

## **Slide 1**

(No narration.)

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Thanks for your interest in ENERGY STAR! This short orientation is for HVAC contractors who want grow their new construction business by working with ENERGY STAR's 4,500 builder partners. EPA is looking for contractors who want to serve this market by offering best-practice HVAC design and installation. By becoming credentialed to work with ENERGY STAR, contractors will gain access to this select group of builders who can consistently deliver high-quality homes. They'll also earn a valuable tool to stand out from the crowd. All of that means fewer callbacks and complaints, and more premium sales.

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ENERGY STAR is the premier national label for an energy-efficient new home. Over 80% of consumers recognize the ENERGY STAR brand, and 92% of them say it influences their buying decisions.

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In 2011, over 30% of new homes earned the ENERGY STAR...

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...and the program currently has over 4,500 builder partners in every state and at every price point.

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EPA recently enhanced ENERGY STAR for Homes to deliver a more competitive product. EPA increased the energy efficiency to deliver even more savings for homebuyers. But EPA also went beyond that to enhance comfort and durability with new measures that help builders to compete on a more compelling value proposition for homebuyers.

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ENERGY STAR certified homes include three complete systems that work together to promote comfort, durability, and efficiency. The first is a complete thermal enclosure system.

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This system includes high-quality insulation and fenestration that's properly installed with air barriers and air sealing to perform as designed. It also includes features to reduce hot and cold spots caused by thermal bridging.

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The next system is a complete heating and cooling system that features site-specific design and best-practice installation to improve efficiency, comfort, and safety. It also includes the capacity for fresh air ventilation and local mechanical exhaust.

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The third system is a complete water management system to effectively shed water from the home and drain it from the site.

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ENERGY STAR creates an unbeatable value for homebuyers. By combining money-saving energy efficiency with market-leading comfort and durability features and Home Energy Rater verification...

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...ENERGY STAR gives buyers peace of mind, enduring quality, wall-to-wall comfort, and proven value for their investment.

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HVAC performance is critical to delivering this value. That's why HVAC systems need to be designed and installed according to the industry's best-practice standards by expert contractors. Historically, however, there have been two obstacles that have made it difficult for HVAC contractors to do this.

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First, you can't put a best-practice HVAC system in a broken house.

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HVAC contractors know how small installation defects, which are common in standard construction, can seriously compromise comfort and lead to service calls later. This is especially true in places like rooms over garages and rooms with kneewalls, where the temperature differences are the greatest and the details are the hardest to get right.

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Putting a highly-engineered HVAC system in a home with these thermal weaknesses is a mismatch...

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...that will create more service calls to the HVAC contractor – even though the problems are more likely with the walls than their systems.

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Now with ENERGY STAR...

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...contractors can be confident that homes will have complete thermal envelopes that include high-quality insulation, reduced thermal bridging, and effective air barriers and air sealing. These measures are required in every qualified home, and inspection checklists completed by a Home Energy Rater ensure that they're consistently right.

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That means that HVAC contractors can now design systems for homes that perform as designed...

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...so all the systems work together to enhance comfort and efficiency.

We already know that improving the quality of insulation and air sealing work pays big dividends in the form of reduced complaints. One large production builder who joined ENERGY STAR a few years ago found that their comfort complaints decreased by 90% after the first year, and by another 90% in the second.

We've also heard from HVAC contractors who are using ENERGY STAR to focus on premium services. One contractor like this recently moved into a new office and was struck by the fact that while their warranty staff used to take up more space than their engineering staff, now it was the other way around. So instead of competing on price and then spending huge amounts of time managing problems, they had transformed their business to focus on highly-engineered, top-quality service up front.

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The second obstacle to best-practice HVAC design and installation is the difficulty selling these premium services to builders.

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HVAC systems are complicated.

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Many builders don't understand what separates a typical install from best-practice work and how those differences affect comfort, efficiency, and equipment life.

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It's not just that these services are complicated, though.

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When market conditions force them to scrutinize every dollar...

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...it's tempting to treat HVAC as a necessary cost, and when homebuilders view contractors as interchangeable, they see it as a commodity to be had as cheaply as possible.

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But high quality HVAC systems aren't just a cost to be minimized: they're value-added investments that improve the marketability of homes. Because an engineered HVAC system can add so much value and satisfaction to a home, ENERGY STAR requires builder partners to work with HVAC contractors that are committed to delivering the industry's best work.

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That requirement creates a big opportunity for HVAC contractors...

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...and the credential gives builders an easy way to identify contractors who can help them go above and beyond standard practice...

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...just look for a recognized credential, and know you're working with a contractor who's committed to excellence.

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So here's the opportunity:

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ENERGY STAR builder partners are looking for credentialed HVAC contractors right now. These builders are committed to being leaders in quality housing...

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...and by using proven ENERGY STAR guidelines and verification from Home Energy Raters, they can consistently deliver homes that perform.

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The HVAC credentials offer contractors a way to stand out from the crowd and give them access to these builders that need their services.

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All of that adds up to an opportunity for HVAC contractors to reduce their exposure to complaints and service calls so that they can spend their time delivering higher-value services and build their reputation as market leaders.

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Getting started is easy. Just go to [www.energystar.gov/newhomesHVAC](http://www.energystar.gov/newhomesHVAC) and click on “Become a Credentialed HVAC Contractor” for links to recognized programs. Each program has its own application process, typically beginning with a short online orientation to familiarize you with their program.

ENERGY STAR builder and Rater partners are looking for credentialed HVAC contractors now, so get started today!