



ENERGY STAR® Homes Update



March 2000

News to Know

Ally of the Year Awards

Thank you to all the Allies who applied for the ENERGY STAR Homes Ally of the Year award. Four winners and two special recognition winners were chosen. The winners are FirstEnergy Corp., Florida Power Corp., Public Service Electric and Gas Co., and D.R. Wastchak, L.L.C. (a home energy rater in Phoenix); special recognition winners include Town & Home (an energy services company specializing in military housing projects) and Pattie Glenn (a realtor in Gainesville, FL). The recipients of this prestigious award will be recognized for their achievements and continued support of the program at the annual ENERGY STAR Awards Banquet, March 21st at the Omni Shoreham Hotel in Washington, DC. Please join us to congratulate our winners and to meet other ENERGY STAR program partici-

pants. Note that there are three ways to register:

On-line: Visit www.energystar.gov and click on "Register for the ENERGY STAR Awards."

By fax (If you already have a written invitation): Send your completed form from the invitation and your credit card information to (703) 821-3247.

By mail: Mail your completed form from the invitation and a check or credit card information to ENERGY STAR Awards Ceremony, 2070 Chain Bridge Road, Suite 450, Vienna, VA 22182

If you're coming from out of town, please make your room reservations at the Marriott Wardman Park, one block away from the ceremony location. Call (202) 328-2900 and ask for a room in the "ENERGY STAR

Events

ENERGY STAR Homes Travel Schedule:

Your Account Manager is on the road working with Partners and Allies throughout the winter. Please check the Homes Web site for the latest information. To schedule an event in your area, call your Account Manager.

Awards" block. Please call as soon as possible as room availability is limited.

If you need a written invitation, or if you have any questions, please call the ENERGY STAR Awards Information Center at (202) 862-2974 and leave a message—your question will be answered within two business days.

— More News to Know on page 2

Program Developments

ENERGY STAR Mortgage Update— 13 New Lenders Sign Up

In the last few months thirteen new lenders have joined the ENERGY STAR Homes Program, bringing the total number of financing partners up to 20. In Maryland, the new partners are AccuBank, North American Mortgage, and Harbor Financial. Hudson City Savings signed up in New Jersey and First National Bank and Trust signed up in Nebraska. In Ohio, United Bank and Norwest joined the team. Finally, to round up the new Midwestern partners, Peerless Financial Group, Peoples Trust

Company and Civitas Mortgage signed up in Indiana, North American Mortgage and Five-Star in Wisconsin, and Bank of Holland in Michigan.

Check out the ENERGY STAR Homes Web site for contact information for new members, along with key features of their mortgages. New partners are joining every day, so be sure to check back often. If you know of a lender in your area who might be interested in offering ENERGY STAR mortgages, call the hotline for a lender information pack, or download one from the web site.

Is Your Company Capitalizing on the Growing Recognition of the ENERGY STAR Label?

The ENERGY STAR Homes booth was bustling with activity on January 14-17, 2000, at the National Association of Homebuilders Show in Dallas, Texas. The Homes team spoke with existing and prospective partners and allies who are not only excited about using ENERGY STAR in their marketing but reported that consumers are increasingly more aware of the ENERGY STAR label on various products.

— More Developments on page 2

News to Know

←
— continued from page 1

Reminder about Inactive Partner Policy

In the November ENERGY STAR Homes newsletter, the Homes Program notified all partners about our Inactive Partner Policy. This policy, set to take effect on March 1, 2000, will affect all builders who have not had a home certified as ENERGY STAR within the past twelve months.

In an effort to provide helpful leads for consumers and increased recognition for our active participating builders, the ENERGY STAR Homes Program will now feature only those partners who build and certify at least one ENERGY STAR Home within an ongoing twelve month period. Partners who do not build an ENERGY STAR Home during an ongoing twelve month

period will be placed on inactive status in the program, and will no longer be able to: (1) use the ENERGY STAR logo; (2) make reference to the EPA program so as to imply continuing involvement in the program; (3) be included on program materials, including the website.

Inactive partners can renew their active status with the ENERGY STAR Homes Program simply by building an ENERGY STAR Home and receiving an ENERGY STAR certificate. If you have any questions, comments, or concerns please contact your Account Manager or Greg Heltzer (202-564-2361, heltzer.greg@epa.gov). If you have built homes that qualify as ENERGY STAR Homes, but have not received the proper certificates,

please fax a copy of your ratings certificate to (202) 565-2079 or contact your ratings provider.

Existing Homes Can Be ENERGY STAR Homes

Did you know that existing homes scoring a HERS rating of at least 86 can earn the ENERGY STAR label and certificate? Just submit the rating as you would with a newly built home to have a certificate issued.

Complimentary Earth Day 2000 Posters

Attractive four-color Earth Day 2000 posters are now available. If you would like to receive one, please send your name and address to Linda Reidt Critchfield, critchfield.linda@epa.gov, or call her at 202-564-1367.

Program Developments

←
— continued from page 1

Heightened popularity of ENERGY STAR is also evidenced by the growing membership of the Homes Program. The program now boasts more than 14,000 certified homes and more than 2,000 builder and ally partners.

Use this momentum to your company's advantage—align your product with the ENERGY STAR Label. If you're a builder, run an advertisement in the

Real Estate section of your local paper that lets people know that you build ENERGY STAR Homes. If you're an ally, your advertisement could highlight the builders of excellence in your area—those builders that build ENERGY STAR Homes. Account managers are happy to assist in this effort. Contact your account manager today for sample advertisements or marketing strategies.

For More Information...

←
—
→
Linda Reidt Critchfield,
Communications Manager
202-564-1367

ENERGY STAR Homes Program
401 M Street, SW (6202J)
Washington, DC 20460

ENERGY STAR Hotline
1-888-STAR-YES
(1-888-782-7937)

<http://www.energystar.gov/homes>