

## New Homes EEPS Update: January 2012

Dear ENERGY STAR for New Homes Program Sponsor,

As your dedicated point of contact with the national ENERGY STAR for New Homes Program, I am excited to launch this new quarterly update email, which is intended to keep you up to date on Program developments and resources. Feel free to pass this information along to colleagues and industry partners.

In this update you will find information on:

- Annual data collection questionnaire
- April utility partner meeting
- ENERGY STAR programs naming policy
- Builder commitments to ENERGY STAR Version 3
- Brochures available for Version 3 homes
- Revision 05 released
- New developments in valuing energy efficiency in homes

**Annual data collection questionnaire:** On February 13<sup>th</sup> the annual utility sponsor questionnaire was sent to all primary contacts of our active utility partners. Completion of this questionnaire takes the place of the EPA Partnership Agreement requirement for program plan submittal and regular program updates and is a requirement for remaining an active Partner. Please be sure that one person from your organization completes and submits the [questionnaire](#) by the February 3<sup>rd</sup> due date.

**April utility partner meeting:** The 6<sup>th</sup> annual ENERGY STAR for Homes Utility Sponsor Meeting will be held from April 18-20, 2012 at the Disney Grand Californian Hotel in Anaheim, CA. This meeting is a one of a kind event where decision-makers from utilities implementing residential new construction programs aligned with the ENERGY STAR for New Homes Program come together to share ideas, best practices, and lessons learned. Please register for this important event at [www.surveymonkey.com/s/6thannualregistration](http://www.surveymonkey.com/s/6thannualregistration) at your earliest convenience, but no later than March 16th. We look forward to seeing you in just a few months!

### **ENERGY STAR programs naming policy:**

EPA would like to remind its program sponsors that the “ENERGY STAR” brand name is reserved for program partners that incentivize and promote the construction of ENERGY STAR qualified homes.

The requirements for an organization to use ENERGY STAR in a program name are as follows:

- A program that offers financial incentives or rebates for a home’s energy efficiency MUST specifically tie these incentives to ENERGY STAR at some level. However, ENERGY STAR is not required to be a prerequisite for all incentives.
- A program that does NOT offer any financial rebates but promotes ENERGY STAR through marketing, education, and outreach activities may be able to use the brand in the program name, with approval from EPA.

**Builder commitments to ENERGY STAR Version 3:** ENERGY STAR builder partners across the nation are making a public commitment to build ENERGY STAR qualified homes that follow the Version 3 guidelines. To date over 600 builder have made a public commitment to constructing ENERGY STAR Version 3 qualified homes. Visit [www.energystar.gov/homes](http://www.energystar.gov/homes) to see which builders in your service territory are on this list as well as testimonials as to why they have made this commitment to ENERGY STAR.

**Brochures available for Version 3 homes:** Consumer brochures that explain the features and benefits of ENERGY STAR Version 3 homes are available. Visit [www.energystar.gov/publications](http://www.energystar.gov/publications) to place an order for up to 250 brochures (at a time) that you can use in program recruitment or share with your program participants. Brochures specific to homes without basements are also available through the ENERGY STAR New Homes team. Email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov) to request your no basement brochures. Please note that while these more technically focused materials will remain relevant

for all Version 3 homes in the coming years, EPA will also be releasing newly designed marketing materials in early 2012. In the interim, I encourage you to participate in the New Version 3 Marketing Tools and Messaging webinar at 1pm Eastern on February 16<sup>th</sup>. Registration is available at [www.energystar.gov/index.cfm?c=bldrs\\_lenders\\_raters.nh\\_events\\_webinars](http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.nh_events_webinars).

**Revision 05 released:** Revision 05 of the Version 3 guidelines has now been posted to the [ENERGY STAR website](#). Partners must apply this Revision to all homes permitted on or after March 15, 2012. All major program documents have been updated and a Revision 05 Version Tracking Document, containing all of the specific changes in this Revision, has also been created. EPA strongly encourages partners to review these documents. The intent of this revision process is to be responsive to partner questions, disseminate policy changes in a consistent manner, and adapt the program as needed for success. The revision process improves clarity, provides alternative compliance options, and addresses unintended barriers to implementation, generally making it easier for partners to comply with the guidelines.

**New developments in valuing energy efficiency in homes:** The Appraisal Institute has released an addendum to its standard packet of residential valuation forms. The new form, "820.03: Residential Green and Energy Efficient Addendum," is the first residential green and energy efficient appraisal report addendum in existence. On November 17, 2011, The Appraisal Institute held a webinar which presented an overview of the form, including how it can be used to accurately incorporate the value of energy efficient features included in ENERGY STAR qualified homes. More information on this exciting new development is available at <http://www.appraisalinstitute.org>.

In addition to efforts by the Appraisal Institute to properly value high performance homes, the federal government has been taking steps in the same direction. The Sensible Accounting to Value Energy (SAVE) Act is a recent bipartisan effort which aims to require that energy costs are included in the underwriting process. More information on this piece of proposed legislation is available at <http://www.imt.org/save-act>.

As always, we appreciate your feedback and continued support of the program. If you have questions, please contact me directly at [jgaret@icfi.com](mailto:jgaret@icfi.com) or [cdamore@icfi.com](mailto:cdamore@icfi.com).

Best Regards,

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Your Account Manager on the ENERGY STAR for New Homes Team