



# ENERGY STAR® Certified Homes: Marketing Tools for Builders



Building and labeling ENERGY STAR certified homes is only the first step to being a successful ENERGY STAR builder partner. To extend the value of your partnership, educate prospective homebuyers about the features and benefits with this variety of resources at no cost.

## ENERGY STAR Marks

Use the ENERGY STAR mark in advertising, on your website, on signage, and in promotional materials to associate your homes with the nationally recognized and trusted ENERGY STAR program.

To ensure you are using the mark correctly, obtain a copy of ENERGY STAR's Brand Book and the Quick Reference Guide for New Homes Partners. Visit [www.energystar.gov/logos](http://www.energystar.gov/logos).



## Consumer Brochure

Hand out this multi-page, full-color brochure to prospective homebuyers. This brochure focuses on four key benefits of owning an ENERGY STAR certified home: peace of mind, enduring quality, wall-to-wall comfort, and proven value. You can order brochures for free at [www.energystar.gov/publications](http://www.energystar.gov/publications) or by calling the ENERGY STAR hotline at **1-888-STAR-YES** (1-888-782-7937).



## Consumer Video

Show prospective homebuyers the better quality, comfort, and durability built into an ENERGY STAR certified home by displaying the ENERGY STAR Consumer Video on your website or in a model home. This video uses real homeowner testimonials and visual examples to explain how ENERGY STAR certified homes are built to a higher standard than typical new homes. Six-minute and 90-second formats are available, and you can also add your company logo to either version. Visit [www.energystar.gov/mesa](http://www.energystar.gov/mesa)\* and click the "Certified Homes Consumer Video" link to download the video and instructions.



## On the Web

All active partners are listed on ENERGY STAR's website, where homebuyers can find the most energy-efficient homebuilders in their area.

Acquire even more visibility on the Partner Locator by obtaining a link to your own company website and committing to build 100% of your homes to meet ENERGY STAR guidelines. To learn more about each of these opportunities, visit [www.energystar.gov/weblinking](http://www.energystar.gov/weblinking) for weblinking guidelines and [www.energystar.gov/mesa](http://www.energystar.gov/mesa) to make the 100% commitment.

You can also select from a variety of ENERGY STAR web buttons and banners that can be uploaded to your Web site and that allow you to easily link to [www.energystar.gov](http://www.energystar.gov).



## Co-Brandable Materials

Co-brand ENERGY STAR materials to promote your commitment to ENERGY STAR. Available materials include:

- Trifold Consumer Brochure – With this version of the Consumer Brochure, you can insert your company logo, name, and additional company information.
- Roll-Up Banners – Add your company logo to stand-alone banners templates that promote ENERGY STAR certified homes.
- Consumer Video – Full-length and 90-second versions of the existing Consumer Video can be co-branded by adding your company logo at the end of the video.

Visit [www.energystar.gov/mesa](http://www.energystar.gov/mesa) to download these materials, then follow the instructions provided for co-branding.



## Technical Fact Sheets

Download technical fact sheets to provide more details about the main features and benefits of an ENERGY STAR certified home, beyond what is provided in the consumer brochure. The five fact sheets available include:

- Thermal Enclosure System;
- Heating and Cooling System;
- Water Management System;
- Efficient Lighting & Appliances; and
- Independent Inspections & Testing.

You can download PDF copies of these fact sheets at [www.energystar.gov/newhomefactsheets](http://www.energystar.gov/newhomefactsheets).



## Awards and Recognition

Get recognized for your achievements as an ENERGY STAR builder partner. EPA honors partners' efforts in the following ways:

- **ENERGY STAR Certified Homes Market Leader Award** – Build at least 50 homes to ENERGY STAR standards in a given year to earn this award.
- **Partner of the Year Awards** – Builders who construct 100% of their new homes to ENERGY STAR standards and complete at least 50 homes a year are invited to apply for Partner of the Year recognition. These awards are presented at the annual ENERGY STAR Awards banquet and reception in Washington, D.C.



## What Else You Can Do

Invite prospective homebuyers on a muddy boots tour of an ENERGY STAR certified home under construction and point out "behind the wall" features. Invite your Home Energy Rater and subcontractors to attend to answer questions, as well as happy homeowners to provide real-life testimonials.

Host events for local real estate agents such as breakfasts or lunch-and-learns. Consider inviting agents to walk through one of your homes under construction, especially before drywall is installed. Educate them on the value of ENERGY STAR and the high-performing homes you are constructing and how their clients will benefit.



\*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username and password, please contact the ENERGY STAR hotline at 1-888-STAR-YES (1-888-782-7937).