

**2014 ENERGY STAR POY Award Application – New Home Builder  
Narrative Template**

(Review the application instructions for this award before completing the narrative template.  
When saving this PDF for electronic submittal through [energystar.gov/mesa](http://energystar.gov/mesa), please include your company name in the file name for identification purposes. If more space is needed for your narrative responses, please submit a separate attachment.)

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

ENERGY STAR Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Company Web Site: \_\_\_\_\_

ENERGY STAR Web Page(s): \_\_\_\_\_

**Please indicate your ENERGY STAR builder size category:**

**Small Builder** (Single entity that built 25-150 ENERGY STAR certified homes in 2013)

**Medium Builder** (Single entity OR a single division within a corporate entity that built 151-750 ENERGY STAR certified homes in 2013)

**Large/National Builder** (Corporate entity that built more than 750 ENERGY STAR certified homes in 2013)

**NEW FOR 2014! ENERGY STAR Partner of the Year--Climate Communications:** We are looking for ENERGY STAR partners who, during calendar year 2013, helped raise their customers' awareness of climate change. Please note whether you would like to be considered for this honor: YES  NO

If you wish to be considered, please include a narrative that demonstrates how your ENERGY STAR efforts have helped consumers understand how their actions can individually and/or collectively protect the climate. This award has no bearing on EPA's evaluation of your Partner of the Year – New Home Builder Award application.

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Narrative for ENERGY STAR Partner of the Year – Climate Communications (See supplemental guidance for more information about this award at: [www.energystar.gov/awards](http://www.energystar.gov/awards)) (2300 character limit):

**Raters You Are Nominating for an ENERGY STAR POY Award:**

Rating Company Name	Email	Phone Number

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Brief explanation of why you are nominating each Rater listed above (4300 character limit):

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**Responses to Application Criteria:**

(Each of the following three Required Criteria sections must be completed for all applications. However, EPA does not expect that applicants will have engaged in all of the activities listed in the tables below.)

**Required Criteria:**

**1. Your ENERGY STAR Promotional and Marketing Efforts (50 pts.):**

<b>ENERGY STAR Consumer-focused Promotional and Marketing Activities</b>	<b>Used in 2013 (check all that apply)</b>
<i>Traditional Advertising:</i>	
Radio	
TV	
Print	
Direct Mail	
Homeowner Newsletters	
Billboards/Transit Signage	
Other Traditional Marketing (specify here):	
<i>Onsite Promotions:</i>	
Outdoor Signage (yard signs, flags, banners)	
In-model Displays/Signage	
Parade of Homes	
ENERGY STAR-themed Community Events	
Other Onsite Promotions (specify here):	
<i>Online Promotions:</i>	
ENERGY STAR Pages on Company & Community Web Sites	
ENERGY STAR Ads on Other Web Sites	
ENERGY STAR-related On-line Videos or Blogs	
ENERGY STAR Outreach via Social Media	
Other Online Promotions (specify here):	
<i>Other Promotions (homeowner awareness surveys, homeowner testimonials, “dirty boots” tours, etc.)(specify here):</i>	

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Provide a narrative description of the 2013 promotional and marketing efforts you listed above. Provide specific examples of your efforts and information that describes the frequency of your activities, as well as their reach or impact. Where appropriate, provide Web site URLs. Also where appropriate, provide electronic copies of your outreach materials, including copies of homeowner testimonials (3500 character limit):

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**2. Your ENERGY STAR Training Activities (40 pts.):**

<b>ENERGY STAR Training Activities</b>	<b>Number of Training Sessions in 2013</b>	<b>Number/Percent of Staff Trained in 2013</b>
Construction Staff and Subcontractors Trained		
In-house Sales Staff and Outside Real Estate Agents Trained		
Homeowner Events (i.e., post-sale training about their ENERGY STAR certified home)		
Other Training Provided (specify here):		

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Provide specific examples of your training efforts, as well as information describing the impact of your training activities. Where appropriate, provide electronic copies of your training materials (3500 character limit).

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- 3. Home Energy Rater Letter of Recommendation (10 pts.):** A letter of recommendation must be submitted via email by at least one Home Energy Rater to EPA per the application instructions.

**Optional Criteria:**

- 4. Describe the impact of ENERGY STAR on warranty claims and call-backs (OPTIONAL-5 pts.)** (EPA may use this information, without direct attribution to your organization, for outreach and promotional purposes) (2000 character limit)

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**5. Describe the costs and savings associated with ENERGY STAR (OPTIONAL-5  
pts.)**

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for outreach and promotional purposes) (2000 character limit)



Please review your narrative template for completeness before submitting it to EPA.