

Home Performance with ENERGY STAR: Marketing Tools for Sponsors and Contractors

EPA and DOE provide a variety of materials to help program sponsors and participating contractors educate homeowners about making their homes more energy efficient, reducing high energy bills, improving comfort, and protecting the environment through Home Performance with ENERGY STAR (HPwES). Take advantage of these available tool and resources:



HOME PERFORMANCE WITH ENERGY STAR MARKETING GRAPHIC. Use this logo in advertising, signage, and promotional materials to associate your program or services with the nationally-recognized and trusted ENERGY STAR program.



PROMOTIONAL BANNERS. Use at trade shows, home shows, and other events. They are available for loan to sponsors and contractors; and graphics files are available to allow you to create versions with your own logo, web site, or other contact information.



MARKETING TOOLKIT. Use this online tool to create highly-customized marketing materials that promote the value of HPwES to consumers. Available templates include print advertisements, direct mail postcards, val-pak inserts, fact sheets, yellow page ads, and web buttons and banners.



BROCHURES. Provide homeowners with ENERGY STAR publications that reinforce the value of making energy-efficient home improvements, including the HPwES consumer brochure, Guide to Energy Efficient Heating & Cooling, Seal & Insulate with ENERGY STAR, Duct Sealing, and other brochures about ENERGY STAR qualified lighting, appliances, and home electronics.



PROMOTIONAL VIDEO. Use this 7-minute video to explain the value of HPwES to homeowners. Consider showing the video on house calls, at local home shows, and on your web site.



HOME ENERGY YARDSTICK. Host this tool on your web site to help homeowners compare their energy use to others across the country and help decide if they should take action to improve the efficiency of their home. The Yardstick can be a powerful tool for lead generation and customer screening.



HOME PERFORMANCE HOUSE GRAPHICS. These detailed graphics demonstrate the common problems found in many homes, and how HPwES can help to solve them.

Instructions for hosting online tools are available on the ENERGY STAR Web site www.energystar.gov; and hard copies of guides and brochures can be ordered free-of-charge at www.energystar.gov/publications.

ENERGY STAR® , a program sponsored by the U.S. EPA and DOE, helps us all save money and protect our environment through energy efficient products and practices. Learn more. Visit www.energystar.gov.

