

## Certified Homes EEPS Update: December 2013

Dear ENERGY STAR Certified Homes Program Sponsor,

We are pleased to provide you with this update on program developments and resources that we believe will be of particular interest to Sponsor partners. In this email you will find information on topics such as:

- Resources from the 2013 Utility Sponsor Meeting
- Incremental Cost & Savings Analysis and Webinar
- Co-brandable ENERGY STAR Marketing Collateral

We encourage you to pass relevant information along to your colleagues and program participants.

### Resources from the 2013 Utility Sponsor Meeting

The 7th Annual ENERGY STAR Certified Homes Utility Sponsor Meeting was a great success, thanks to the participation of over 70 representatives from over 35 utilities and 24 states and to the generous dedication of our hosts, Columbia Gas of Ohio and AEP Ohio. [Click here](#) for the meeting presentations.

### Incremental Cost & Savings Analysis and Webinar

EPA recently updated its estimate of incremental costs and savings for Version 3 based on implementation experience from the last several years. The analysis focuses on the incremental cost and savings associated with constructing an ENERGY STAR certified home relative to the 2009 ICC codes in climate zones 1 through 7. A PDF of the analysis can be accessed by [clicking here](#).

Additionally, on Wednesday, December 4, 2013 from 1:00 p.m. - 1:45 p.m., EPA will hold a webinar to share this analysis. You can register for the webinar at [www.energystar.gov/newhomeswebinars](http://www.energystar.gov/newhomeswebinars).

### Co-brandable ENERGY STAR Marketing Collateral

ENERGY STAR has released several co-brandable ENERGY STAR collateral listed below that Sponsors can use, in accordance with guidelines, to promote their partnership with the Certified Homes Program.

1. A co-brandable version of the ENERGY STAR Certified Homes Consumer Video is now available through your [My ENERGY STAR Account \(MESA\)](#).
2. The ENERGY STAR Certified Homes Consumer Brochure is also now co-brandable and available on MESA. Free copies of the basic brochure are available for order at [www.energystar.gov/newhomesmarketing](http://www.energystar.gov/newhomesmarketing).
3. EPA has created three stand-alone banners that promote ENERGY STAR certified homes to consumers, HVAC contractors, and home builders and can be co-branded with your organization's logo. These are now available through your [My ENERGY STAR Account \(MESA\)](#).

### Using the ENERGY STAR Marks: A Quick Reference Guide

EPA has created a brief document to provide clarification on how the ENERGY STAR marks should be used by partners of the EPA ENERGY STAR Certified Homes program. [This reference guide](#) provides a partial list of guidelines and is intended to supplement, not replace, the [ENERGY STAR Brand Book](#).

### 2014 Utility Sponsor Questionnaire

The annual sponsor questionnaire will be sent out to all ENERGY STAR Certified Homes Program utility partners in January. All utility partners are required to complete this brief online questionnaire in order to

retain their active partner status. Please look for the email with the link to the questionnaire in January and ensure that a representative from your organization completes it on time. Non-utility sponsoring organizations will receive their annual questionnaire in the summer.

### **Updating Contacts in MESA**

The end of the year is a great time to make sure that your organization's account is current so the appropriate people receive the important periodic Program announcements. You can review the contacts associated with your program by logging into your [My ENERGY STAR Account](#). Once you log in, scroll down to the "areas of participation" section and click on "view/edit" in the "Homes EEPS" row. The next screen will show all current contacts and allow you to add and edit contacts. Please list any new contacts as "primary" or "secondary" as they are the only classifications that receive program emails. If you have implementation contractors that are actively involved in running your program, we encourage you to list them as primary or secondary contacts as appropriate so they receive updates as well.

### **Customized Builder Support**

Do you have builders in your service territory that would benefit from additional technical or marketing assistance? We may be able to help! Please contact us and we can discuss your needs.

Happy Holidays!

The ENERGY STAR Certified Homes Team