

New Homes EEPS Update: May 2012

Dear ENERGY STAR Certified Homes Program Sponsor,

In this quarterly update email from the EPA ENERGY STAR Certified Homes Program, you will find:

- A summary of the results from the annual utility sponsor questionnaire
- An update from the Annual Sponsors Meeting held in April, including a link to the presentations
- Suggestions and tools for engaging HVAC contractors in your markets
- Information on accessing new marketing materials
- Guidance on using 'certified' rather than 'qualified'

Annual data collection results: At the beginning of this year, a brief annual questionnaire was sent to utility sponsor partners. An informative summary of results of this questionnaire is attached for your reference.

Update from the Sponsor Meeting: From April 18 to 20, decision makers and program implementers from residential new construction programs across the country met with the EPA in California for the 6th Annual ENERGY STAR Certified Homes Sponsor Meeting. This year's meeting was rated as the best yet and proved to be an excellent forum for professional networking and sharing ideas, best practices, and lessons learned. The presentations from this meeting are now available at:
www.energystar.gov/index.cfm?c=bldrs_lenders_raters.nh_sponsor_meeting.

HVAC contractor engagement: As ENERGY STAR Version 3 becomes mandatory, the single most effective action that sponsors can take to have a robust base of qualified HVAC contractors in their market is to speak with the contractors directly. Local trade association chapters and distributors have been powerful allies for many sponsors. Contact organizations in your area and offer to educate their contractors on ENERGY STAR's HVAC credentialing requirement. EPA has created a new toolkit of materials to help you explain the opportunity that it presents and to give them leave-behind instructions. These materials and other suggestions for HVAC contractor engagement are available at:
www.energystar.gov/index.cfm?c=bldrs_lenders_raters.nh_hvac_contractors_find.

New Marketing Materials: Per the email sent to all Program partners on Tuesday the 8th, the new consumer brochure is now available online on www.energystar.gov/publications and new factsheets are posted on www.energystar.gov/newhomefactsheets. We encourage you to utilize these exciting new resources for the benefit of your program participants.

ENERGY STAR Certified Homes: You may have noticed that our new consumer materials use the term "ENERGY STAR certified home" rather than "ENERGY STAR qualified home". This transition more accurately reflects the independent inspections and testing that each home receives in earning the ENERGY STAR. We are transitioning towards this new language in all of our print and online materials and encourage you to do the same as your schedule for updating your marketing materials allows. We also encourage you to utilize the language contained in our new consumer materials.

Feel free to pass this information along to colleagues and industry partners. As always, we appreciate your feedback and continued support of the program. If you have any questions please email us at energystarhomes@energystar.gov.

Best Regards,

The ENERGY STAR Certified Homes Team