

# ENERGY STAR

## for New Homes

Programmatic Updates  
2009



# Thank You Emails & Leadership in Housing Awards

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## Changes to “Thank You” emails

- Numbers reported for total number of homes in U.S.
  - Sponsors contacted annually for numbers
- Changes to Leadership in Housing Award
    - Awarded to all active Sponsors in program

# Leadership in Housing Award Recipients



	Partner Type	Number of Homes Built
1000+ Homes	Provider	10
	Rater	3
	Builder	3
	<b>Subtotal</b>	<b>16</b>
300-999 Homes	Provider	19
	Rater	16
	Builder	51
	<b>Subtotal</b>	<b>86</b>
50-299 Homes	Provider	23
	Rater	78
	Builder	203
	<b>Subtotal</b>	<b>304</b>
TOTAL	<b>Provider</b>	<b>52</b>
	<b>Rater</b>	<b>97</b>
	<b>Builder</b>	<b>257</b>
	<b>TOTAL</b>	<b>406</b>

**Note:** The numbers of awardees are not final. These numbers are based on all those who qualify – not those who have confirmed their contact information – which is required to receive a plaque.



# Press Release Template – New Partners and Award Recipients

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FOR IMMEDIATE RELEASE

CONTACT: Full Name  
Phone Number

## **[COMPANY NAME] Partners with U.S. EPA's ENERGY STAR® Program**

[CITY, STATE] – [COMPANY NAME] is proud to announce its partnership with the U.S. Environmental Protection Agency's ENERGY STAR Program. Through this partnership, [COMPANY NAME] will provide homebuyers with energy efficient new homes that save money on utility bills, offer greater comfort and better performance, and help to protect the environment.]

To earn the ENERGY STAR, a home must meet strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency. These homes are at least 15% more energy efficient than homes built to the 2004 International Residential Code (IRC), and include additional energy-saving features that typically make them 20–30% more efficient than standard homes.

<<INSERT quote from Company representative about why they are partnering with ENERGY STAR>>

ENERGY STAR qualified homes offer homebuyers all the features they want in a new home, plus energy-saving features like effective insulation systems, high performance windows, tight construction and ducts, properly-sized and installed efficient heating and



# Other Notables

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- Annual 100% building recertification
  - Builders must re-commit to building 100% annually
- ENERGY STAR 2009 Awareness Report
  - 9<sup>th</sup> national household survey of consumer awareness
  - [http://www.energystar.gov/ia/partners/publications/pubdocs/National%20Awareness%20of%20ENERGY%20STAR%202008%20to%20EPA\\_4-9-09.pdf](http://www.energystar.gov/ia/partners/publications/pubdocs/National%20Awareness%20of%20ENERGY%20STAR%202008%20to%20EPA_4-9-09.pdf)

# Designed to Earn the ENERGY STAR Program



	<b>DESIGNED TO EARN THE ENERGY STAR</b>	<p>This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label.</p> <p><a href="http://www.energystar.gov">www.energystar.gov</a></p>
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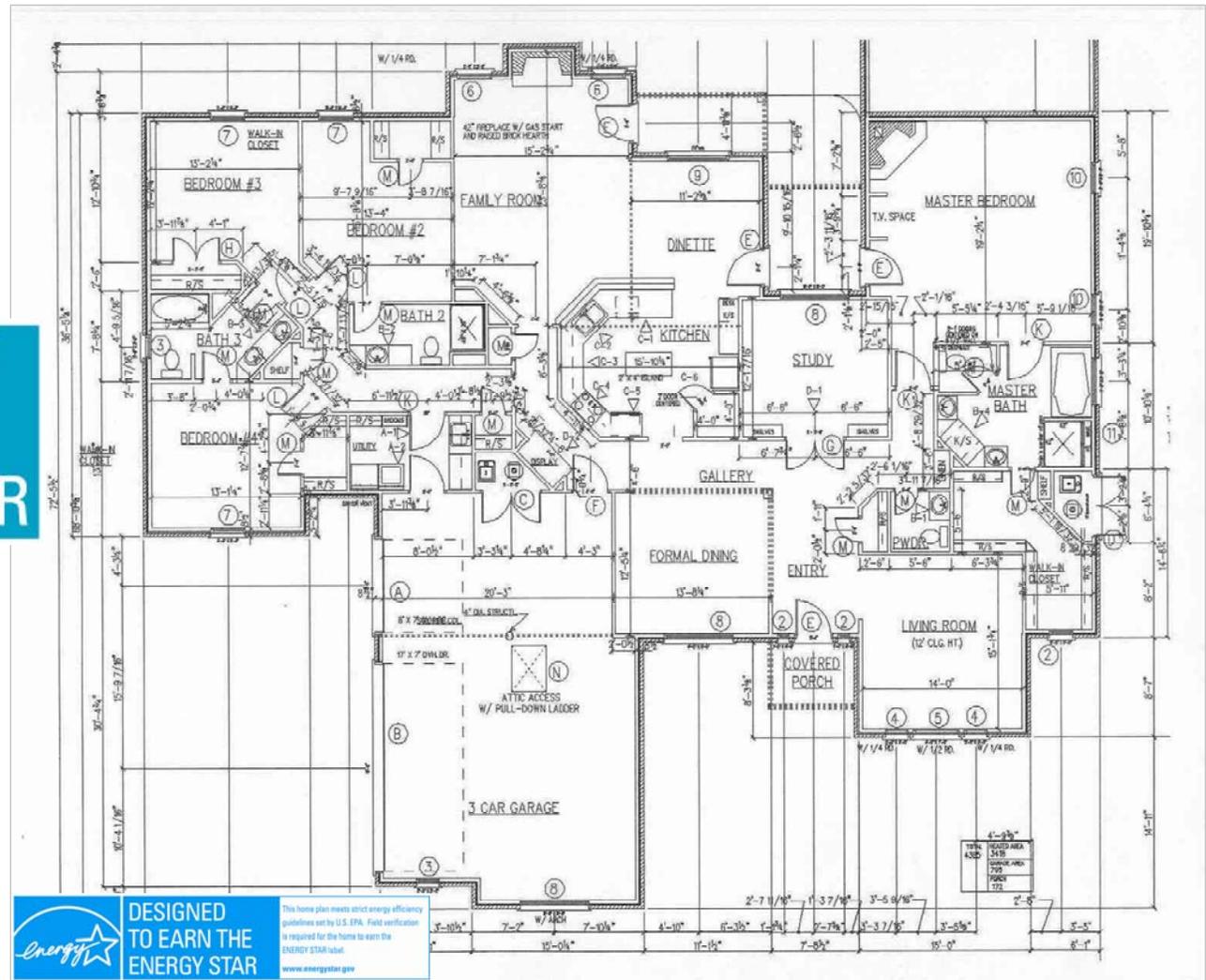
# Why did we develop the *Designed to Earn* Program?



- Requests from design community
- Increases ENERGY STAR reach
- Adds quality assurance
- Influence design phase of home
- Increase in requirements by cities



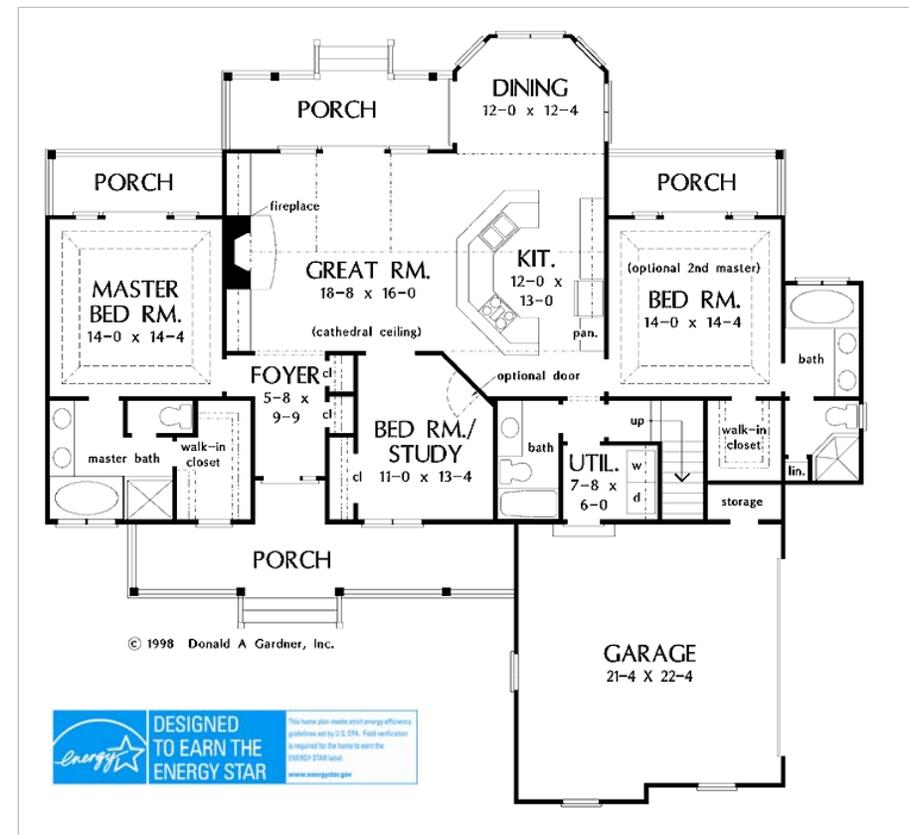
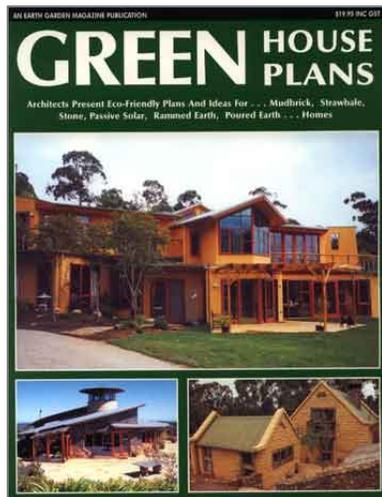
# Designed to Earn the ENERGY STAR Program



# Focus of *Designed to Earn*



- Architecture Firms
- AIA Chapters
- Production Builders
- Plan Books





# Process for Labeling a House Plan

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- **Step 1: Work with Rater to Benchmark plan**
  - **Performance Path** (HERS Rating Plan Analysis)
  - **Prescriptive Path** (ENERGY STAR Qualified Homes BOP)
- **Step 2: Sign partnership agreement**
  - [www.energystar.gov/join](http://www.energystar.gov/join)
  - Architect/Designer partners must select a rater
- **Step 3: Review details of plan**
  - Rater reviews construction details/sections/specs
  - **Thermal Bypass Checklist** and **Plan Review Checklist**
- **Step 4: Label plan**
  - Rater sends first verified house plans to EPA for review



# Required Materials for Qualifying Plan

- **ENERGY STAR Specifications**

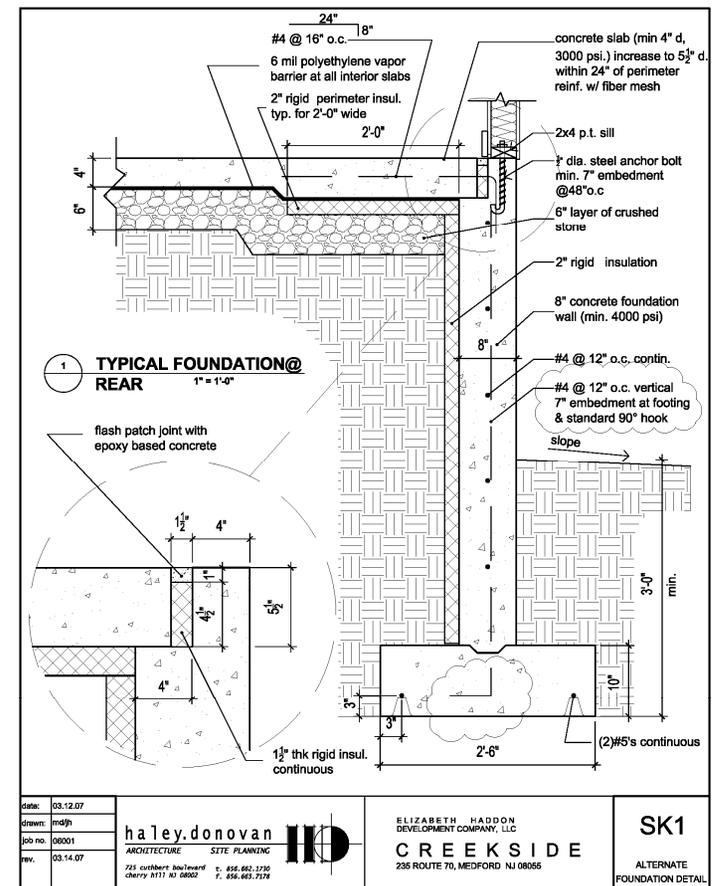
- HERS Rating (Performance Path)
- BOP Checklist (Prescriptive Path)

- **Thermal Bypass Checklist**

- Check Non-Applicable Items

- **Any Specifications Required that are not on Plans**

- **Plan Review Checklist**



# Disclaimer



A home built according to a *Designed to Earn the ENERGY STAR* home plan does **not** automatically earn the ENERGY STAR qualified home label

A blue rectangular form for an ENERGY STAR qualified home label. It features the ENERGY STAR logo and the text "AN ENERGY STAR QUALIFIED HOME". Below this, there are five input fields: "Address:", "Built by:", "Verified by:", "Date:", and "Optional information:". At the bottom, there is a small text block and the website "www.energystar.gov".

Address:

Built by:

Verified by:

Date:

Optional information:

This home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can keep 4,500 lbs of greenhouse gases out of our air each year.

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

# Why label home plans *Designed to Earn?*

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- Market Differentiation and Recognition
- Increased Revenue
- Program Flexibility
- Enhanced Customer Satisfaction
- Environmental Protection

# Why should Sponsors promote *Designed to Earn*?



- Develop new partnerships with architects/designers!





## How to promote *Designed to Earn*

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- Provide information on *Designed to Earn* on your new homes program website
  - Develop and post fact sheets about *Designed to Earn*
  - Incentivize home plans
- Provide link to ENERGY STAR's *Designed to Earn* website
- Refer interested architects, raters, builders to website(s)
- Promote *Designed to Earn* at meetings or conferences
  - Help connect builders and homebuyers with architects/designers

# Questions or Comments?

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Designed to Earn the ENERGY STAR Website:

[http://www.energystar.gov/index.cfm?c=bldrs\\_lenders\\_raters.nh\\_designed\\_earn\\_benefits](http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.nh_designed_earn_benefits)

