

# Promoting ENERGY STAR homes through a statewide energy efficiency alliance.

- Kristi Matthews, Advanced Energy
- Chuck Perry, North Carolina Energy Efficiency Alliance



North Carolina  
Energy Efficiency  
Alliance





# North Carolina Energy Efficiency Alliance

A Partnership Between:



North Carolina Energy Office [energync.net](http://energync.net)



# Working out the Plan

- \* Inspiration from Nevada
  - \* What works for NC?
- \* Leaders better alone or together?
- \* What we've learned from our numerous focus groups....over and over again
- \* Everyone contributes toward the goal

# Strategic Planning

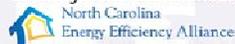




JOIN THE ALLIANCE

## Energy Efficient Mortgage and Real Estate CE Training

*Ushering in the future of housing*



For:

Realtors

Lenders

Appraisers

More information available under our TRAININGS tab

### Efficiency

ENERGY STAR® qualified new homes include energy-saving features that typically make them 20-30% more efficient than standard homes.

### Savings

ENERGY STAR® homes typically save \$300 to \$500 per year on heating, cooling, and hot water bills.

### Comfort

Features of ENERGY STAR® homes contribute to improved home quality and homeowner comfort.

### Welcome to the North Carolina Energy Efficiency Alliance!

The North Carolina Energy Efficiency Alliance is a collective of organizations and businesses working to stimulate the market for energy efficient construction throughout the state.

Funded by a federal grant through the North Carolina State Energy Office, the NCEEA is a non-profit organization dedicated to educating all the various stakeholders in the home building industry about the benefits of ENERGY STAR homes. Alliance members include home energy raters, home builders and renovators, architects and designers, utility providers, real estate brokers, appraisers, and mortgage lenders. These professional members are committed to promoting energy efficiency in their professions and to helping the NCEEA address market barriers in the homebuilding industry. As a result, we hope that the consumer will benefit from a healthier, more comfortable home that is both energy-efficient and affordable to maintain.

Please consider joining the growing list of Alliance members, and let us know how we can help you!

Or, if you're not interested in joining the Alliance but would still like to be kept up-to-date on energy efficiency news, please join our mailing list! Alliance members are automatically added to the list, so if you're already a member, you don't need to join again.

JOIN THE ALLIANCE

JOIN OUR MAILING LIST

### NCEEA Trainings & Educational Events

CLICK HERE FOR DETAILS ON HVAC 3-DAY TRAININGS

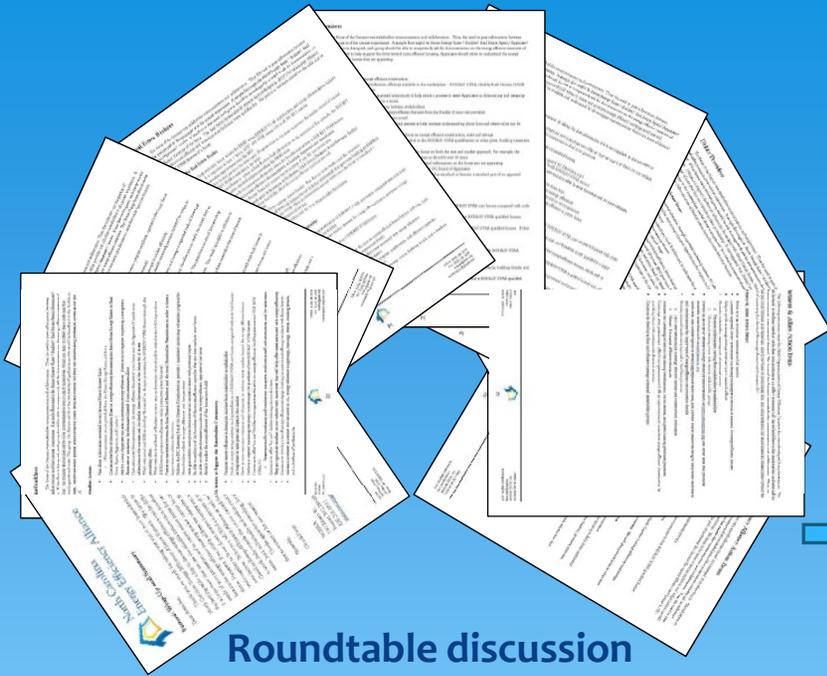
CLICK HERE FOR DETAILS ON MORTGAGE, REAL ESTATE TRAININGS



# ncenergystar.org



## Website Creation



**Roundtable discussion  
with over 60 key  
industry stakeholders  
generating over 175  
initiatives**

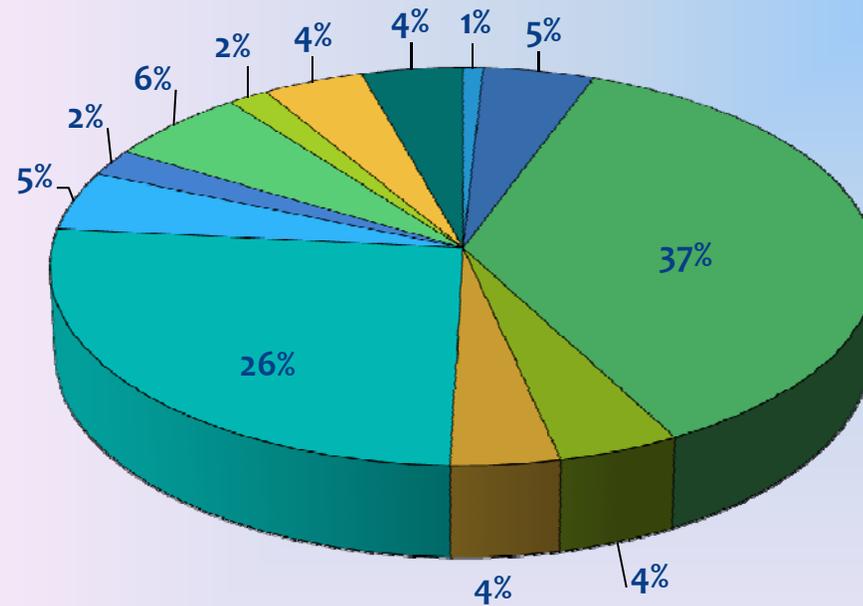


**3 Primary Goals:**

- **To make the construction of ENERGY STAR homes a profitable alternative to building conventional, code-built homes.**
- **Increase the number of ENERGY STAR qualified new homes by 2,700 by March 2012.**
- **Create a self-sustaining organization, contributing to the increase of energy efficient homes in the marketplace.**



# **2011 Inaugural Energy Efficiency Summit & NCEEA Strategic Planning**



- Appraiser
- Association / Allied Organization
- Builder
- Building Products
- Designer
- Home Energy Rater
- Individual
- Lender
- Real Estate Agent
- Renovator
- Specialty Trades
- Utility Provider



## Membership Building (650 to date)

- Over 5,000 industry contacts
- Mailing and telemarketing campaigning
- Monthly newsletters
- Social media outlets
- Market Adaptation
- Weekly conference call with partners


 North Carolina Energy Efficiency Alliance  
 730 Rivers Street  
 Boone, NC 28608  
 Office: 828.262.8331  
 Fax: 828.262.8696  
 www.ncenergystar.org  
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**Energy Efficient Mortgage and Real Estate CE Training**  
 Ushering in the future of housing  
  
 Continuing Education for Real Estate Brokers, Appraisers & Mortgage Lenders

**EVENT LOCATIONS**  
 Asheville—February 16  
 Charlotte—February 17  
 Raleigh—March 5  
 Greensboro—March 6  
 \*Limited seating in some areas—Register SOON!

To register, visit: [www.ncenergystar.org](http://www.ncenergystar.org)

Don't miss this great efficient housing an FREE Train

**FREE Training!**  
 Earn Continuing Education Credits  
 \$20 Processing fee for Lender and Appraiser CE  
 Appraisers—4 Hrs. Real Estate Brokers—4 Hrs.  
 Lenders—2 Hrs.

Sponsored by:  
  
 North Carolina Energy Efficiency Alliance  
  






**NCEEA Update** December 2011  

**North Carolina Energy Efficiency Alliance**

Dear Nicholas,

The NCEEA has been busy wrapping up our fall ENERGY STAR outreach campaign, targeting consumers with mixed media throughout the state to drive demand for energy efficient homes. Over the last year our partners and rater-members have influenced the construction of over 2300 new ENERGY STAR Homes around North Carolina, and the numbers keep climbing! In addition, we've scheduled a number of exciting trainings for building industry professionals this winter. (See details below.) And as always, we're constantly looking for ways to support our stakeholders, so please let us know how we can continue to support your work and transform the building industry in North Carolina!

Take Care,  
The NCEEA Team

*Do you know anyone who could also benefit from our newsletter? Please forward them this email so that they can see how the NCEEA could help them professionally!*

**NEWS AND ACTIVITIES**  

 Check out our [Event Calendar](#)

**NCEEA Releases New Study- ENERGY STAR Market Insights**

- Activities
- Trainings
- Upcoming Events


**Promotion & Outreach - Developing a presence and voice**

# Stakeholder Outreach



# Who are our stakeholders?



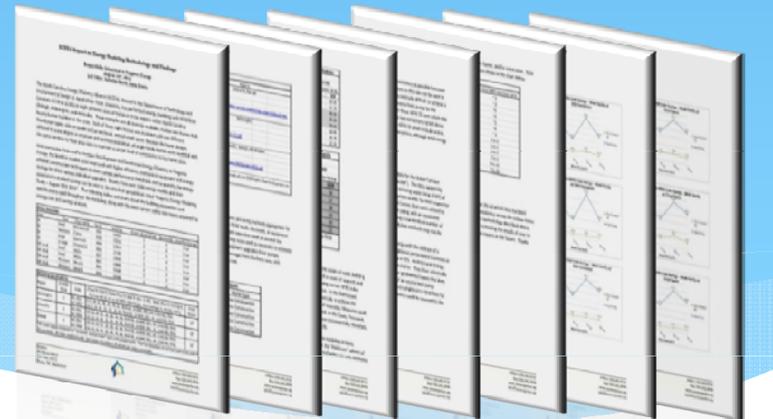
➤ Partnered with on ENERGY STAR builder Road Show's

➤ Computer modeling

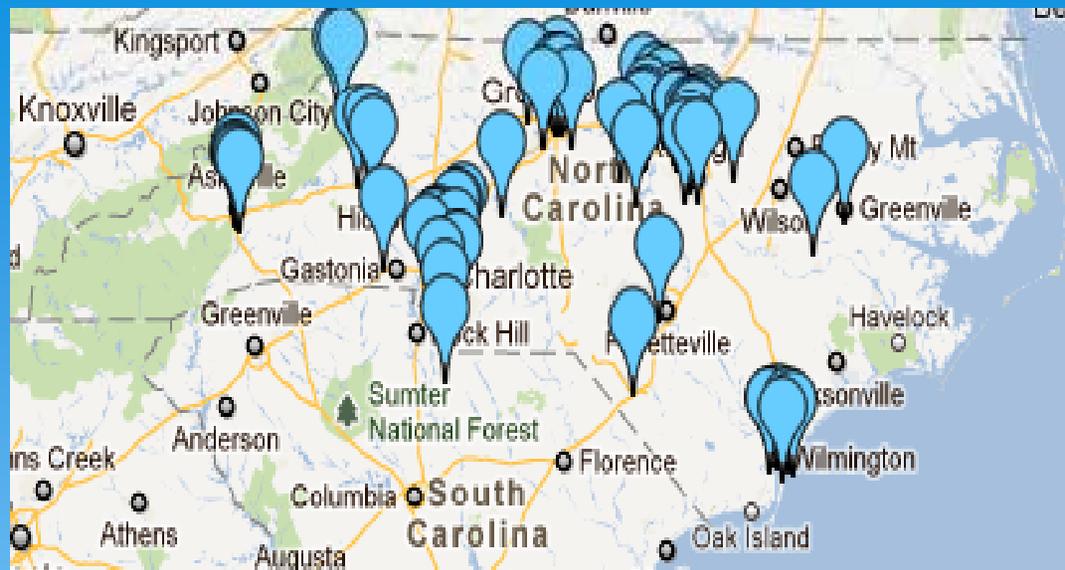
➤ Benchmarking partnerships



Raleigh Homes		Savings Analysis--Slab					
Foundation Type		Slab-on-grade					
Home Type		Single Family					
Square Footage		1800 (Brentwood - 1757 sf)					
Gas Furnace / AC		Total MMBtu	kWh	Gas BTU	HERS	Costs \$	Additions
2012 NC Code (13 SEER, 78AFUE, 90EF H2O)							
2012 NC Code (14 SEER)		0.4	117.2	0	1	11	
2012 NC Code (15 SEER)		0.4	117.2	0	1	11	
2012 NC Code (16 SEER)		0.3	87.9	0	1	9	
2012 NC Code (17 SEER)		0.3	87.9	0	1	8	
HERO Code (Base 1 Equip)		9.7	205.2	9	6	110	
HERS 70 (w/ HERO Code as base)		6.4	175.8	5.8	7	80 92AFUE, 19	
HERS 65		2.6	674.1	0.3	5	72 90% CFL, E	
HERS 55		6.9	1465.4	1.9	10	162 94 AFUE, 11	
Heat Pump		Total MMBtu	kWh	Gas BTU	HERS	Costs \$	Additions
2012 NC Code (13 SEER, 7.8 HSPF)(from Base 1)		29.4	-4865.2	46	0	133	
2012 NC Code (14 SEER, 8.3 HSPF)		1.1	322.4	0	2	31	
2012 NC Code (15 SEER, 8.8 HSPF)		1	293.1	0	2	28	
2012 NC Code (16 SEER, 9.1 HSPF)		0.6	175.8	0	2	17	
2012 NC Code (17 SEER, 9.3 HSPF)		0.5	146.5	0	1	14	
HERO Code (Base 3 Equip)		3.8	1113.7	0	6	104	
HERS 70 (w/ HERO Code as base)		3.1	908.6	0	7	88 17 SEER, Ra	
HERS 65		6.2	1817.1	0	5	177 15 SEER, 2	
HERS 55		4.9	1436.1	0	10	135 GSHP, 2.35	
2012 NC Code (Base 3 w/ 2.35 HPWH)		6.3	1846.4	0	6	180	
Geothermal Ground Loop HP		Total MMBtu	kWh	Gas BTU	HERS	Costs \$	Additions
2012 NC Code (16 EER / COP per size)(from Base 3)		9.4	2755.0	0	18	260	
2012 NC Code (17 EER / COP per size)		0	0.0	0	0	2	
2012 NC Code (18 EER / COP per size)		0.1	29.3	0	0	1	
2012 NC Code (19 EER / COP per size)		0	0.0	0	0	2	
2012 NC Code (20 EER / COP per size)		0.1	29.3	0	0	2	
2012 NC Code (21 EER / COP per size)		0.1	29.3	0	1	2	



Utility Providers



- 64 home energy raters are members of the NCEEA representing over 50 companies state-wide

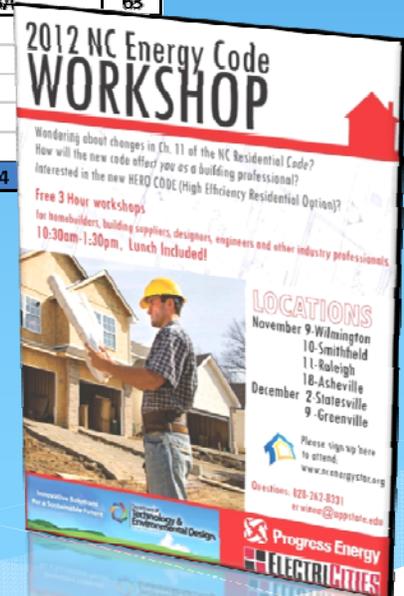


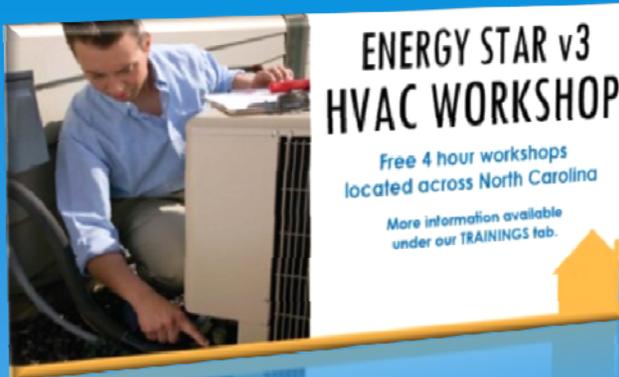
## Home Energy Raters

- Presentations with Utility partners Progress Energy, ElectriCities, and Lumbee River Co-op to over 200 builders and 9 HBAs
- Individual meetings providing on site consultations, customized computer modeling, technical assistance, and more
- Builder sales team training and distributed Builder/REALTOR sales tools
- Energy Code Trainings
- Promotion of ENERGY STAR v3
- ENERGY STAR Builder Survey



Builder Roadshow Participation					
HBA	AIA		ASHRAE		
Asheville	57	Asheville	19	Raleigh	50
Hickory	14	Raleigh	36	Green Builders Association	
Raleigh	54	Wilmington	20	Raleigh - AM	31
Smithfield	33	Charlotte	63	Raleigh - PM	32
Wilmington	46	<b>TOTAL AIA</b>	<b>138</b>	<b>TOTAL GBA</b>	<b>63</b>
Boone	6				
Greensboro	45				
Greenville	29				
Statesville	49				
Charlotte	50				
<b>TOTAL HBA</b>	<b>383</b>	<b>TOTAL PARTICIPATION</b>	<b>634</b>		





- Held 9 half day workshops across the state with over 250 people in attendance.
- Organized 6 three day comprehensive trainings across the state with over 75 attendees

**HVAC for ENERGY STAR v3  
COMPREHENSIVE 3-day Training**

For HVAC Technicians & Designers, Home Energy Raters, and Home Builders

This in-depth 3-day training will give the Contractor all the tools needed for high-efficiency mechanical design, as well as the appropriate procedures and documentation to perform installation and test-out on an ENERGY STAR v3 Home. Training includes:

- Comprehensive overview of ENERGY STAR Version 3 (v3.0) HVAC Installer & Rater Checklists
- How to perform the v3.0 test-outs including charging, airflow testing, balancing, & ventilation
- Comprehensive overview of ASHRAE 62.2 calculations, compliance, & design solutions
- In-depth review of ACCA Manuals J (Version 8), D, S, & T
- Training on use of Wrightsoft software

**Registration fee: \$150** (regularly \$995)  
includes lunch and a complimentary ACCA Manual D for duct design (\$80 value).  
\*Qualifies for 12 NATE CEU's!

Brought to you by: North Carolina Energy Efficiency Alliance

**LOCATIONS**

January	4-6	Asheville
	9-12	Fayetteville
	23-25	Triad
February	6-8	Charlotte
March	14-16	Triangle
	19-21	Wilmington

Questions: 878-262-8331  
hurstar@appstate.edu

To register, visit:  
www.ncenergystar.org  
or  
www.HomeEnergyPartners.com

Logos: Home Energy Partners, ENERGY STAR, North Carolina Energy Efficiency Alliance

➤ Presentations delivered to real estate agencies, brokers, NCAR, builder sales teams. Highlighted the fundamentals of ENERGY STAR Homes, HERS ratings, and “what’s behind the walls”

➤ Focused on sales and marketing techniques

➤ FREE CE trainings statewide

**Energy Efficient Mortgage and Real Estate CE Training**  
*Unleashing the future of housing*  
 North Carolina Energy Efficiency Alliance

**Continuing Education for Real Estate Brokers, Appraisers & Mortgage Lenders**

Join the NCEEA and other real estate professionals for a groundbreaking full-day seminar exploring energy efficiency in the housing industry. Real Estate Brokers, Mortgage Lenders, and Appraisers who attend will be able to qualify for CE credits from their respective providers. A plenary session on current trends in energy efficient construction will be followed by break-out sessions on topics specific to each industry professional.

**Specific topics for Real Estate Brokers include:**

- Sales tools and marketing techniques for energy efficient homes
- Understanding and communicating what's "behind the walls"
- Utilizing the MLS effectively
- Energy Efficiency vs. Green Building - What's the difference?
- Communicating with Builders, Realtors, and Appraisers
- Comparing homes for clients - the HERS index and other tools

9am - 2pm. Lunch included. See website for details.

**LOCATIONS**

JANUARY  
 Triad Region - January 26  
 Fayetteville - January 30  
 Wilmington - January 31

FEBRUARY  
 Greenville - February 1  
 Asheville - February 16  
 Charlotte - February 17

MARCH  
 Raleigh / Durham - March 5

TO REGISTER, VISIT:  
[www.ncenergystar.org](http://www.ncenergystar.org)

QUESTIONS?  
 728-962-8121  
[home@nceea.org](mailto:home@nceea.org)

ENERGY North Carolina Energy Efficiency Alliance Abacus

**BENEFITS OF SELLING ENERGY STAR HOMES?**  
 REALTOR RESOURCE

Homebuyers take comfort in knowing their homes are built to last. ENERGY STAR Homes are not only environmentally friendly but also offer a more affordable, comfortable, healthy and durable alternative to their competition. As an added bonus, ENERGY STAR homes spend fewer days on the market and sell closer to the list price than code-built homes!

How do ENERGY STAR Homes benefit your clients?

- Homeowners save up to 25% on their monthly utility bills
- Some utility providers offer a 5% discount for homeowners of ENERGY STAR Homes
- Homeowners enjoy a more comfortable home
- Improved indoor air quality allows homebuyers to enjoy a healthier home

**1. Tight Construction and Ducts:**

**How is it Beneficial?**  
 Least Utility Bills:  
 Heating and cooling make up the largest percentage of a homeowner's utility costs each year. Tighty sealed and well insulated ducts found in energy efficient homes can reduce heating and cooling costs by 25% or more.

**2. Effective Insulation Systems:**

**How is it Beneficial?**  
 Increased Durability:  
 When insulation is properly installed, the potential for moisture build-up which can lead to decay of building materials is reduced. This feature improves the durability of your home.

**3. Efficient Heating and Cooling Systems:**

**How is it Beneficial?**  
 Increased Comfort:  
 When properly sized and installed, an energy efficient heating and cooling system provides improved dehumidification and temperature control compared to an oversized unit. As a result, your home will be more comfortable and you'll have energy.

**5. Efficient Products:**

**How is it Beneficial?**  
 Cost Savings:  
 Energy efficient light bulbs such as Compact Fluorescent Lamps (CFLs) and LEDs are about 75% less energy than comparable standard incandescent bulbs. Replacing a 60-watt incandescent with a 13-watt CFL can save over \$30 in energy costs over the bulb's life.

**6. Independent Testing:**

**How is it Beneficial?**  
 Additional Homeowner Confidence:  
 Homes that earn the ENERGY STAR label undergo more inspections and testing than code-built homes. As a result, independent inspection and testing reinforce a high construction standard and help improve the quality and efficiency of a home.

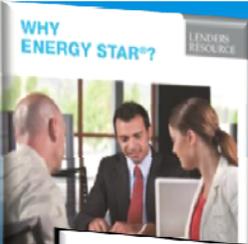
**4. High Performance Windows:**

**How is it Beneficial?**  
 Increased Energy Efficiency:  
 High efficiency windows and skylights feature advanced technologies such as low-emissive glass coatings, vacuum-sealed spacers with inert gas, and improved framing materials. Additionally, better weather stripping and storm sills systems reduce undesirable heat gain and loss.



Real Estate Brokers





**WHY ENERGY STAR?™**

**Energy Efficient Mortgage and Real Estate CE Training**  
*Ushering in the future of housing*

North Carolina Energy Efficiency Alliance

**Continuing Education for Real Estate Brokers, Appraisers & Mortgage Lenders**

Join the NCEEA and other real estate professionals for a groundbreaking half-day seminar exploring energy efficiency in the housing industry. Real Estate Brokers, Mortgage Lenders and Appraisers who attend will be able to qualify for CE credits from their respective boards. A primary session on current trends in energy efficient construction will be followed by breakout seminars on topics specific to each industry professional.

**Specific topics for Mortgage Lenders include:**

- Why energy efficient homes are GOOD for Lenders
- Smart Underwriting - the real cost of home ownership
- Energy efficient mortgage products
- Factory built and affordable housing
- Financing energy improvements for existing homes
- The SAVE Act - How will it affect the Lender?

**Gain 1 pm. (Lender CE credits at noon)**  
 Lunch included. See website for details.

**LOCATIONS**

**JANUARY** Triad Region - January 26  
 Fayetteville - January 20  
 Wilmington - January 31

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TO REGISTER, VISIT:  
[www.ncenergystar.org](http://www.ncenergystar.org)

QUESTIONS?  
 919-262-8231  
[ncenergystar@ncenergystar.org](mailto:ncenergystar@ncenergystar.org)

ENERGY North Carolina Energy Efficiency Alliance

Abacus

- Speaking engagement and presence at the American Mortgage Conference
- Subsidized CE training state-wide

**Carolina Banker**

**SOME STARS ARE BORN, OTHERS ARE BUILT.**

**RESIDENTIAL ENERGY EFFICIENCY AND MORTGAGE FINANCING**

By MARSHALL DUNLAP  
 RESIDENTIAL GREEN BUILDING SPECIALIST  
 MORTGAGE CENTER/NC ENERGY EFFICIENCY ALLIANCE

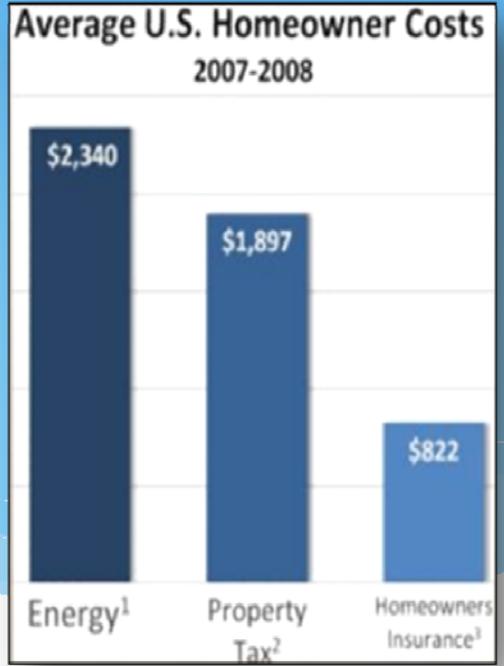
Energy efficient homes are a significant part of the housing industry's future. They are being built and other energy related opportunities are available to the lender of every home. Despite the volatility of the mortgage market, the ability to offer a mortgage with a lower interest rate to a borrower who is financing an energy efficient home is a competitive advantage for the lender. This feature is a key component to the lender's success in the current market and to increase the borrower's borrowing capacity.

According to a report issued by the Freddie Mac Mortgage Research Center, in 2008 an average American borrower spent \$1.75 on energy related expenses in a year. In 2010, that number is expected to rise to \$2.25. The cost of energy related expenses is expected to rise to \$3.25 by 2015. The cost of energy related expenses is expected to rise to \$4.25 by 2020. The cost of energy related expenses is expected to rise to \$5.25 by 2025. The cost of energy related expenses is expected to rise to \$6.25 by 2030. The cost of energy related expenses is expected to rise to \$7.25 by 2035. The cost of energy related expenses is expected to rise to \$8.25 by 2040. The cost of energy related expenses is expected to rise to \$9.25 by 2045. The cost of energy related expenses is expected to rise to \$10.25 by 2050.

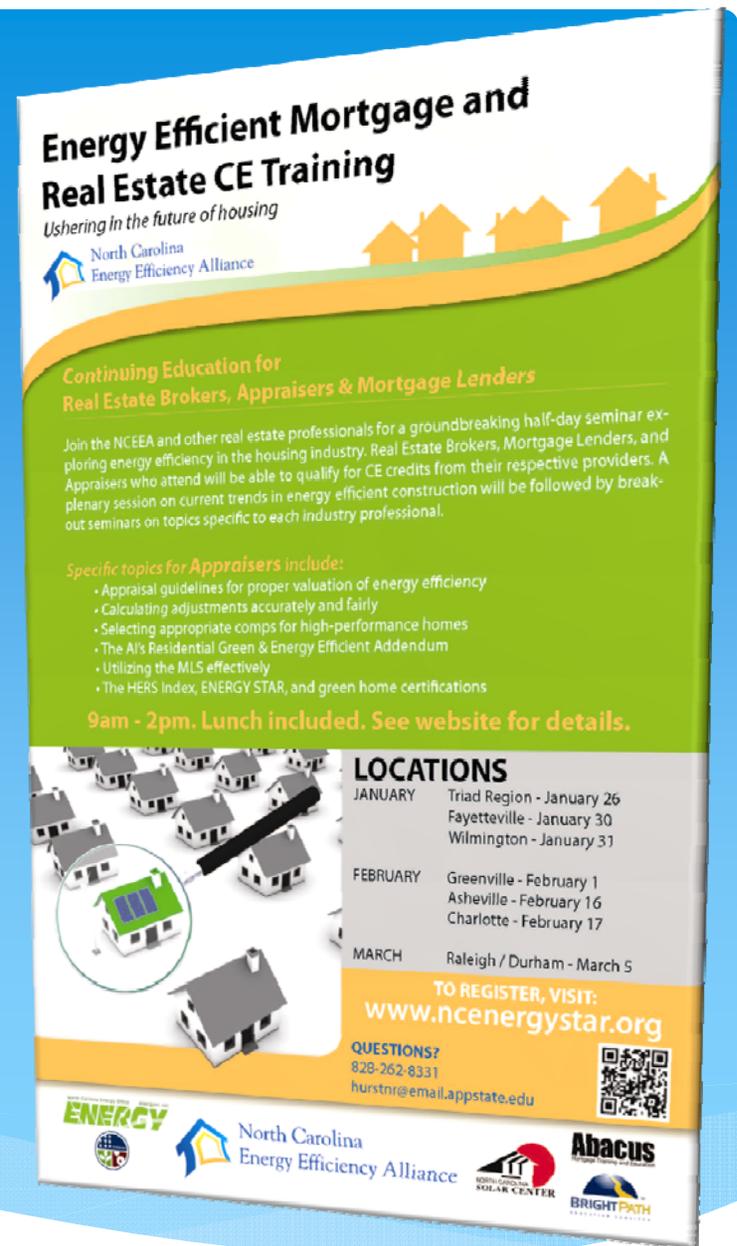
ENERGY STAR HOMES

**P**inciple  
 + **I**nterest  
 + **T**axes  
 + **I**nsurance  
 + **E**nergy

**TOTAL COST of HOMESOWNERSHIP (PITIE**



- Subsidized CE trainings held statewide
  - Topics included:
    - Building science overview
    - Benefits of ENERGY STAR Homes
    - Appropriate valuation methodology for energy efficiency features and certifications
      - Gross Rent Multiplier (GRM)
      - Present value of Future benefits
      - Sales Comparison
      - Cost Approach
    - Appraisal Institute EE and Green Addendum
  - Subsidized CE training for over 500 appraisers statewide



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**Specific topics for Appraisers include:**

- Appraisal guidelines for proper valuation of energy efficiency
- Calculating adjustments accurately and fairly
- Selecting appropriate comps for high-performance homes
- The AI's Residential Green & Energy Efficient Addendum
- Utilizing the MLS effectively
- The HERS Index, ENERGY STAR, and green home certifications

**9am - 2pm. Lunch included. See website for details.**

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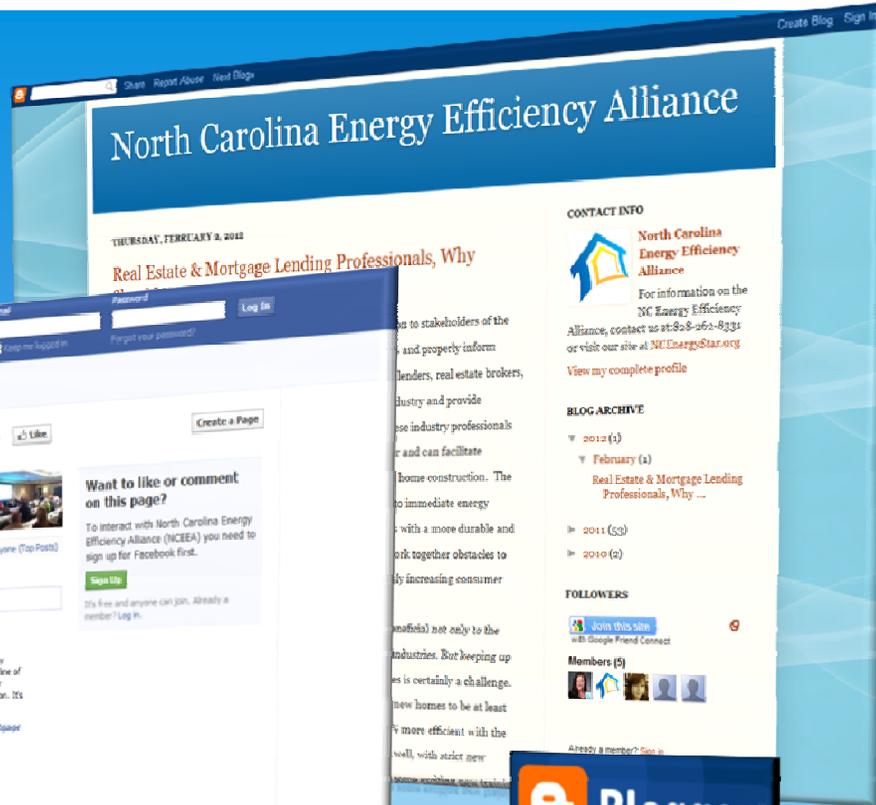
**ENERGY** North Carolina Energy Efficiency Alliance  
 Abacus  
 BRIGHT PATH



# Direct to Consumer Education and Outreach Campaign



Southern Shows™



- Regular attendance at home shows
- Social media outlets
- NPR radio sponsorships

## WHY ENERGY STAR®?

LENDERS RESOURCE



Homebuyers take comfort in knowing their new home is built to last. ENERGY STAR® Home is built to last. ENERGY STAR® Home is not only environmentally friendly but also healthy, durable, and affordable alternative to other homes in competition. As an added bonus, homebuyers who purchase energy-efficient homes often make...

Why are ENERGY STAR homeowners...

- **MONEY SAVINGS** Energy-efficient features allow homeowners to enjoy lower utility bills. Homeowners are able to funnel more money back into their monthly budgets.
- **REDUCED RISK** ENERGY STAR Homes are better-built and more durable homes. Homeowners experience fewer maintenance-related expenses. ENERGY STAR Homes relieve several of the most common unexpected financial strains, reduce the risk of late payments and default.

### A BETTER HOME

Homebuyers take comfort in knowing that their new home is built to last. Every ENERGY STAR® Home is rigorously inspected by a qualified, third-party professional who helps ensure the quality of your home.

In fact, ENERGY STAR® homes go through more inspections and testing than standard homes, promising that your home meets strict guidelines. The end result is a more durable, comfortable and healthier home.

### MONEY SAVINGS

Higher-quality construction translates into money savings, both now and down the line. Most homeowners see an immediate and positive impact to their utility bills – nearly a 25% reduction each month. As energy prices continue to rise, so does the value of your home!

How else will an ENERGY STAR® Home save you money?

- Efficient heating and cooling units, proper insulation and tighter construction all combine to lower your monthly bills
- Homes are better built and more durable
- Quality materials mean less maintenance down the road
- Proven to sell faster and closer to listing price!



### COMFORT

Enjoy a consistent and comfortable temperature throughout your home. Proper insulation and sealing decrease humidity and moisture problems, which can lead to mold and other irregularities in your home.

### INDOOR AIR QUALITY

Every homeowner deserves a healthier home. With proper air sealing and controlled fresh air ventilation you can breathe easy and rest comfortably in your ENERGY STAR® home.

- ENERGY STAR® Homes contribute to less:
  - Allergens, including dust & pollen
  - Pests
  - Humidity/moisture
  - Mold



For more information, Homes contact the NC Energy Alliance

North Carolina Energy Alliance  
P: (828) 252-8333

[www.ncenergyalliance.org](http://www.ncenergyalliance.org)

North Carolina Energy Efficiency Alliance

It's no surprise that experts have named energy efficiency a top must-have feature in all new homes. ENERGY STAR® Homes not only protect the environment by preserving our natural resources but also increase homebuyer's quality-of-life! Find out why homebuyers are adding ENERGY STAR status to their list of must-haves and why your new home – now more than ever – needs to be star quality!



### A BETTER HOME

Held to strict third-party ratings, ENERGY STAR® Homes are more comfortable and durable homes.

### MONEY SAVINGS

Quality-controlled features, from properly installed insulation to high-efficiency heating and cooling systems, save you up to 25% on utility bills.

### COMFORT

Proper insulation and air barriers let you enjoy a consistent, comfortable temperature inside the home.

### AIR QUALITY

Fresh air ventilation and quality construction offer a healthier home with less allergens and moisture.



## Your new home needs Star-Quality



## BENEFITS OF SELLING ENERGY STAR® HOMES?

REALTOR® RESOURCE



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- Homeowners enjoy a more comfortable home
- Improved indoor air quality allows homebuyers to enjoy a healthier home

ENERGY STAR® Status  
The new home, 'must-have'!



## Consumer brochures and stakeholder information packets

“click”

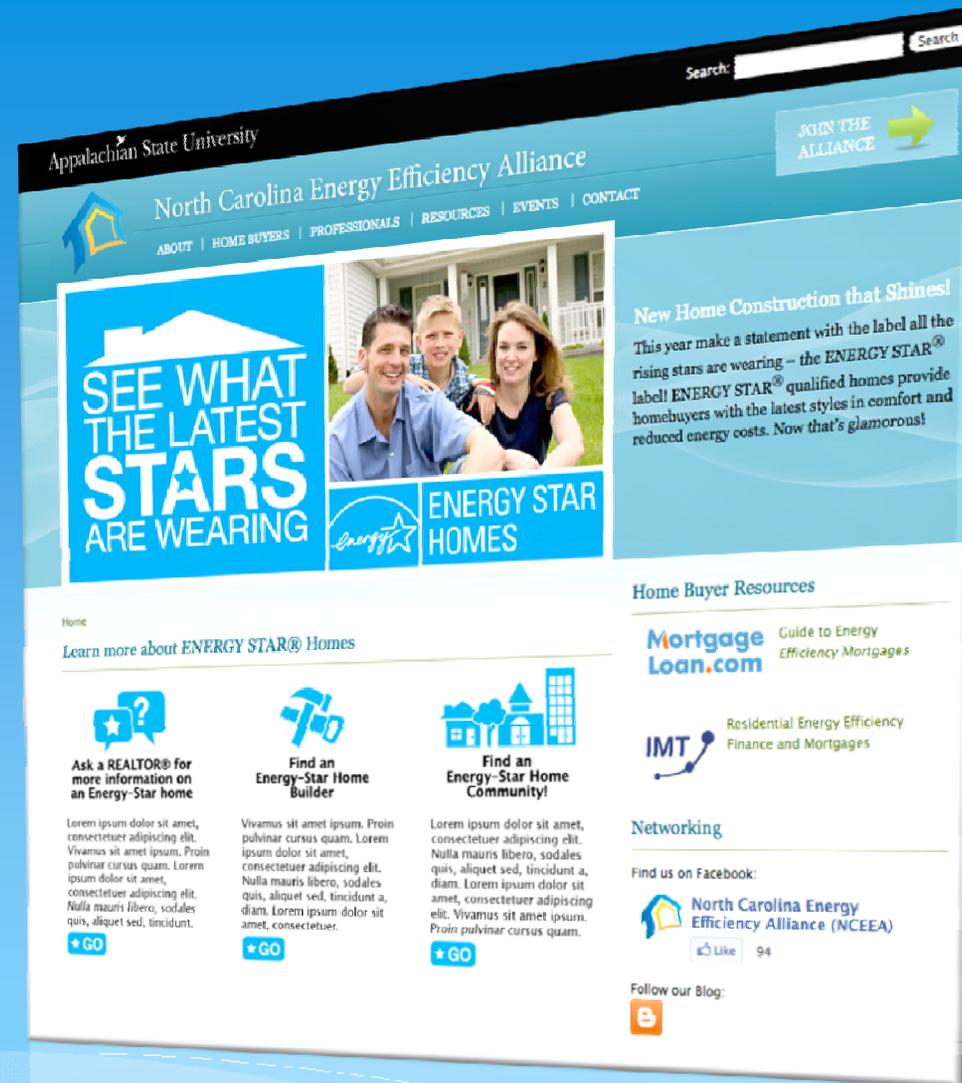
SOME STARS ARE BORN,  
OTHERS ARE BUILT.

★

Find  
ENERGY STAR®  
builders and  
communities:  
[NCEnergyStar.org/star](http://NCEnergyStar.org/star)



LEARN MORE AT  
[energystar.gov](http://energystar.gov)



Appalachian State University

# North Carolina Energy Efficiency Alliance

ABOUT | HOME BUYERS | PROFESSIONALS | RESOURCES | EVENTS | CONTACT

Search:  Search

JOIN THE ALLIANCE 

## SEE WHAT THE LATEST STARS ARE WEARING



### ENERGY STAR HOMES

New Home Construction that Shines!  
This year make a statement with the label all the rising stars are wearing – the ENERGY STAR® label! ENERGY STAR® qualified homes provide homebuyers with the latest styles in comfort and reduced energy costs. Now that's glamorous!

#### Home Buyer Resources

**Mortgage Loan.com** Guide to Energy Efficiency Mortgages

**IMT** Residential Energy Efficiency Finance and Mortgages

#### Networking

Find us on Facebook:

 **North Carolina Energy Efficiency Alliance (NCEEA)**  
Like 94

Follow our Blog:





➤ **Soft Launch - Landing page on the NCEEA website**

Homebuyers Deserve The  
**STAR TREATMENT.**

Find ENERGY STAR®  
builders and communities:  
**NCEnergyStar.org/energy**



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Some Stars Are Born,  
Others Are Built.

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➤ **Full Launch - Geo-targeted  
Banner Ads**

SOME STARS ARE BORN, OTHERS ARE BUILT.

★  
NCEnergyStar.org



SOME STARS ARE BORN,  
OTHERS ARE BUILT.

★  
NCEnergyStar.org



- **Full Launch - 25 Billboards in 7 major metropolitan areas**



# Homebuyers Deserve The Star Treatment.

If you're looking for a new home, why settle for less? Get the comfort, durability and energy efficiency you deserve with an ENERGY STAR® home. Verified by a third party to be built to high-quality standards, ENERGY STAR homes let you have it all – uncompromising comfort that also saves you hundreds of dollars a year in energy bills. Because after all, if home is where the heart is, make sure yours is built to last.



For more information or to view a list of ENERGY STAR builders and communities, visit [NCEnergyStar.org/star](http://NCEnergyStar.org/star)



➤ Full Launch - 22 geo-targeted print media insertions to publications in key NC ENERGY STAR markets

# The Result...

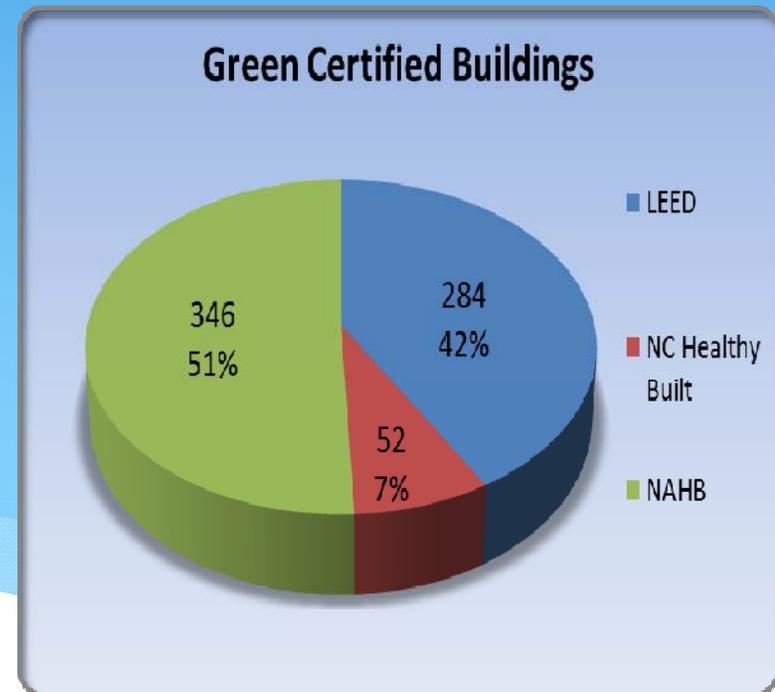
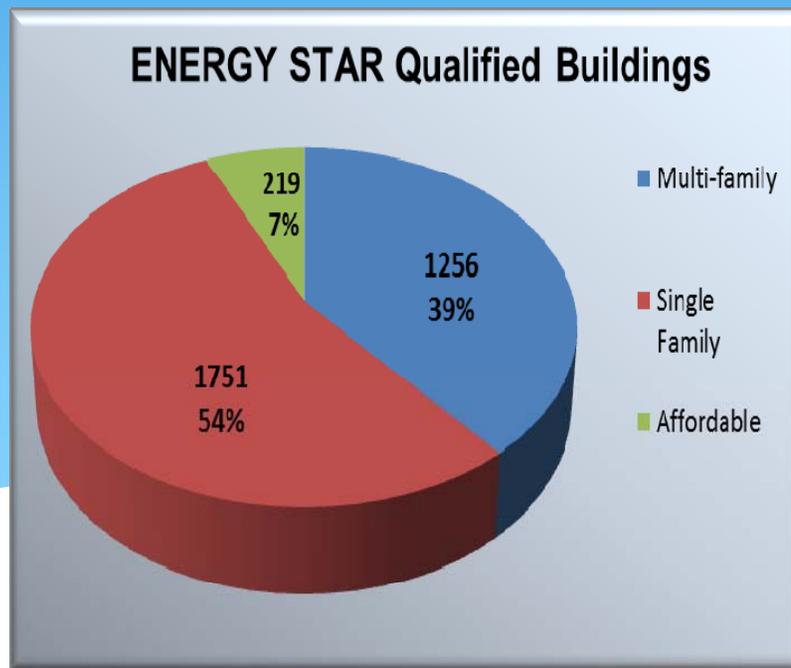
- Over 35,900,000 billboard impressions
- 10,346,931 banner ad impressions
  - Average click-thru-rate (CTR) of .10% -----  
**OVER 2x INDUSTRY STANDARD!**
- 5,029,410 print ad impressions
- Over 50,000,000 total media impressions to date and still growing!

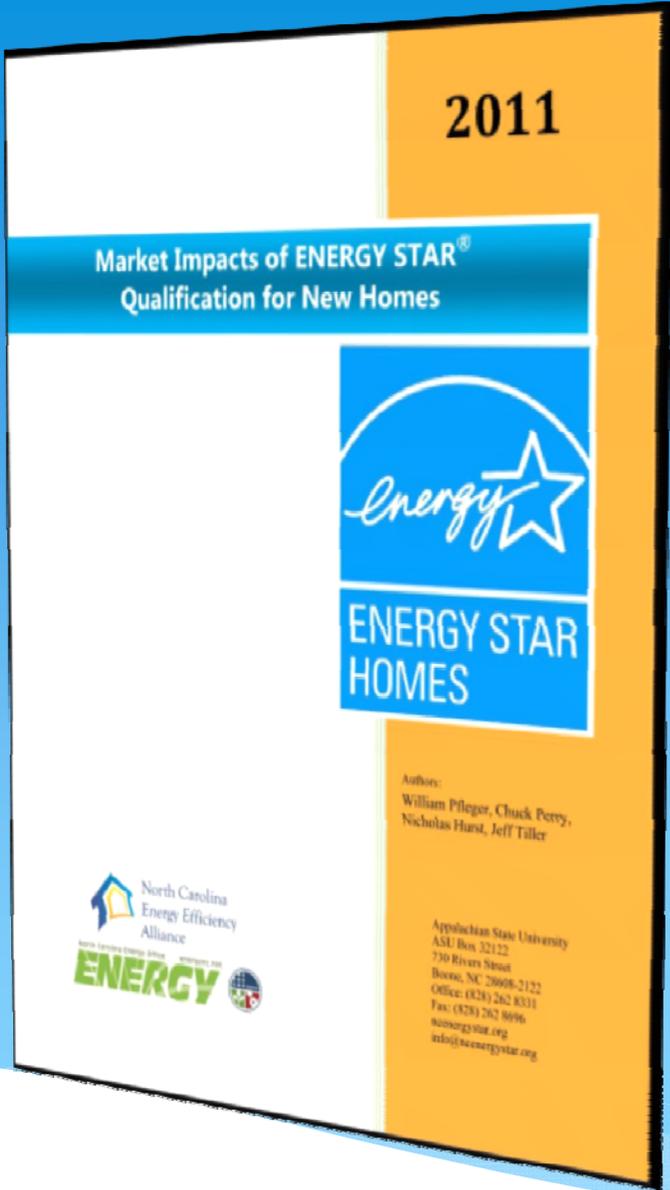


Consumer campaign results

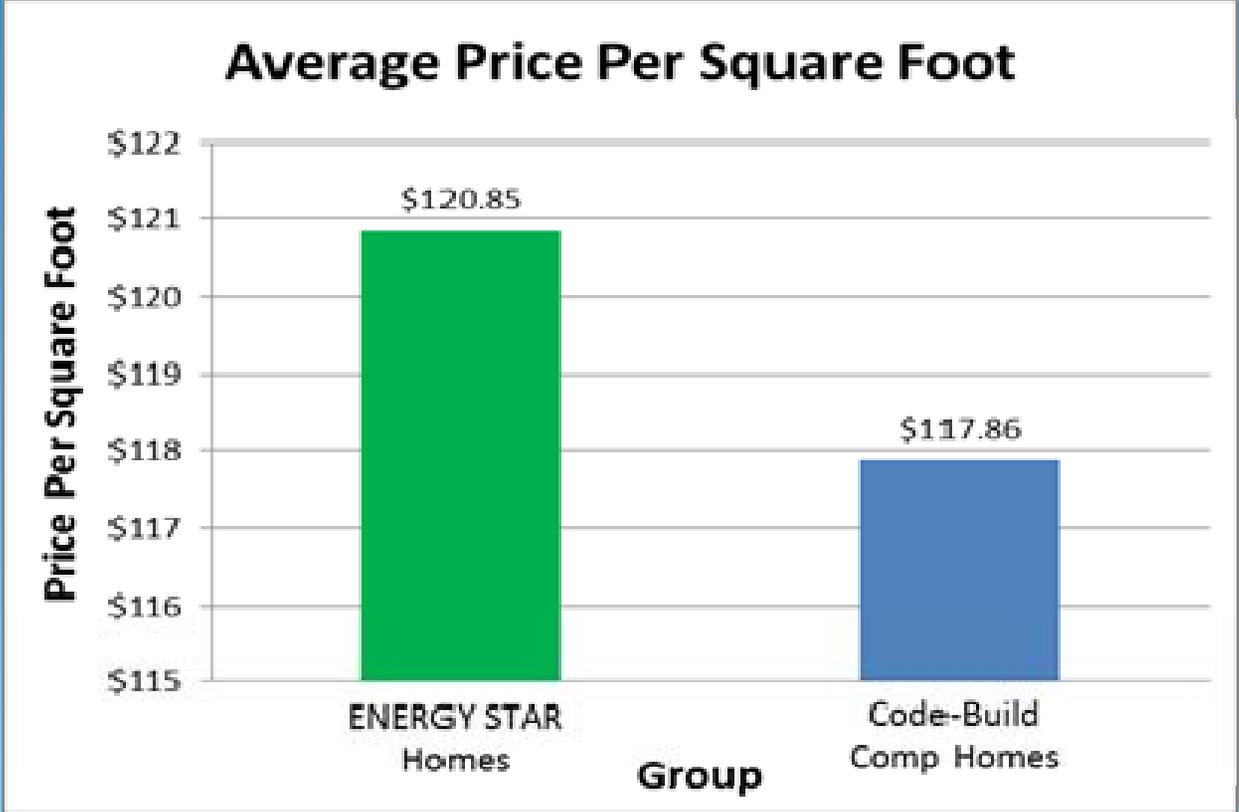
# Achieving goals

- **3226 ENERGY STAR Qualified Homes. 682 of which are ENERGY STAR and Green Certified.**
- **Exceeding our goal by 500+ homes.**

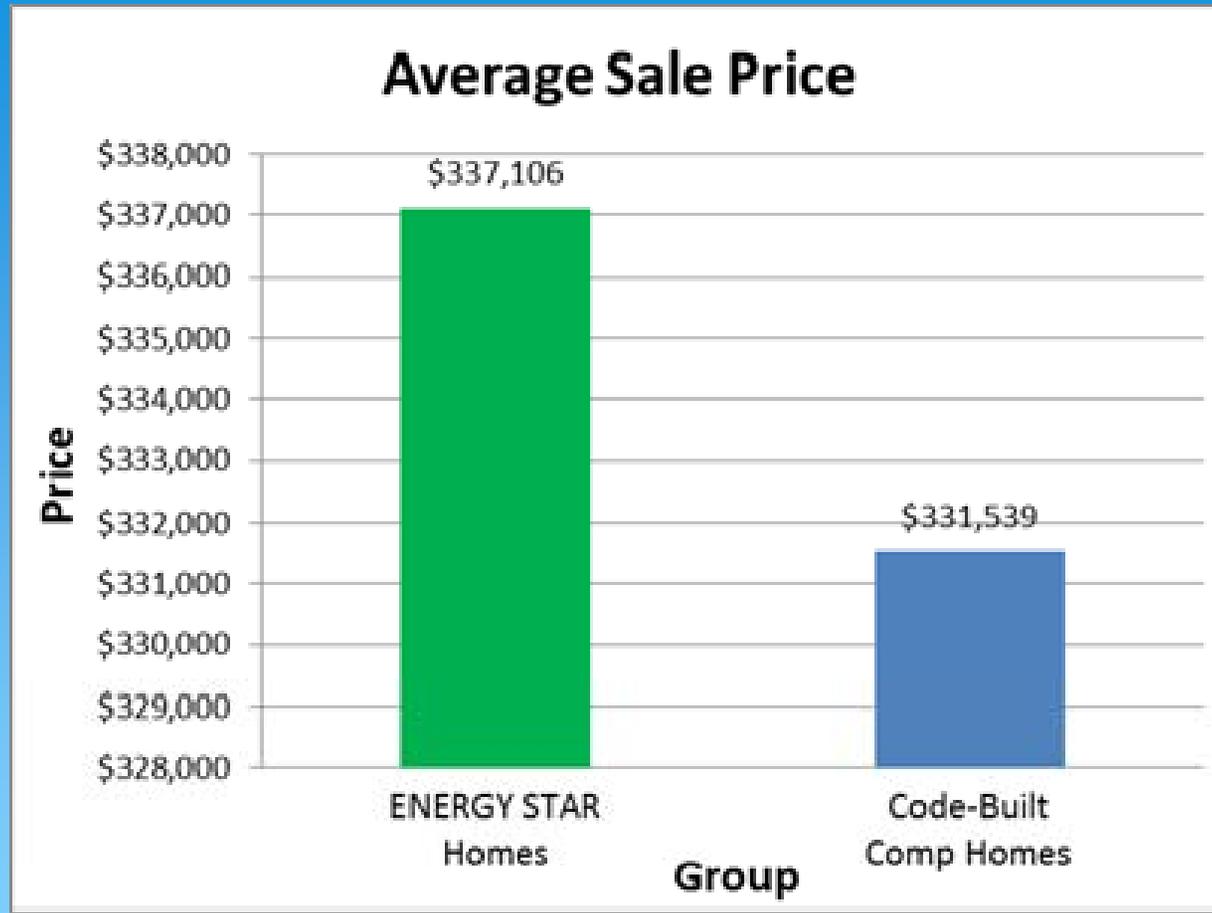




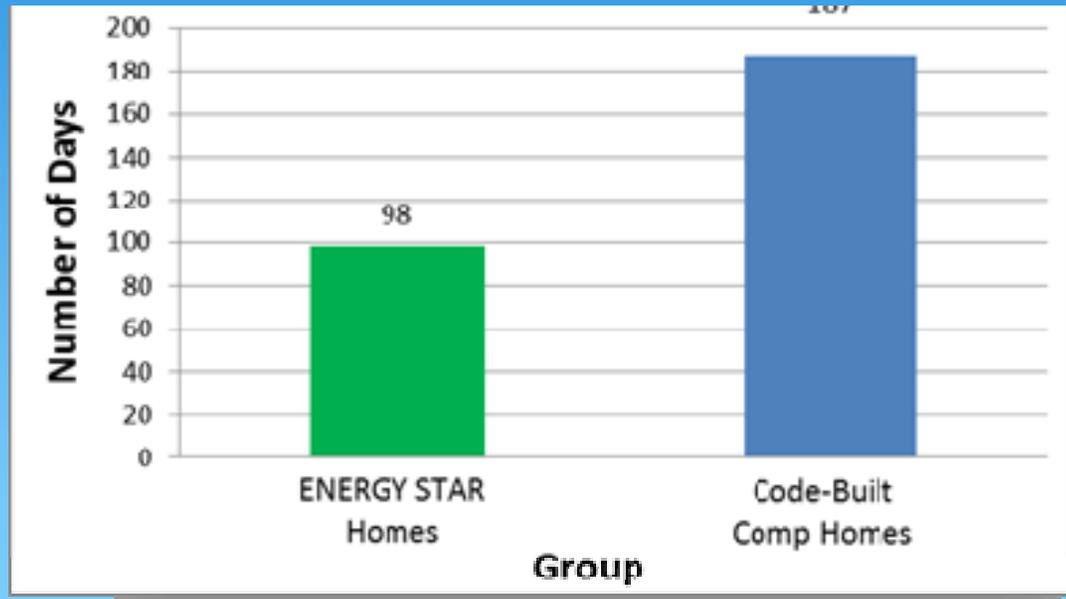
# Market Impact Study



Results = \$2.99 more per sq. ft



Results = sold for \$5567 more



Results = 89 less days on market

# Lessons Learned

- \* Breaking down silos among stakeholders
- \* Use key stakeholders to design action steps
- \* Home Energy Raters
  - \* They can make the program sustainable
  - \* They are the voice to the builder
- \* Put resources towards all groups for total success

# Thank You

- \* Chuck Perry

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- \* 828-262-8331

- \* Kristi Matthews

- \* [kmatthews@advancedenergy.org](mailto:kmatthews@advancedenergy.org)

- \* 919-857-9000