved, along with resources that highlight the range of available financial incentives. Consistently highly ranked in internet search results, the [ENERGY STAR tax credit webpages](#) offer a comprehensive, consumer-friendly explanation of the tax credits available for home efficiency improvements. Additionally, the [ENERGY STAR Rebate Finder](#) allows for zip-code based searches of available utility rebates, later expanding to include state rebates once those programs go into effect.

Focus on Low Income Households

Through this partnership, the Environmental Protection Agency (EPA) actively supports service provider efforts to harness best practices for braiding together financial resources designed to make home upgrades more accessible to low-income households. Representing approximately 39.5 million homes in the US, these households typically face the greatest barriers and could potentially benefit the most from the efficiency improvements delivered through this partnership. Optimizing available funding for these households requires market-specific integration of services that could benefit from the leveraging of ENERGY STAR Program relationships with utilities, state energy offices, efficiency program implementors and others.

Coordination and Facilitation

Through this partnership, EPA facilitates information exchange and connects service providers that are implementing and promoting home upgrades through webinars, 1-1 conversations, and stakeholder engagements at events such as the annual ENERGY STAR Partner Meeting. EPA leverages the network of existing ENERGY STAR partners – manufacturers, retailers, utilities and states – to help form new connections through the service provider partnership that advance productive collaboration. This collaboration, whether in the form of marketing, communications, program design, or other areas, makes it easier for homeowners to understand and act on making their home more energy efficient.