

Certified Homes EEPS Update: May 2014

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:

- 2013 Highlights
- The 8th Annual ENERGY STAR Certified Homes Meeting
- ENERGY STAR Home Advisor
- Web review of Sponsor webpages

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

90,000 Certified Homes in 2013!

In 2013, over 90,000 homes earned the ENERGY STAR label. In addition, 870 builders and developers and 74 HERS Raters from all over the country became new ENERGY STAR partners in the past year. Thank you for your continued support of the Certified Homes program during the first full year of implementation of Version 3!

The 8th Annual ENERGY STAR Certified Homes Sponsor Meeting

The Sponsor Meeting will next be held in April 2015 in conjunction with the ENERGY STAR Awards Ceremony in Washington DC. The format of the meeting is being updated and we look forward to sharing more details about this important event later this year.

The New and Improved ENERGY STAR Home Advisor

EPA is excited to announce the development of a new and improved ENERGY STAR Home Advisor tool. The Home Advisor uses basic user inputs to create a customized ENERGY STAR Home Profile that provides energy efficiency upgrade and project recommendations to consumers. Users can track their completed actions and see their impact on energy and emissions savings. This tool may be of great interest to your program participants and/or customer base. EPA is currently soliciting feedback on the Home Advisor and would like to hear from you. A copy of the slides from the Home Advisor webinar held on April 9th is attached and you can request a recorded copy of the presentation by emailing energystarhomes@energystar.gov.

Sponsor Web Page Review

Our team is in the process of conducting a web review of Sponsor webpages to ensure compliance with the ENERGY STAR logo use guidelines and to provide suggestions to Sponsors on how to update their pages accordingly. You may hear from us at some point in the next several weeks regarding suggested updates to your website. 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](#).

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.
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 \(MESA\)](#).

Updating Contacts in MESA

Spring is finally here making it a great time to conduct some spring cleaning of your [My ENERGY STAR Account](#) (MESA) and ensure that your organization's contact information is up to date. You can review and update the contacts associated with your program by logging into MESA and following these simple steps:

1. After logging into MESA, scroll down to the "areas of participation" section and click on "view/edit" in the "Homes EEPS" row.
2. This 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.

2014 Utility Survey Update

Thank you to all of you who completed the 2014 Utility Survey. The survey is an opportunity for you to share your experience from the field and is exceptionally valuable in helping EPA determine what type of support to provide utilities in 2014. Our team will be conducting outreach based on the survey results and we look forward to this opportunity to catch up with you. A separate survey for Sponsor Organizations (i.e. non-utility Sponsors) will be released this summer. Utilities that completed the 2014 Utility Survey *do not need to complete this survey*.

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 Spring!

The ENERGY STAR Certified Homes Team