



ENERGY STAR

New Homes Consumer Messaging Platform
And New Marketing Materials

Brian Ng, EPA

Joel Machak, Crosby Marketing

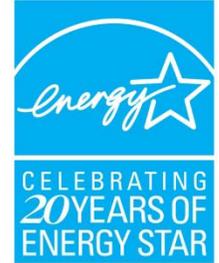
Jessica Steiner, The Cadmus Group



Learn more at energystar.gov

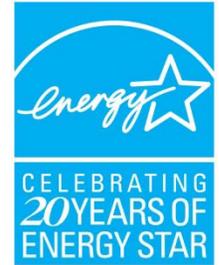


Overview



- The New Value Proposition
- Market Challenges and Opportunities
- New Consumer Brochure
- Other New and Updated Marketing and Educational Resources

The New Value Proposition



If you want your homes to be:

Affordable

Comfortable

Durable

Building science says to have a:

1

**Complete
Thermal
Enclosure
System**

2

**Complete
HVAC System**

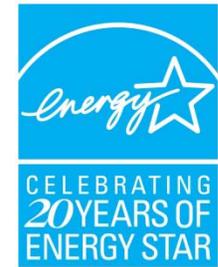
3

**Complete
Water
Management
System**



The New Value Proposition

- Value for Builders
 - Better quality and process control
 - Reduced costs from warranty issues & customer complaints
 - Maximum value for money invested
 - Reduced callbacks for comfort issues
- Value for Homebuyers
 - Lower utility bills
 - Better comfort, durability, and quality
 - A more livable home



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Tools Comment



ENERGY STAR Qualified Homes, Version 3 (Rev. 05) Thermal Enclosure System Rater Checklist

Home Address: _____ City: _____ State: _____

1. High-Performance Fenestration	Must Correct	Builder Verified ¹	Rater Verified	N/A
1.1 <i>Prescriptive Path</i> : Fenestration shall meet or exceed ENERGY STAR requirements ²	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 <i>Performance Path</i> : Fenestration shall meet or exceed 2009 IECC requirements ²	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Quality-Installed Insulation				
2.1 Ceiling, wall, floor, and slab insulation levels shall comply with one of the following options: ^{3,4,5}				
2.1.1 Meet or exceed 2009 IECC levels OR ;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.1.2 Achieve $\leq 133\%$ of the total UA resulting from the U-factors in 2009 IECC Table 402.1.3, excluding fenestration and per guidance in Footnote 3d, AND home shall achieve $\leq 50\%$ of the infiltration rate in Exhibit 1 of the National Program Requirements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.2 All ceiling, wall, floor, and slab insulation shall achieve RESNET-defined Grade I installation or, alternatively, Grade II for surfaces with insulated sheathing at levels defined in Item 4.4.1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Fully-Aligned Air Barriers⁶				
At each insulated location noted below, a complete air barrier shall be provided that is fully aligned with the insulation as follows:				
<ul style="list-style-type: none"> • At interior or exterior surface of ceilings in Climate Zones 1-3; at interior surface of ceilings in Climate Zones 4-8. Also, include barrier at interior edge of attic eave in all climate zones using a wind baffle that extends to the full height of the insulation. Include a baffle in every bay or a tabbed baffle in each bay with a soffit vent that will also prevent wind washing of insulation in adjacent bays • At exterior surface of walls in all climate zones; and also at interior surface of walls for Climate Zones 4-8⁷ • At interior surface of floors in all climate zones, including supports to ensure permanent contact and blocking at exposed edge^{8,9} 				
3.1 Walls ¹⁰				
3.1.1 Walls behind showers and tubs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.2 Walls behind fireplaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.3 Attic knee walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.4 Skylight shaft walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.5 Wall adjoining porch roof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.6 Staircase walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.7 Double walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.8 Garage rim / band joist adjoining conditioned space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.1.9 All other exterior walls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Done

Unknown Zone

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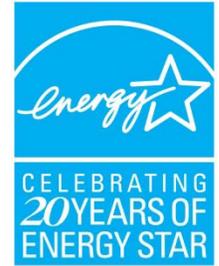
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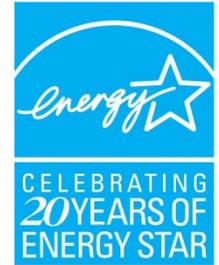
Market Challenges and Opportunities

Marketing Challenges and Opportunities



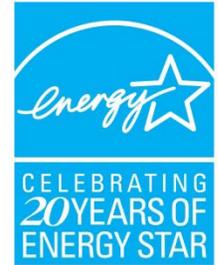
- Challenges:
 - Existing vs. new construction
 - Many consumers don't understand ENERGY STAR certified homes
 - Many sales staff don't know how to sell ENERGY STAR certified homes
 - There are other "green home" options
- Opportunities:
 - ENERGY STAR homes is currently at more than 25% market penetration
 - More than 1.3 million ES homes built to date
 - Many large and small builders committed to ENERGY STAR
 - New spec. saves more energy and carbon emissions
 - ENERGY STAR is a well recognized, government-backed brand

Consumers Market Research



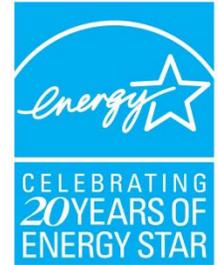
- Market research shows that:
 - Despite the fragile housing market, consumers still have a strong emotional desire to own a home.
 - Americans have an increasing interest in purchasing “green” products.
 - Americans have a greater interest in energy-efficient homes than “green” homes.

Consumers Market Research (cont.)



- Nearly 91% of new home purchasing decisions are made or influenced by women (Source: NAHB August 2010)
- Single women represent the second largest home buying demographic next to married couples (Source: MSN Real Estate 2010)
- Unlike men, women will read every word of a marketing piece, hang onto it, and show it to their friends (Source: NAHB August 2010)

The New Marketing Opportunity



- Partners have an opportunity to appeal to the emotional desire for homeownership while presenting a rational argument for energy efficiency.

If you want your homes to be:

Affordable

Comfortable

Durable

Building science says to have a:

1

Complete
Thermal
Enclosure
System

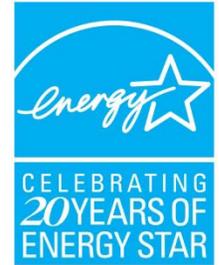
2

Complete
HVAC System

3

Complete
Water
Management
System

- By offering better energy savings, ENERGY STAR bridges the gap between what consumers want and what they can afford.



New Consumer Marketing Materials

Evolving ENERGY STAR New Homes Marketing Materials



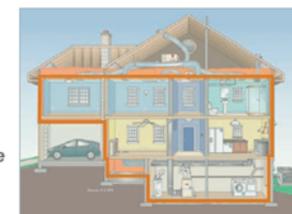
U.S. Environmental Protection Agency
ENERGY STAR
ENERGY STAR®
**Qualified
New Homes**

EPA 430-F-09-063 March 2009

ENERGY STAR®
QUALIFIED HOMES
**Assured Performance in
Every Qualified Home**

1. A COMPLETE THERMAL ENCLOSURE SYSTEM

Comprehensive air sealing, properly installed insulation, and high-performance windows work together to enhance comfort, improve durability, reduce maintenance costs, and lower monthly utility bills.



• Air Sealing

An average home contains a half-mile of cracks and gaps around windows and doors—along with hundreds of holes for pipes, ventilation ducts, lighting, and wiring. Sealing these cracks and holes helps reduce drafts, moisture, dust, pollen, pests, and noise. A tightly sealed home improves comfort and indoor air quality while reducing utility bills.

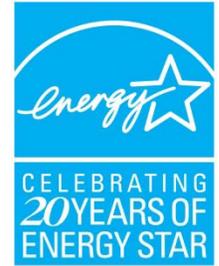
• Properly Installed Insulation

It's not the amount of insulation; it's the quality of installation that makes all the difference. Proper installation includes careful placement to eliminate gaps, voids, and compression; complete air barriers that prevent air from bypassing the insulation; and building techniques that minimize heat flow through framing. This ensures consistent temperatures throughout the house, reduced energy use, and increased comfort.

• High-Performance Windows

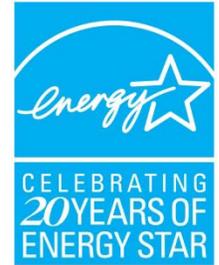
Advanced technologies, like protective coatings and improved frames, help keep heat in during winter and out during summer. They also block damaging ultraviolet sunlight that can discolor carpets and furnishings.

New Consumer Messaging Platform



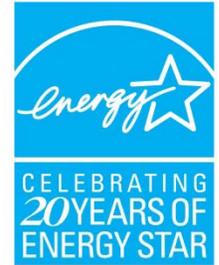
- Marketing Objective
 - Aspirational and Emotional Appeal
 - Tie into the home ownership desire for performance, durability, and comfort with an emotional hook.
 - Rational Appeal
 - Make a rational case for energy efficiency that builds on building science, quality assurance, third party verification.
 - Leverage the ENERGY STAR Brand
 - Develop a look and feel that falls within the guidelines of the ENERGY STAR brand.

New Consumer Messaging Platform



- Market Demographics
 - 2009 data that shows that on average buyers of **new homes** are:
 - About 42 years old.
 - Average household income of \$101,811.
 - Average purchase price of \$315,395.
 - New homes accounted for about 17% of homes sold.
- Target Segment
 - A new home buyer who seeks and places added value on personal and family **comfort, lasting quality, energy efficiency and environmental protection.**

New Consumer Messaging Platform



Initial Creative Concepts

PEACE OF MIND

value

lasting

cozy

comfort

affordable

THE NEW AMERICAN DREAM

advanced

affordable

better

comfortable

greener

secure

healthier

BETTER IS BETTER

quality

detailed

sealed

solid

better built

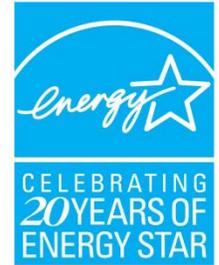
investment

durable

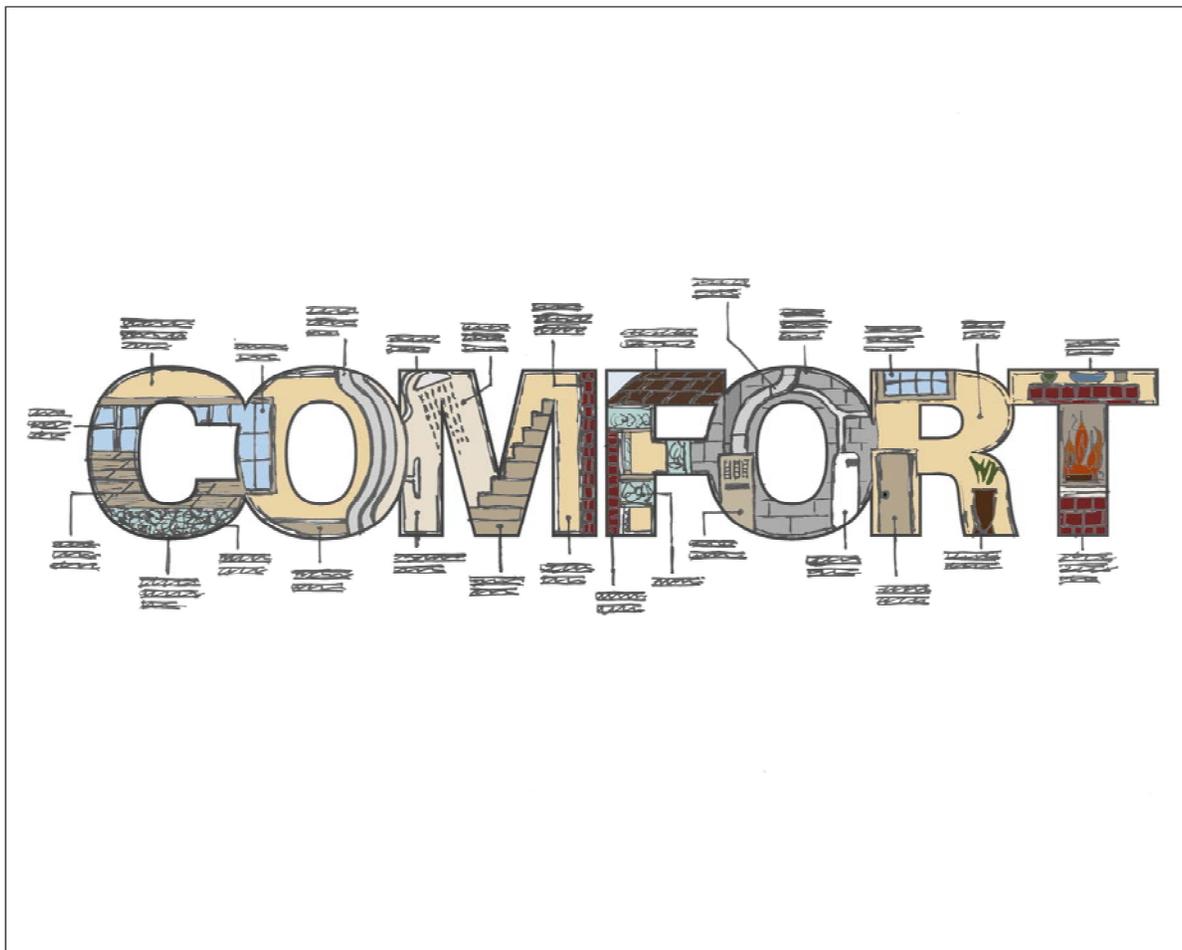
rated

systems

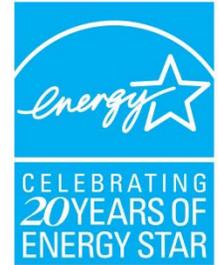
New Consumer Messaging Platform



Initial Creative Concepts



New Consumer Messaging Platform



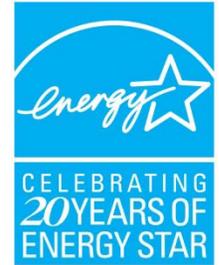
Creative Concept: *Better is better.*

- Differentiation

- An ENERGY STAR certified new home is simply better.

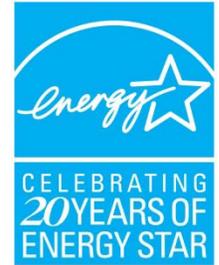
- It supplies the peace of mind because genuine quality is built-in and will last for years to come.
 - It provides added comfort.
 - It meets rigorous new government-backed requirements for energy efficiency.

New Consumer Messaging Platform



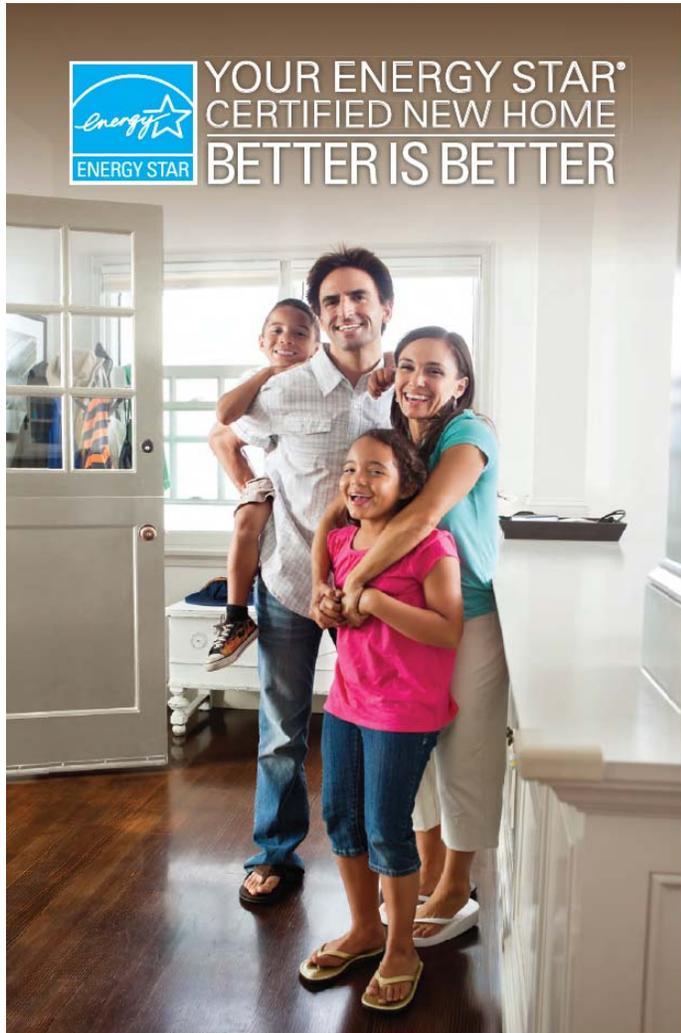
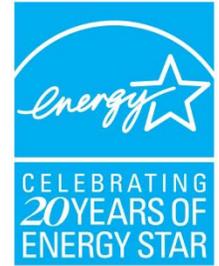
- Positioning
 - An ENERGY STAR certified new home brings you peace of mind by delivering the promise of better energy efficiency and so much more.
 - It's also your assurance of better quality and durability, better comfort, better systems, a better value for today, and a better investment for tomorrow— plus a label backed by the Environmental Protection Agency (EPA).
- Tone
 - Confident, reassuring, informative, trustworthy, authoritative, approachable

New Consumer Messaging Platform



- Hook: *Better is better.*
 - An ENERGY STAR certified home is always built better and built to last because the best, tried-and-true, integrated construction practices are used from the ground up.
- Four Pillars
 1. Peace of Mind
 2. Enduring Quality
 3. Wall-to-Wall Comfort
 4. Proven Value

New Consumer Brochure



01

The little label with a big message. Better is Better.

At first glance, it may seem like a small thing. Your new home's ENERGY STAR label measures just three by five inches. But what it stands for is really big.

The ENERGY STAR label means that your new home has been designed and built to standards well above most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

New homes that earn the ENERGY STAR label deliver energy efficiency savings of up to 30 percent when compared to typical new homes—and the difference is even more striking when put side-by-side with most resale homes.

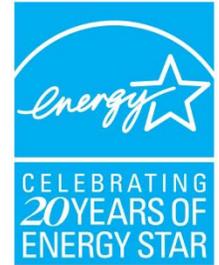
Every ENERGY STAR certified new home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 450,000 vehicles.

This better approach to building results in a new home that brings peace of mind, enduring quality, wall-to-wall comfort, and proven value. Your ENERGY STAR certified new home has simply been built better in every way.

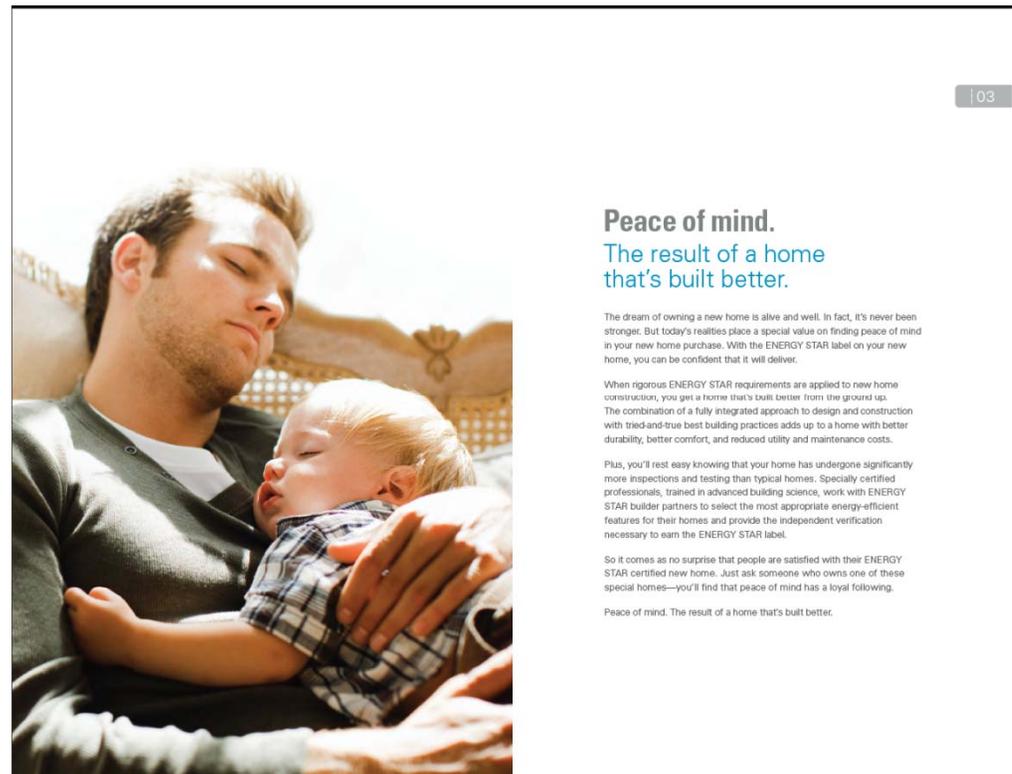
ENERGY STAR. It's the little label with a big message: **Better is Better.**



New Consumer Brochure



- Peace of Mind
 - The result of a home that's built better
 - Confidence
 - Rigorous requirements
 - Independent testing and inspection
 - Homeowner satisfaction



Peace of mind. The result of a home that's built better.

The dream of owning a new home is alive and well. In fact, it's never been stronger. But today's realities place a special value on finding peace of mind in your new home purchase. With the ENERGY STAR label on your new home, you can be confident that it will deliver.

When rigorous ENERGY STAR requirements are applied to new home construction, you get a home that's built better from the ground up. The combination of a fully integrated approach to design and construction with tried-and-true best building practices adds up to a home with better durability, better comfort, and reduced utility and maintenance costs.

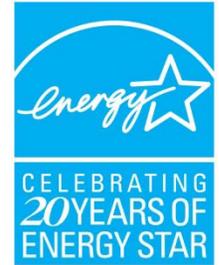
Plus, you'll rest easy knowing that your home has undergone significantly more inspections and testing than typical homes. Specially certified professionals, trained in advanced building science, work with ENERGY STAR builder partners to select the most appropriate energy-efficient features for their homes and provide the independent verification necessary to earn the ENERGY STAR label.

So it comes as no surprise that people are satisfied with their ENERGY STAR certified new home. Just ask someone who owns one of these special homes—you'll find that peace of mind has a loyal following.

Peace of mind. The result of a home that's built better.



New Consumer Brochure



- Enduring Quality
 - Better systems make all the difference
 - Built to Last
 - Integrated Systems Approach
 - Energy-Efficient Features



105

Enduring quality. Better systems make all the difference.

Purchasing a new home is a big investment, so you want to be sure that it's built to last. With an ENERGY STAR certified new home, that means starting with a fully-integrated approach to home building. This comprehensive method delivers systems that work together to provide better performance and an overall superior level of quality, especially when compared to most resale homes on the market today.

Your builder has designed a home that includes value-adding energy efficiency features and components, and the best combination of materials and equipment that will work together to deliver better performance. Many of these important features are out of sight—behind walls, in the attic, and under the foundation. But these hidden details can have a huge impact on your experience living in your new home.

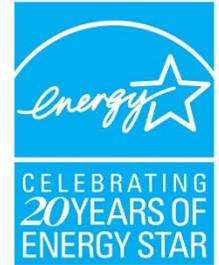
ENERGY STAR certified new homes include features like:

- A complete **Thermal Enclosure System** with comprehensive air sealing, quality-installed insulation, and high-performance windows, to deliver improved comfort and lower utility bills.
- A high-efficiency **Heating, Ventilating, and Cooling System** that is designed and installed for optimal performance.
- A comprehensive **Water Management System** to protect roofs, walls, and foundations from moisture damage.
- **Energy-Efficient Lighting and Appliances** to help keep utility bills low, while providing high-quality performance and longevity.

You don't need to understand all the details of the building science and energy-efficient features that went into the construction of your ENERGY STAR certified new home. But once you move in, you'll be glad your builder did.

Enduring quality. Better systems make all the difference.

New Consumer Brochure



- Wall to Wall Comfort
 - A better way to live
 - Better than older, inefficient homes
 - Satisfaction
 - A home that doesn't leak and reduced indoor pollutants
 - Consistent temperatures



07

Wall-to-wall comfort. A better way to live.

Just ask anyone who lives in an ENERGY STAR certified new home to go back to their old, inefficient home. You'll likely hear that there's no way they'll give up the comfort that came with the ENERGY STAR label on their new home. This kind of satisfaction seems to have a way of making lifelong friends.

From the moment you walk in the door of your ENERGY STAR certified new home, you'll see, feel, and hear the difference. You'll find that air leaks and drafts are diminished, humidity levels are controlled, and even outside noise is reduced.

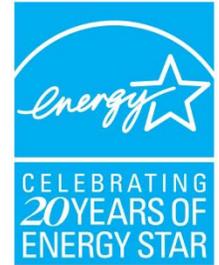
Your new home's heating, ventilating, and cooling system has been engineered and installed to efficiently deliver comfort. And a constant supply of fresh, filtered air means that indoor pollutants are reduced, along with dust, pollen, and other allergens.

As a result, you'll enjoy consistent temperatures between and across every room in the house. Warm and cold spots so commonly found in older homes have been minimized, so your entire living space is comfortable year-round.

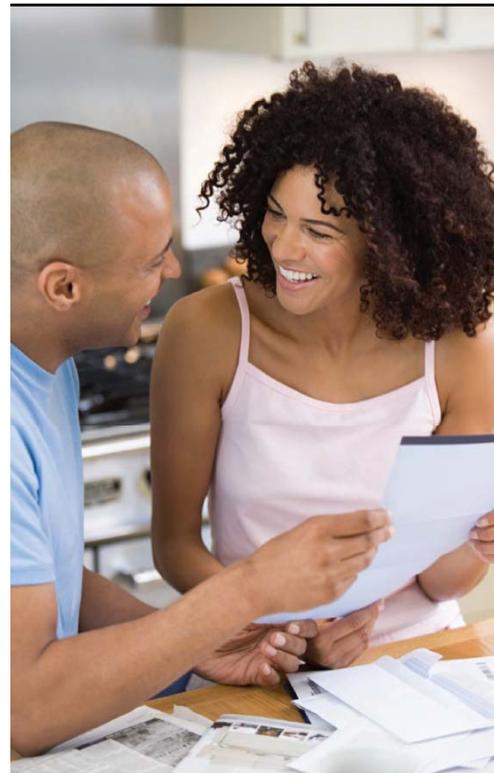
The result is a sense of comfort that you'll be proud to call home.

Wall-to-wall comfort. A better way to live.

New Consumer Brochure



- Proven Value
 - A better investment for today and tomorrow
 - Better value
 - Use 20-30% less energy
 - Reduced utility bills
 - Lower maintenance costs
 - Trusted ENERGY STAR label



09

Proven value.

A better investment for today and tomorrow.

From the day you move in, owning an ENERGY STAR certified new home will give you the confidence of knowing that it's a better value for today and a better investment for tomorrow.

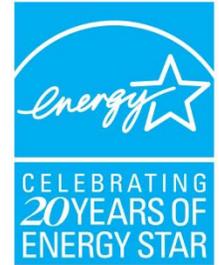
An ENERGY STAR certified new home offers significantly better energy efficiency and performance compared to other homes. Homes that earn the ENERGY STAR label use 20 to 30 percent less energy than typical new homes, and even less when compared to most resale homes on the market today. That means you can save thousands of dollars in utility bills over your years of home ownership.

You'll find that the reduced utility bills and lower maintenance costs begin making a difference immediately. Together, families who have purchased homes earning the ENERGY STAR label have already saved more than \$350 million on their utility bills. Over time, these savings will only grow.

And should the time come to consider selling your home, the trusted ENERGY STAR label will set it apart as something better: a home of genuine quality, comfort, and efficiency. In short, your decision to buy an ENERGY STAR certified new home is a decision to invest in a home you can count on.

Proven value. A better investment for today and tomorrow.

New Consumer Brochure



11

Better is better. Welcome to the ENERGY STAR family.

As the owner of an ENERGY STAR certified new home, you'll be joining more than one million families across America. Soon, you'll find that living in a new home that's designed and built better from the ground up can be satisfying in many ways. Beyond energy efficiency and value, you'll be doing an important part of your energy consumption, as well as green

More than a mark of efficiency, the ENERGY STAR label is a mark of trust, quality, and responsible stewardship all live in.

Buying a new home is a big decision. You'll want a home that offers peace of mind, enduring quality, and value.

You'll find that promise with ENERGY STAR.

The little label with a big message: Better.



"ENERGY STAR was a smart choice for our first home. It's not just about the savings. We like that our home was built with cutting-edge technology and the environment in mind. Protecting the environment is important to us—and this gave us an opportunity to be part of the solution."

The Fisher/Sankhla Family, Fontana, CA

"Choosing an ENERGY STAR home has made a significant difference for us. Our first electric bill was extremely low—we love the savings! And knowing that we have an energy-efficient home we can live in for years is so comforting."

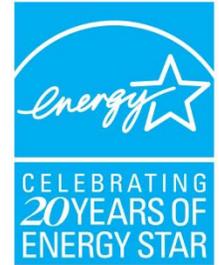
The Costa Family, Dallas, TX

"We have noticed substantial savings, not only in our utility bills, but in our overall energy consumption. This is due to the added benefits of having ENERGY STAR appliances, effective insulation, and high-performance, energy-efficient windows."

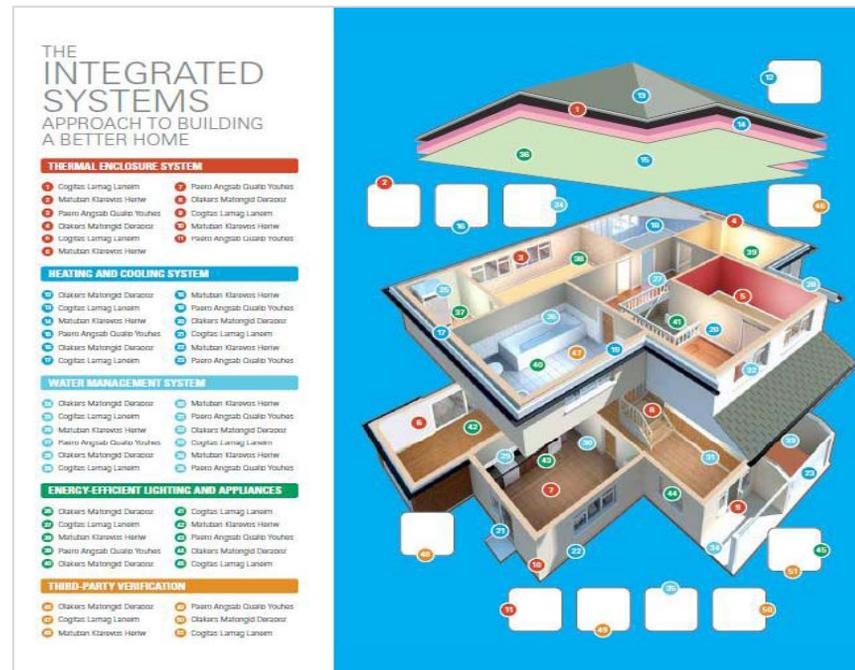
The Orrock Family, Las Vegas, NV



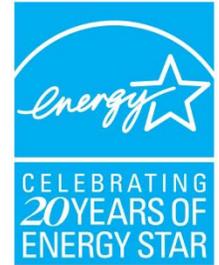
New Consumer Materials Under Development in 2012



- Consumer Video
- Online House Illustration
- Draft Concept



New Consumer Outreach Materials



ENERGY STAR Certified Home Features
Energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA)

A COMPLETE THERMAL ENCLOSURE SYSTEM



You want your home to be comfortable no matter what room you're in or what the weather is outside. Comprehensive air sealing, properly installed insulation, and high-performance windows work together in an ENERGY STAR certified home to deliver better comfort, better durability, reduced maintenance costs, and lower monthly utility bills. During construction, ENERGY STAR builder partners must meet all of the requirements of EPA's comprehensive thermal enclosure system inspection to ensure that—

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AIR SEALING

A typical home contains a half-mile of cracks and gaps behind walls and around windows and doors, along with dozens of holes for pipes, vents, ducts, lighting, and wiring. Sealing these openings with a comprehensive air sealing package helps to significantly reduce drafts, moisture, dust, pollen, pests, and noise. The best time to seal these is during the construction process because access to critical areas can be limited once the house is completed.

ENERGY STAR builder partners seal the holes using caulks, foams, and other techniques—paying particular attention to those areas between the conditioned (heated or cooled) and unconditioned space of your home. One great example of this is found at the attic access panel, where ENERGY STAR certified homes feature a gasket to create a tight seal around the panel. This is a detail that is commonly missing in many other homes and can have a real impact on your comfort and utility bills. The energy savings from comprehensive air sealing can quickly add up when you consider all the places hot or cool

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ENERGY STAR Certified Home Features
Energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA)

A COMPLETE WATER MANAGEMENT SYSTEM



ENERGY STAR certified homes include a comprehensive package of water management practices and materials that help to protect your home from water damage and reduce the risk of indoor air quality problems. During construction, ENERGY STAR builder partners must meet EPA's comprehensive water management requirements to prevent rain and moisture from building up in living areas, attics, basements, crawlspaces, or behind walls. These water management requirements help ensure that—

- Water is directed off the roof, down the walls, and away from the foundation.
- Your home is built with moisture-resistant barriers to prevent water damage.
- Building materials are protected during construction to minimize the possibility of mold and rotting.

When builders meet these rigorous requirements, you get a home with a complete water management system—a better approach to building a better home.

WATER-MANAGED CONSTRUCTION DETAILS

ENERGY STAR certified homes feature a comprehensive package of measures to ensure that water will be effectively drained away from your new home.

Site and Foundation - To help prevent damp foundations, ENERGY STAR builder partners install moisture-resistant barriers to protect the foundation from water in the ground. The area around the home is also graded so water flows away from the foundation, and is coupled with underground drains for some house types. These types of water management strategies help improve the durability of the foundation, reduce the potential for water damage, and even improve the comfort and indoor air quality in your home.

Walls and Roofs - ENERGY STAR certified homes are built with features designed to safely drain water off roofs, down walls, and away from the home. To help achieve this, ENERGY STAR builders wrap the walls of the home from top to bottom in a continuous layer of overlapping moisture-



The rear grade slopes away from the house. Neglecting to consider exterior water management could lead to water damage.

- Factsheets
 - Thermal Enclosure
 - Water Management
 - Heating and Cooling
 - Lighting and Appliances
 - Independent Testing and Verification



New Consumer Outreach Materials



ENERGY STAR® CERTIFIED NEW HOME

ENERGY STAR

Builder Name: Gamble Builders
Permit Date/Number: 4 April 2011
Home Address: 1310 L Street,
 Washington DC 20005

Rating Company: G Force Testing
Rater Identification Number: 2345678
Rating Date: 6 July 2011
Version: 3.0

Standard Features of an ENERGY STAR Certified New Home

Your ENERGY STAR certified new home has been designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency (EPA), including:

<p>Thermal Enclosure System A complete thermal enclosure system that includes comprehensive air sealing, quality-installed insulation, and high performance windows to deliver improved comfort and lower utility bills.</p> <p> Air Infiltration Test: 4 ACH50</p> <p>Primary Insulation Levels: Ceiling: R30 Floor: R-10 Wall: R19 Slab: R-6</p> <p>Primary Window Efficiency: U-Value: 0.60 SHGC: 0.27</p>	<p>Water Management System A comprehensive package of water management system features to protect roofs, walls, and foundations.</p> <p> Flushing, drainage planes, and site grading to move water from the roof to the ground and then away from the home.</p> <p>Water-resistant materials on below-grade walls and underneath slabs to reduce the potential for water entering into the home.</p> <p>Management of moisture levels in building materials during construction.</p>
<p>Heating, Cooling, and Ventilation System A high efficiency heating, cooling system and ventilation system that is designed and installed for optimal performance.</p> <p> Total Duct Leakage: 6 CFM25 per 100 sq. ft.</p> <p>Duct Leakage to Outdoors: 4 CFM25 per 100 sq. ft.</p> <p>Primary Heating (System Type • Fuel Type • Efficiency): Fuel-fired Hydronic Distribution • Natural Gas • 90 AFUE</p> <p>Primary Cooling (System Type • Fuel Type • Efficiency): Ground-source Heat Pump • Electric • 14.5 SEER</p>	<p>Energy-Efficient Lighting and Appliances Energy-efficient products to help reduce utility bills, while providing high-quality performance.</p> <p> ENERGY STAR Qualified Lighting: 75%</p> <p>ENERGY STAR Qualified Appliances and Fans: Refrigerators: 1 Dishwashers: 1 Ceiling Fans: 4 Exhaust Fans: 3</p> <p>Primary Water Heater (System Type • Fuel Type • Efficiency): Electric Resistance Heater • Electric • 0.94 EF</p>

HERS® Index

LESS EFFICIENT 140 130 120 110 100 90 80 70 60 50 40 MORE EFFICIENT
Typical Existing Homes Typical New Homes **THIS HOME 60**

*This certificate provides a summary of the major energy efficiency and other construction features that contribute to this home earning the ENERGY STAR, including its Home Energy Rating System (HERS) score, as determined through independent inspection and verification performed by a trained professional. The Home Energy Rating System is a nationally-recognized uniform measurement of the energy efficiency of homes. Note that when a home contains multiple performance levels for a particular feature (e.g., window efficiency or insulation levels), the predominant value is shown. Also, homes may be certified to earn the ENERGY STAR using a sampling protocol, whereby one home is randomly selected from a set of homes for representative inspections and testing. In such cases, the features found in each home within the set are intended to meet or exceed the values presented on this certificate. The actual values for your home may differ, but offer equivalent or better performance. This certificate was printed using REDUX™ (version XX.XX).
[Learn more at www.energystar.gov/homefeatures](http://www.energystar.gov/homefeatures)

- Homeowner Certificate

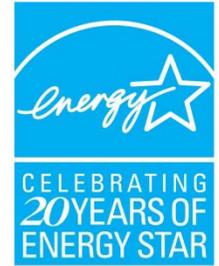
- Details the standard features of an ENERGY STAR Home
- Includes a HERS Index that shows a homes HERS score





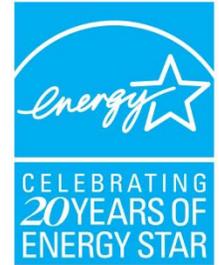
Other New and Updated Marketing and Educational Resources

Other Resources



- EPA will continue to offer free training via webinars including topics on:
 - Technical specifications
 - Sales and Marketing
 - Special Interest Topics (TRCs)
- Program design best practices

ENERGY STAR Logos



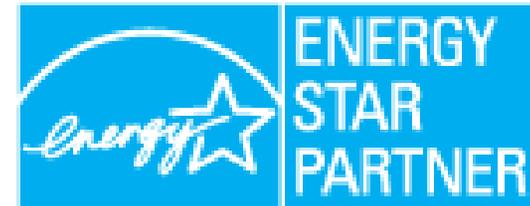
- Partners can download logos via their My ENERGY STAR Account (MESA) energystar.gov/mesa:



Certification Mark



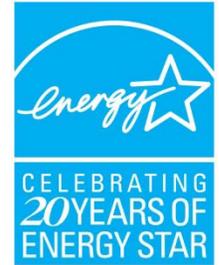
Promotional Mark



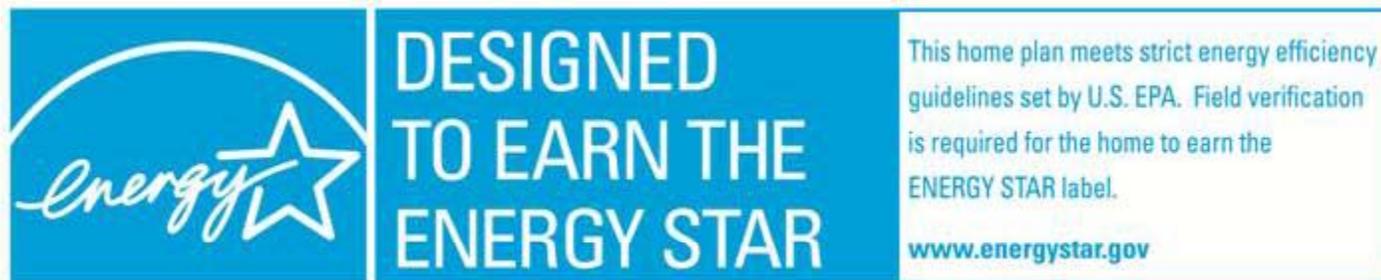
Partnership Mark

Partners must use logos in accordance with our  EPA logo guidelines (energystar.gov/logos)

ENERGY STAR Logos (cont.)



20th Anniversary Mark (horizontal)

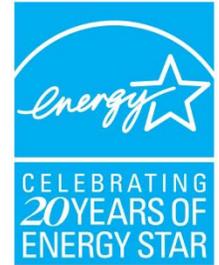


Designed to Earn logo – for verified home plans

Partners must use logos in accordance with our logo guidelines (**energystar.gov/logos**)



ENERGY STAR Logos (cont.)



- Using the ENERGY STAR Marks: Quick Reference Guide for New Homes Partners

Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners participating in EPA's ENERGY STAR Certified Homes program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Identity Guidelines. Please review the ENERGY STAR Identity Guidelines in their entirety at www.energystar.gov/loogo.

CORRECT USE

Examples of common uses of the mark are illustrated below:

- 1 Certification Marks on plaques or signage in front of or on ENERGY STAR certified homes.
- 2 Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- 3 Promotional Mark on websites to educate the public about ENERGY STAR.
- 4 Designed to Earn Mark on home plans, once verified by a third-party Home Energy Rater.

INCORRECT USE

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner's organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, or website title.
- Do not use the ENERGY STAR marks or name in association with homes that do not qualify as ENERGY STAR.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.

1



2



3



4



QUESTIONS/COMMENTS

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or logos@energystar.gov.

Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

Learn more about the ENERGY STAR marks by clicking the images below to jump to a description of the various marks and their uses. To return to this menu, click on the ENERGY STAR mark in the top left corner of each page.



CERTIFICATION MARK



PARTNER MARK



PROMOTIONAL MARK



PROMOTIONAL MARK
(REGIONAL/STATE)

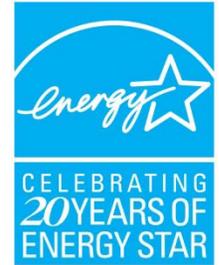


PROMOTIONAL MARK
(BUILDERS)



DESIGNED TO EARN MARK

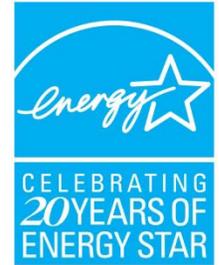
Partner Resources on the ENERGY STAR Website



The screenshot shows the ENERGY STAR website's Partner Resources page. At the top, there is a navigation bar with the ENERGY STAR logo and the U.S. Environmental Protection Agency logo. Below the navigation bar, there is a search bar and a menu with categories: PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUILDINGS & PLANTS, and PARTNER RESOURCES. The main content area is titled "For New Home Industry Professionals" and features a headline "Are You 'In' for the Next Generation of ENERGY STAR Qualified Homes? Show your leadership and make a commitment!". Below this headline, there is a paragraph of text and a "BECOME A PARTNER" button. To the right, there is a "A Message from the Administrator" section with a photo of Lisa P. Jackson. Below the main content, there are two columns: "WORKING WITH ENERGY STAR" and "PROGRAM FEATURES AND RESOURCES". The "WORKING WITH ENERGY STAR" column lists various partners and stakeholders, including Architects & Designers, Builders, Developers, Home Builder Associations, Home Energy Raters, Lenders, Local Governments, Utilities, Home Appraisers, HVAC Contractors, and Real Estate Agents. The "PROGRAM FEATURES AND RESOURCES" column features a "Version 3 Guidelines" sign and a section titled "ENERGY STAR for New Homes Requirements" with a "Learn More" link. Below this, there are five icons representing different resources: New Homes Requirements, Training Requirements, Marketing Resources, Educational Resources, and Free Webinars. At the bottom, there are two columns: "Partnership Information" and "Related Programs". The "Partnership Information" column lists links for Join ENERGY STAR, My ENERGY STAR Account, Partner Locator, ENERGY STAR Awards, Partner of the Year Award Recipients, and Leadership in Housing Awards. The "Related Programs" column lists links for Advanced Lighting Package, Affordable Housing, Designed to Earn the ENERGY STAR, Indoor airPLUS, Multifamily High Rise Buildings, Renewable Energy Ready Homes (RERH), and Water Sense. At the very bottom, there is a footer with the EPA logo, navigation links, and social media icons.



New ENERGY STAR Website for Homebuyers



The screenshot shows the ENERGY STAR website interface. At the top left is the ENERGY STAR logo. The main header features a navigation menu with categories: PRODUCTS, HOME IMPROVEMENT, NEW HOMES (highlighted), BUILDINGS & PLANTS, and PARTNER RESOURCES. Below the navigation is a search bar and a breadcrumb trail: Home > Qualified New Homes > Features > Better is better.

The main content area is titled "Qualified New Homes" and includes sub-sections: "How New Homes Earn the ENERGY STAR", "Features & Benefits", "Find ENERGY STAR Builders", and "Join ENERGY STAR".

The featured article is titled "The little label with a big message. Better is better." and includes a sub-headline "Better is better." The text states: "New homes that earn the ENERGY STAR label deliver energy efficiency savings of up to 30 percent when compared to typical new homes—and the difference is even more striking when put side-by-side with most resale homes."

Below the article is a paragraph: "At first glance, it may seem like a small thing. Your new home's ENERGY STAR label measures just three by five inches. But what it stands for is really big. The ENERGY STAR label means that your new home has been designed and built to standards well above most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA)."

Another paragraph follows: "Every ENERGY STAR home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 450,000 vehicles."

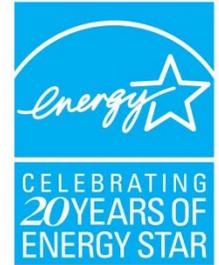
A blue banner reads: "This better approach to home building results in a new home that brings". Below this are four image-based buttons: "Peace of Mind", "Enduring Quality", "Wall-to-Wall Comfort", and "Proven Value".

The final paragraph states: "Your ENERGY STAR certified new home has simply been built better in every way. ENERGY STAR. It's the little label with a big message. Better is Better."

The footer contains navigation links: "About ENERGY STAR", "Products", "Home Improvement", "New Homes", "Buildings & Plants", "Partner Resources", "Kids", "Publications", "News Room", "FAQs", "Contact Us", "Privacy", "Site Index", "Recursos en Español", "PDF Viewer", "Flash Viewer", "PowerPoint Viewer", "Excel Viewer". It also includes social media icons for Facebook, Twitter, and YouTube, and a "Share / Save" button. Logos for EPA and DOE are also present.



Partner Locator

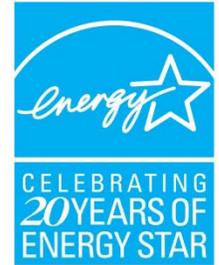


- <http://energystar.gov/partnerlocator>

The screenshot shows the Energy Star website's "New Homes Partner Locator" page. At the top, there's a navigation bar with "PRODUCTS", "HOME IMPROVEMENT", "NEW HOMES" (selected), "BUILDINGS & PLANTS", and "PARTNER RESOURCES". Below this is a search bar and a breadcrumb trail: "Home > Qualified New Homes > New Homes Partner Locator". The main content area has a blue header "New Homes Partner Locator" and a sub-header "Select a state for additional information about local partners and homes:". It features two columns of "National Program Indicators" and "ENERGY STAR qualified homes built in 2011 are the equivalent of:" with bullet points. Below this is a "State:" dropdown menu and a "SEARCH" button. A map of the United States with state abbreviations is displayed. The footer contains links to "About ENERGY STAR", "Products", "Home Improvement", "New Homes", "Buildings & Plants", "Partner Resources", "Kids", "Publications", "News Room", "FAQs", "Contact Us", "Privacy", "Site Index", "Recursos en Español", "PDF Viewer", "Flash Viewer", "PowerPoint Viewer", "Excel Viewer", and "Follow us" with social media icons for Facebook, Twitter, and YouTube. The EPA logo is in the bottom left corner.



Stay Connected



- Follow us on Twitter:
<http://twitter.com/energystarhomes>

A screenshot of the Twitter profile for ENERGY STAR Homes (@ENERGYSTARHomes). The profile header includes the logo, name, handle, bio, location, website, and follower statistics (269 tweets, 106 following, 593 followers). The main content area shows a list of tweets with their text and timestamps. On the left, there is a sign-up form and navigation links for tweets, following, followers, favorites, lists, and recent images. The footer contains the Twitter logo and copyright information for 2012.

twitter  Search Have an account? Sign in

ENERGY STAR Homes Follow
@ENERGYSTARHomes
ENERGY STAR homes provide homeowners with lower utility bills, greater comfort, and enhanced durability, while also helping to protect the environment.
Washington, DC · <http://www.energystar.gov/homes>
269 TWEETS
106 FOLLOWING
593 FOLLOWERS

Stay in touch with ENERGY STAR Homes
Join Twitter today
Full name
Email
Password
Sign up

Tweets >
Following >
Followers >
Favorites >
Lists >
Recent Images >


Tweets

 **ENERGY STAR Homes** @ENERGYSTARHomes 1h
Did you know: #ENERGYSTAR certified homes deliver approximately 20% savings on annual utility bills. 1.usa.gov/oi2Bvh

 **ENERGY STAR Homes** @ENERGYSTARHomes 22h
Thanks! #BetterisBetter MT @EnergyVanguard: On the road, assuring quality for @ENERGYSTARHomes owners & other HERS rater clients. QA! QA!

 **ENERGY STAR Homes** @ENERGYSTARHomes 28 Mar
Learn more about #ENERGYSTAR for Homes Version 3 Guidelines! #BetterisBetter 1.usa.gov/y7qR0j

 **ENERGY STAR Homes** @ENERGYSTARHomes 23 Mar
Builders: Consumer demand for #green homes is increasing - stand out by building #ENERGYSTAR certified homes! 1.usa.gov/oHXQe4

 **ENERGY STAR Homes** @ENERGYSTARHomes 22 Mar
#ENERGYSTAR certified homes built in 2011 saved over seven hundred billion pounds of CO2 from being released into the environment .

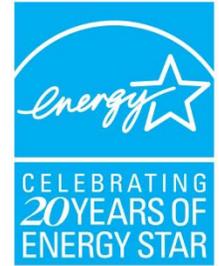
 **ENERGY STAR Homes** @ENERGYSTARHomes 22 Mar
Learn more about the 20th anniversary of #ENERGYSTAR – and watch our new video – at energystar.gov/20th!

 **ENERGY STAR Homes** @ENERGYSTARHomes 21 Mar
See four must-have features found in all #ENERGYSTAR certified homes: 1.usa.gov/uLiQif.

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Stay Connected

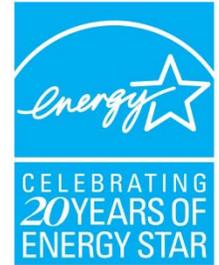


- Follow us on Facebook:
<http://www.facebook.com/energystar>

A screenshot of the Energy Star Facebook page. The page header shows the Facebook logo and a search bar. The main profile picture is a group of children holding hands on a grassy hill. Below the picture is the Energy Star logo and the name "Energy Star" with 11,574 likes. The page is divided into sections: a "Post" section with a "Write something..." box and a post from Energy Star about "Try it Tuesday" (6 hours ago), a "Highlights" section with a "1 Friend" who likes the page, and a "Likes" section with posts from various organizations like "Coalition for ENERGY STAR Water Heaters" and "Do Something".



Questions?



Contact Information

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