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Dear Partners,

EPA is pleased to announce that a new ENERGY STAR Certified Homes consumer brochure and consumer fact sheets are now available for your use.

Over the past year, the New Homes team has worked to develop a new consumer messaging platform and consumer brochure that defines why an ENERGY STAR certified home is better than standard new or existing homes in the market place. This new consumer brochure, titled “Your ENERGY STAR Certified New Home – Better is Better,” is a fresh creative take that uses colorful, aspirational imagery and consumer-friendly copy, while still leveraging the strength of the ENERGY STAR brand. The brochure also focuses on four key benefits of owning an ENERGY STAR certified home: peace of mind, enduring quality, wall to wall comfort, and proven value.

Brochures are available to order for free at www.energystar.gov/publications, or by calling the ENERGY STAR hotline at 1-888-STAR-YES (1-888-782-7937). At this time, a maximum of 200 brochures can be requested per order.

Our new consumer fact sheets are available for download at www.energystar.gov/newhomefactsheets. Five fact sheets are available that 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 cover the following features and benefits:

- A Complete Thermal Enclosure System;
- A Complete Water Management System;
- A Complete Heating, Ventilation, and Cooling System;
- Efficient Lighting and Appliances; and

- Independent Inspections and Testing.

To ensure that your marketing contacts are notified when materials like these become available, please be sure they are listed as a contact for your organization at www.energystar.gov/mesa. You can add new contacts manually through your account. For questions on your account login information please contact the ENERGY STAR hotline at 1-888-STAR-YES or hotline@energystar.gov.

Lastly, you will notice that our new consumer materials use the term "ENERGY STAR certified home" rather than "ENERGY STAR qualified home". 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. This transition more accurately reflects the independent inspections and testing that each home receives in earning the ENERGY STAR. We also encourage you to utilize the language contained in our new consumer materials. If you have any questions please email us at energystarhomes@energystar.gov.

As always, thank you for your work in promoting ENERGY STAR certified homes.

Best Regards,

The ENERGY STAR Certified Homes Team

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For more information, visit: www.energystar.gov

This message was sent to you on behalf of the ENERGY STAR for New Homes Program. As a condition of partnership, each ENERGY STAR partner must have at least one person authorized to receive periodic e-mail updates from ENERGY STAR to ensure that the organization is aware of program changes, new resources, and other important program news. If you are not the appropriate person in your organization to receive these e-mails, please email energystarhomes@energystar.gov with "Unsubscribe" as the subject and your name and company name in the email.