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November 18, 2004

Dear ENERGY STAR Homes Partner:

EPA is pleased to provide you with this newsletter. Here is a summary of what's below:

ENERGY STAR REMINDERS

- ENERGY STAR Logo Change
- 2005 Award Applications Now Available – **Note: New Expanded Award Eligibility**
- ENERGY STAR Locator Web Linking Policy

NEW FROM ENERGY STAR

- New Consumer Brochure
- New HomeCalc Released

ENERGY STAR IN THE NEWS

- EPA Administrator Visits Utah
- PSA Available for Download
- EPA Working With Appraisal Industry
- Colorado Seminars Educate Partners
- Boulder City Offers \$4,000 Incentive
- JD Power Survey: ENERGY STAR Builders Rank High!
- Habitat for Humanity Sees Value in ENERGY STAR

ENERGY STAR Reminders:

ENERGY STAR Logo Change

As noted in our previous newsletter, we are nearing the end of the two-year transition period for partners to begin using the new suite of ENERGY STAR logos. Partners are asked to completely phase out all previous versions of the logo by December 31, 2004. If you have not done so yet, **please begin using the updated ENERGY STAR mark.** We all benefit from a consistent logo being used to identify products, homes, and buildings that have earned the ENERGY STAR, and we appreciate the work that many partners have already taken to incorporate the new logo successfully. To obtain the new logo and view the ENERGY STAR Identity Guidelines, please visit www.energystar.gov/logos



New Logo:



Old Logo:

2005 ENERGY STAR Award Applications Now Available

Each year, ENERGY STAR recognizes organizations that have made outstanding contributions to protect the environment through superior energy efficiency. Our 2005 ENERGY STAR Partner of the Year award winners will be recognized at a ceremony on March 15, 2005 in Washington, DC. ENERGY STAR partners are encouraged to apply. Applications are available at www.energystar.gov/awards and must be submitted to EPA by **December 15, 2004**.

NEW: EPA has expanded its award eligibility criteria to recognize outstanding partners in emerging ENERGY STAR markets (i.e., markets with less than 10 percent penetration for ENERGY STAR qualified homes). To be competitive for selection, partners in emerging markets must demonstrate their company's commitment to building and marketing ENERGY STAR qualified homes, as well as how their efforts are contributing to increasing consumer awareness of ENERGY STAR in their market. Partners applying for an award in emerging markets should use the 'Partner of the Year - New Homes' application.

Locator Web Linking Policy

Recently, all of our partners were sent a reminder about the guidelines for maintaining a 'hot link' on the ENERGY STAR New Homes Partner Locator (www.energystar.gov/homes/locator). Compliance with the Web Linking Policy is optional. Active partners who do not wish to comply will continue to be listed on the Partner Locator, but will not have a hot link to their site.

To maintain a hot link, partners' Web sites should:

1. Display the **new** ENERGY STAR mark (available for download at www.energystar.gov/logos);
2. Reference or provide a reciprocal link to the ENERGY STAR Web site (www.energystar.gov); and
3. Provide, at a minimum, a brief description of your participation in ENERGY STAR.

In concert with our transition to the new ENERGY STAR logos, we will begin reviewing all hot links on the Locator beginning in January 2005. Non-compliant links will be temporarily deactivated. To re-activate a link, contact us at energystarhomes@icfconsulting.com and provide the address for the page of your Web site that demonstrates compliance.

New from ENERGY STAR

New Consumer Brochure

ENERGY STAR for New Homes is pleased to announce the availability of a new Consumer Brochure, a free sales and marketing piece that highlights the features and benefits of ENERGY STAR qualified homes. Many builders distribute this brochure to prospective homebuyers visiting

model homes or have it on hand to give to consumers who stop by their booths at home shows or fairs. To request copies free-of-charge, call the ENERGY STAR Hotline at 1-888-STAR-YES.

New HomeCalc Released

EPA has re-released HomeCalc, a tool that assists ENERGY STAR partners in calculating and presenting the benefits of investing in an ENERGY STAR qualified home. In a matter of minutes, this computer program will show how ENERGY STAR qualified homes cost less to own and are better for the environment. For more details and to download a copy of the new Home Calc, go to: http://www.energystar.gov/index.cfm?c=bldrs_lenders_raters.pt_homecalc

ENERGY STAR in the News

EPA Administrator Visits Utah's 100% ENERGY STAR Daybreak Development

In early September, EPA Administrator Michael Leavitt paid a special visit to his home state of Utah to attend a ceremony at the Daybreak Development outside Salt Lake City. At this event, Administrator Leavitt recognized Kennecott Land Development and builders Bangerter Homes, Destination Homes, Gold Medallion Homes, Holmes Homes, Liberty Homes, Rainey Homes, and Richmond American Homes for their commitment to build all their homes to ENERGY STAR qualifications at the 13,000-home Daybreak Development. Three-time ENERGY STAR Partner of the Year Award winner, Ence Homes, was also recognized for their continued commitment to the program. Daybreak is one of several large, master-planned communities across the nation that will feature only homes that have earned the ENERGY STAR.

ENERGY STAR PSA Available for Download

In June, EPA unveiled a new ENERGY STAR public awareness campaign calling on Americans to protect our environment for future generations by taking five steps in their homes to improve energy efficiency. In a humorous way, the companion television PSA (public service announcement) communicates the key message that the average house accounts for significant greenhouse gas emissions, and that there are easy ways to reduce this environmental impact with ENERGY STAR. The PSA was produced in English and Spanish and sent to more than 2,100 cable and broadcast stations. EPA also produced radio and print PSAs in English and Spanish to supplement the television ads, which will be distributed to media markets across the nation.

Although the PSA does not specifically reference ENERGY STAR qualified new homes, it is meant to increase overall brand awareness by encouraging consumers to look for the ENERGY STAR government-backed symbol for energy efficiency on new products as an easy way to prevent air pollution. This increase in awareness, in turn, should directly benefit partners in the ENERGY STAR New Homes program. To view the PSA, click here: http://www.energystar.gov/index.cfm?c=news.nr_psa.

EPA Working with Appraisal Industry

EPA is working with the Appraisal Institute to educate appraisers on the value of energy efficient and ENERGY STAR qualified homes. Most notably, an ENERGY STAR seminar will be offered

as a continuing education credit by the Appraisal Institute that outlines how the principles and technologies promoted by ENERGY STAR are transforming the American housing industry, and how appraisers can account for the value of these technologies when assessing ENERGY STAR qualified homes. Pilot seminars have been conducted in Minnesota and Texas and will be offered through the Appraisal Institute in the coming months.

Colorado ENERGY STAR Seminars Educate Partners

On September 16th and 17th, E-Star Colorado, the Home Builders Association of Northern Colorado, and Colorado Spring Utility co-sponsored two seminars to educate new and current partners on ENERGY STAR. Sam Rashkin, National Director of the ENERGY STAR for New Homes Program, gave a program overview followed by an outline of ENERGY STAR's newest initiatives such as ENERGY STAR with Air-Plus, EPA's new indoor air quality criteria, and the Advanced Lighting Package. E-Star Colorado organized these events to increase consumer and builder awareness of the ENERGY STAR program in local Colorado markets and to bring together key stakeholders.

Boulder City, Nevada Offers \$4,000 Incentive to ENERGY STAR Builders

Builders in Boulder City, Nevada are now eligible for reduced hook-up fees when they build ENERGY STAR qualified homes. Builders can now earn a \$4,000 credit towards the City's \$5,000 utility hook-up fee for each house they build that earns the ENERGY STAR. Steve Koons of Boulder City Utilities believes that, in time, all area builders will take advantage of the ENERGY STAR incentive.

JD Power and Associates Customer Service Survey: ENERGY STAR Homebuilders Rank High!

J.D. Power and Associates annually measures customer satisfaction rates of residential construction companies in the fastest growing U.S. housing markets. The survey assesses overall customer satisfaction, and specifically quality and value in construction. While ENERGY STAR builders typically score well in this survey, 2004 was the first year that seven out of eight markets with significant penetration of qualified homes ranked an ENERGY STAR builder as number one in customer satisfaction, quality, and value. Overall, all ENERGY STAR partners listed in the survey scored an average 13% higher than non-ENERGY STAR partners for quality and value. To learn more about the J.D. Power and Associates homebuilder survey, visit: http://www.jdpower.com/cc/homes/jdpa_ratings/FindHomeBuilder.jsp

Habitat for Humanity Sees Value in ENERGY STAR

Habitat for Humanity, a not-for-profit organization building new homes for low-income families, has found great value in partnering with ENERGY STAR. In addition to a government-backed brand, many Habitat divisions are finding that the energy and cost savings associated with an ENERGY STAR home is a strong message with low-income owners. To date, there are 80 Habitat for Humanity divisions building ENERGY STAR qualified homes. To find a Habitat for Humanity division near you, visit <http://www.habitat.org/>.

Comments/Questions? Email us at energystarhomes@icfconsulting.com
