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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit [www.energystar.gov](http://www.energystar.gov).

## ENERGY STAR Marketing Resources for Builders

To get the most from your partnership with ENERGY STAR, it is important to educate homebuyers about the features and benefits of your ENERGY STAR qualified homes. As an ENERGY STAR partner, you have access to a host of valuable marketing materials at no cost.

All tools are available on the ENERGY STAR web site at [www.energystar.gov/homes](http://www.energystar.gov/homes).



### ENERGY STAR Logos.

Promote your partnership and the qualified homes that you are building by using the ENERGY STAR mark. Several versions of the mark are available for download from the ENERGY STAR Web site. Each version of the mark is intended for specific applications; please refer to the ENERGY STAR Identity Guidelines at [www.energystar.gov/logos](http://www.energystar.gov/logos).



### Marketing Toolkit.

Use the ENERGY STAR Marketing Toolkit available at [www.energystar.gov/homes](http://www.energystar.gov/homes) to create customized promotional materials to educate homebuyers about the features and benefits of your ENERGY STAR qualified homes. Create flyers, fact sheets, display cards, and web images.



### ENERGY STAR Fact Sheets.

Educate homebuyers about the many 'tried-and-true' energy-efficient features found in ENERGY STAR qualified homes by providing them with detailed Fact Sheets available for download at [www.energystar.gov/homes](http://www.energystar.gov/homes).



### Webinar Training on Marketing.

EPA offers free webinars on how to successfully market your ENERGY STAR qualified homes. During the session, you will learn best practices for how to use ENERGY STAR as a new marketing platform and integrate ENERGY STAR into your current ad campaign and marketing materials. Sign up for one of these free webinars through the online [Events Calendar](#).



### Consumer Brochure.

Order copies of EPA's consumer brochure that highlights the energy saving features and other benefits of ENERGY STAR qualified homes. Display the brochure in model homes, give it to prospective homebuyers, and distribute it at home shows or real estate agent workshops. The brochure is available at no cost at [www.energystar.gov/publications](http://www.energystar.gov/publications).





### Plaques and other Promotional Materials.

Several companies sell ENERGY STAR brass plaques for qualified homes, as well as other ENERGY STAR promotional items. For additional information about available products and pricing, please [contact](#) the companies directly.



### Web Links from the ENERGY STAR Partner Locator.

As a partner, your company, service area, and phone number are listed on the ENERGY STAR [Partner Locator](#) so potential homebuyers can find you. You also have the opportunity to add a web link from the Partner Locator to your web site. To obtain this link, simply ensure that your web site complies with EPA's [web linking policy](#).

[ABODE Builders of New England](#) EXIT ↗

C&Y Construction, Inc.

[C. Blake Homes](#) EXIT ↗

C. F. Stone Building Co.,



### 100% Builder Commitment.

ENERGY STAR partners interested in receiving special recognition can commit to building 100% of their homes to meet ENERGY STAR guidelines. Partners making this commitment are denoted with a special 100% icon on the ENERGY STAR Partner Locator.



Questions? Email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov)