



# **ENERGY STAR<sup>®</sup> Certified Homes New Marketing Resources and Materials**

## **7<sup>th</sup> Annual Sponsor Meeting**

**October 17, 2013**

**Brian Ng, U.S. EPA**

# Our Consumer Platform



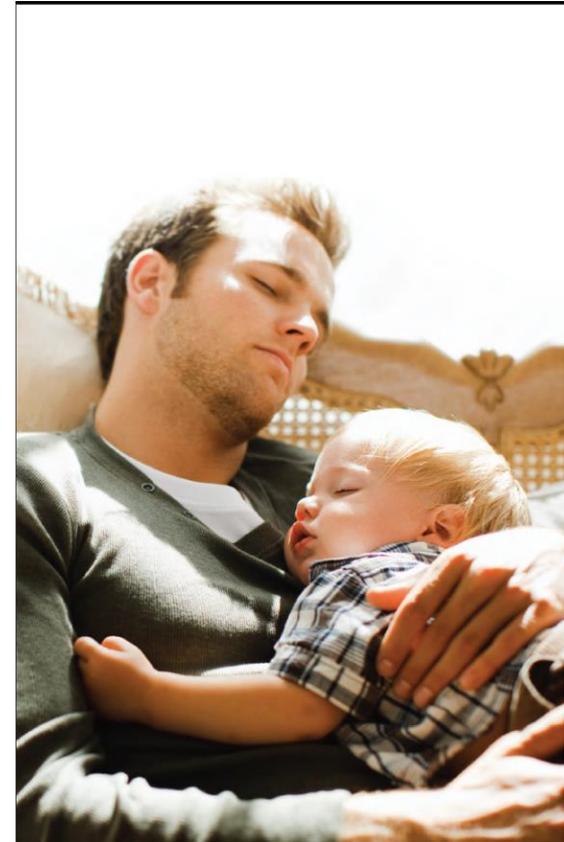
## Your ENERGY STAR Certified Home: Better is Better.

- The ENERGY STAR label on a new home means:
  - It has been designed and built to standards well above most other homes.
  - Better quality, better comfort, and better durability.
  - Better value for today, and a better investment for tomorrow.
  - Better process of inspections, testing, and verification to ensure that it meets strict requirements set by EPA.
- **Four Pillars.** Peace of mind, enduring quality, wall-to-wall comfort, and proven value

# Peace of Mind



- Satisfaction as a result of:
  - A home built to rigorous requirements
  - Independent testing and inspections
- Improved confidence that savings will be delivered



# Enduring Quality



- A better built home:
  - Durability that's built to last
  - Integrated whole-house approach
- A combination of energy-efficient features, high quality materials, and equipment



# Wall to Wall Comfort



- A better way to live:
  - More consistent temps. from room to room
  - Minimized leaks and drafts
  - Reduced indoor pollutants
  - Reduced noise
  - Minimized hot and cold spots



# Proven Value



- A better investment for today and tomorrow:
  - Uses up to 30% less energy than code-built homes
  - Reduced utility bills
  - Lower maintenance costs
  - Reduced greenhouse gas emissions
  - Certified for differentiation at resale



# Consumer Brochure



YOUR ENERGY STAR®  
CERTIFIED NEW HOME  
BETTER IS BETTER



| 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.**

[www.energystar.gov/publications](http://www.energystar.gov/publications)



**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—

- Your new home is tightly sealed to reduce leaks and drafts; and thermal bridging across walls is minimized.
- Correct levels of insulation are selected to provide whole-house comfort.
- Insulation is installed properly to deliver the best performance.

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

### 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

air can enter or escape from your home. Having a well-sealed home also means better air quality because dirt, pollen, pests, and moisture can't get in as easily. In addition, good sealing practices help protect your home against mold and moisture damage that can be caused by condensation.

### REDUCED THERMAL BRIDGING

Walls in homes are typically built with wood studs, which support the weight of the floors and roof above, help the home stand up to wind, and generally act as the structural "bones" of the home. While these components are critical to making a durable home, they often have a very low R-value (resistance to heat flow) and create thermal "bridges"—uninsulated pathways that compromise the comfort and efficiency of the home. ENERGY STAR builder partners select one of five strategies, such as adding a continuous layer of rigid foam or minimizing excess wood studs, to minimize thermal bridging in walls.

- ## Downloadable fact sheets:
- Thermal Enclosure
  - Water Management
  - Heating and Cooling
  - Lighting and Appliances
  - Independent Testing and Verification

# Consumer Web Site



energystar.gov/newhomes

The screenshot shows the Energy Star website homepage. 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 are several tabs: PRODUCTS, HOME IMPROVEMENT, NEW HOMES (selected), BUILDINGS & PLANTS, and PARTNER RESOURCES. The main content area features a large banner titled "The little label with a big message. Better is Better" with the subtitle "The blue ENERGY STAR label on a new home means:". Below the banner, there are four icons representing "Peace of Mind", "Enduring Quality", "Walk-in-Wall Comfort", and "Proven Value". To the right of the banner, there is a "A Message from the Administrator" section with a photo of the administrator and a quote. Below the banner, there is a "FIND A BUILDER" section with a map of the United States and a magnifying glass icon. To the right of the map, there are two buttons: "Learn How Homes Earn the ENERGY STAR" and "Read ENERGY STAR Home Family Stories". At the bottom, there is a "Related Resources" section with a list of links.

The screenshot shows the Energy Star website page titled "Peace of Mind. The result of a home that's built better." The page features a large image of a man and a woman smiling. Below the image, there is a "A Message from the Administrator" section with a photo of the administrator and a quote. The main content area is titled "Complete Thermal Enclosure System" and features a diagram of a house with a cross-section showing the interior and exterior. Below the diagram, there are sections for "Air Sealing" and "Properly Installed Insulation". To the right of the main content, there is a "Explore ENERGY STAR Certified Home Features" section with a list of features: Complete Thermal Enclosure System, Complete Heating and Cooling System, Complete Water Management System, Energy-Efficient Lighting and Appliances, and Independent Inspections and Testing. At the bottom, there is a "Related Resources" section with a list of links.

# My ENERGY STAR



- New consumer engagement platform
- Energy efficiency information for all things residential
- Consumers can track progress towards efficiency goals and receive special incentives
- New Home Advisor to be featured

A screenshot of the My ENERGY STAR website interface. The page is titled "Energy Savings at Home" and features a navigation bar with categories like "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "BUYING AND BUILDING new homes", and "ENERGY STRATEGIES FOR buildings &amp; plants". The main content area is divided into sections: "START SAVING NOW" with a progress indicator showing 12 completed items out of 18, "See all the ways to save or narrow your search" with filters for "DO IT NOW", "QUICK PROJECTS", "PLAN &amp; RENOVATE", "RENTERS", and "ROOM BY ROOM", and a featured article titled "Clean the area around the outdoor components of your HVAC system." The article includes an image of an HVAC unit and lists main benefits and facts &amp; stats. At the bottom, there are more action items like "Tune up cooling equipment", "Have your duct system inspected", and "Change your air filter". The footer contains a grid of links for various resources and information.

# ENERGY STAR Certificate



**ENERGY STAR<sup>®</sup> 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:

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



LESS EFFICIENT ← 140 130 120 110 100 90 80 70 60 50 40 → MORE EFFICIENT

**THIS HOME 60**

**HERS<sup>®</sup> Index**

\*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<sup>™</sup>. (version 10.0.0.0)

Learn more at [www.energystar.gov/homefeatures](http://www.energystar.gov/homefeatures)

- A certificate for the homeowner
- Details standard features of an ENERGY STAR Home
- Can include a HERS Index that shows a home's HERS score



# Print PSA



**"This label sealed the deal on our new home."**

**NAME:** Jesse and Melissa Gallo

**THEIR DREAM HOME:** Efficient, comfortable, and ENERGY STAR<sup>®</sup> certified

**THEIR SAVINGS:** More than \$550 off their energy bills and more than 11,000 lbs. of greenhouse gases each year.

**ENERGY STAR CERTIFIED NEW HOME**

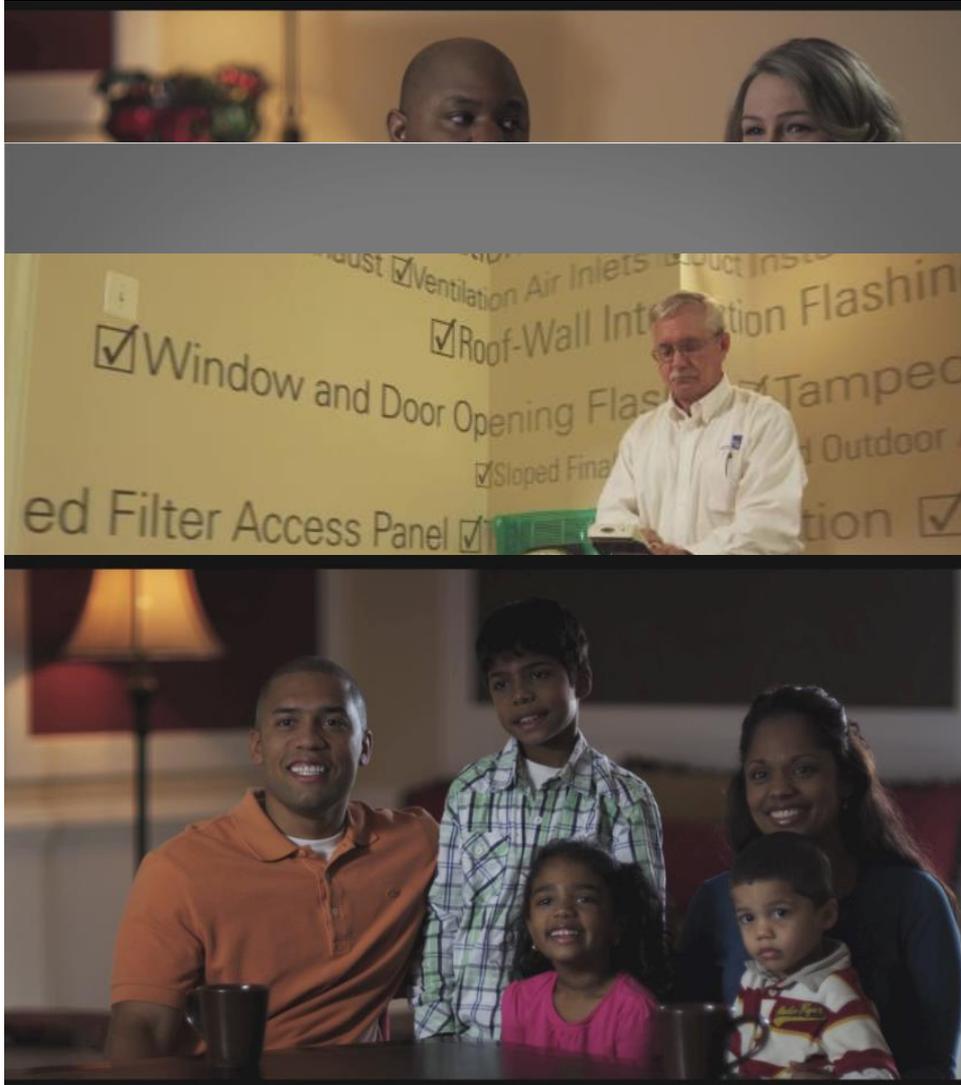
EPA's blue ENERGY STAR label on the Gallos' new home means a lot. It means their home was designed and built to standards of quality and durability well beyond most others on the market today. It also means that they will save energy and reduce the greenhouse gases that cause climate change for years to come. Visit [energystar.gov](http://energystar.gov).

The Energy Star logo, featuring a blue square with a white star and the word "Energy" in a script font, with "ENERGY STAR" in a white box below it.

## New Print PSA

- Increasing consumer awareness
- Pitching to magazine publications since March 2013

# Consumer Video



- [5-minute consumer video](#) explaining the features and benefits of an ENERGY STAR certified home
- Hi-res video available for partner download at [energystar.gov/mesa](http://energystar.gov/mesa)
- Low-res video available via [YouTube.com/epaenergystar](http://YouTube.com/epaenergystar)
- Available as a 30 sec. TV PSA via [dvidshub.net/usepa](http://dvidshub.net/usepa)



# Additional Partner Resources

# ENERGY STAR Logos



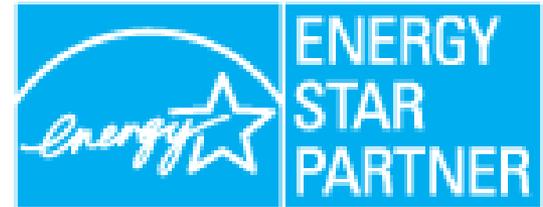
- Partners download logos via their My ENERGY STAR Account (MESA) [energystar.gov/mesa](http://energystar.gov/mesa):



Certification Mark



Promotional Mark



Partnership Mark

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

# ENERGY STAR Logos (cont.)



**Committed to Building  
100% ENERGY STAR**

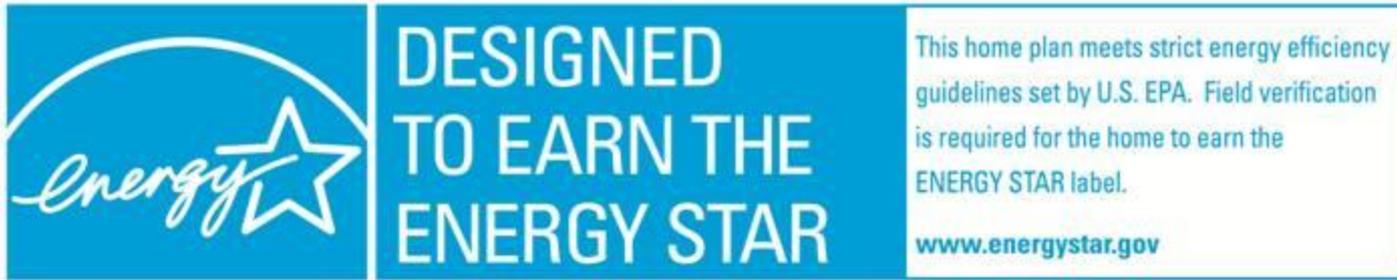


100% Commitment Logo



Ask About ENERGY STAR Certified Homes Logo

# ENERGY STAR Logos (cont.)



Designed to Earn logo – for verified home plans

# Web Banners and Buttons



Web banners and buttons with instructions for linking



**Peace of mind,  
the result of a home  
built better.**

Click to learn more.



**Enduring quality.  
Better systems make all  
the difference.**

Click to learn more.



**Better is better.**

**Welcome to the ENERGY STAR family.**

Click to learn more.



Visit: <https://www.energystar.gov/newhomespartners>

# ENERGY STAR Certified Homes Website



[www.energystar.gov/newhomespartners](http://www.energystar.gov/newhomespartners)

## For New Home Industry Professionals

### Watch the ENERGY STAR Certified Homes Consumer Video

See why ENERGY STAR certified homes are better for homeowners, partners, and the environment.

[WATCH THE VIDEO](#)

### ENERGY STAR HOMES ON TWITTER



Any home can increase its #efficiency with Home Performance with ENERGY STAR. Just check out these success stories!  
<http://t.co/14eJcz8GoP>

[Follow](#) @ENERGYSTARHomes

## WORKING WITH ENERGY STAR

### Partners

- Architects & Designers
- Builders
- Developers
- Home Builder Associations
- Home Energy Raters
- Lenders
- Local Governments
- Utilities

## PROGRAM FEATURES AND RESOURCES



### ENERGY STAR for New Homes Requirements

Each ENERGY STAR certified new home is independently verified to be at least 15% more energy efficient than a home built to the 2009 International Energy Conservation Code (IECC), and features additional measures that deliver a total energy efficiency improvement of up to 30 percent compared to a typical new home.

[Learn More >](#)



New Homes Requirements



Training Requirements



Marketing Resources



Educational Resources

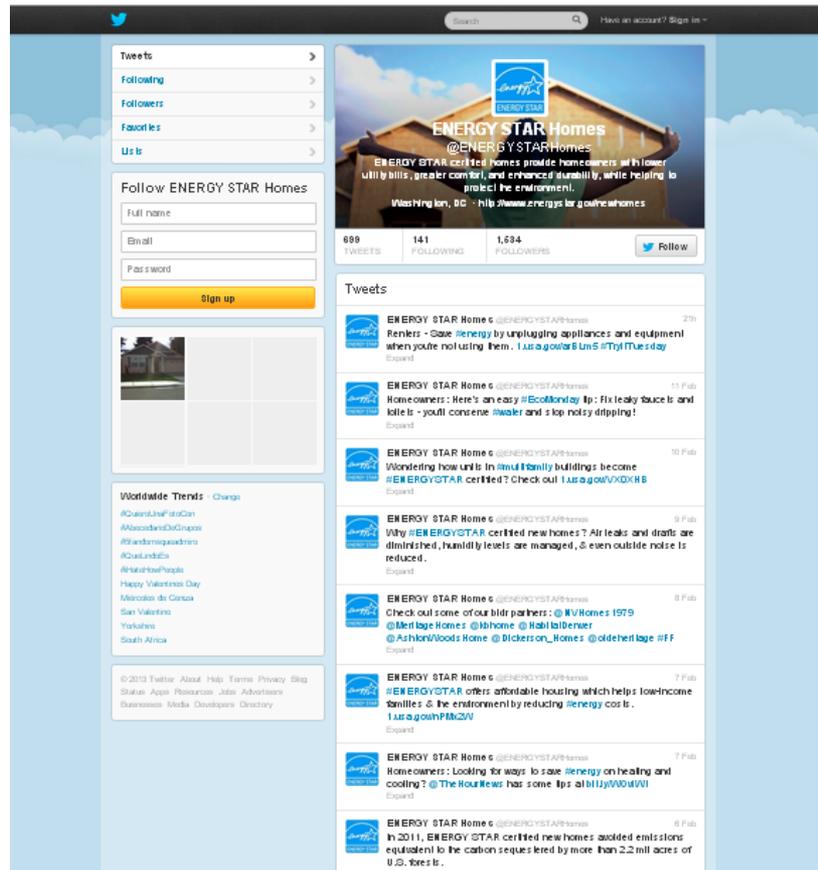


Free Webinars

# Social Media



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



# Social Media



- 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 content area features a large banner with the text "CELEBRATING 20 YEARS OF ENERGY STAR" and a collage of images. Below the banner is the Energy Star logo and the text "Energy Star 18,480 likes · 565 talking about this". The page includes navigation tabs for "About", "Photos", "Welcome", "Our Blog", and "Likes". A "Post" section is visible with a text input field and a recent post from Energy Star. The right sidebar shows a "Friends" list with 25 friends and a "Likes" list with several items.

# Q&A



## ENERGY STAR Certified Homes

Main Partner Web Site: [www.energystar.gov/newhomespartners](http://www.energystar.gov/newhomespartners)

Main Consumer Web Site: [www.energystar.gov/newhomes](http://www.energystar.gov/newhomes)

Marketing Resources: [www.energystar.gov/newhomesmarketing](http://www.energystar.gov/newhomesmarketing)

Free Publications: [www.energystar.gov/publications](http://www.energystar.gov/publications)

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@energystarhomes



facebook.com/energystar

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