

ENERGY STAR for New Homes:

Marketing and Sales Tools

Utility/Sponsor Meeting

Zak Shadid, US EPA

March 12, 2008

“Behind the Walls”



Air Sealing and Insulation That Works

Don't pay to heat and cool the outdoors! Air leakage and improperly installed insulation can waste 20 percent or more of the energy you pay to heat and cool your home. Typical homes have so many leaks, it's like having a window open all the time, winter and summer.



Diagram of Leaky Home: In typical homes, air leaks are often found at holes and penetrations for plumbing, wiring, lighting, and ductwork.



Infrared Image of House Exterior: In this infrared photo of a typical house, the yellow shows excessive heat loss in winter because the house was not built with the comprehensive air barriers and proper insulation details found in ENERGY STAR homes.

MOLD: When warm air leaks into construction assemblies, it can come in contact with cooler surfaces where condensation can occur. The buildup of moisture encourages mold growth, ruins insulation, and even compromises the structural elements of the home.



Affordable Housing Page



ENERGY STAR for Affordable Housing: More Energy Efficient, Livable, Sustainable Communities

ENERGY STAR offers affordable housing stakeholders proven, turn-key solutions that can be deployed via housing policies and programs to cost-effectively increase energy efficiency for low-income households. Housing finance agencies, state and local governments, public housing authorities, asset management companies, architects, builders, developers, and building owners can incorporate ENERGY STAR measures into new and existing housing that provides a long-term value proposition benefiting the bottom line and the well-being of the community and our environment. These solutions may be product-specific or systems-based and include:

- [Appliances, Heating & Cooling Equipment, Home Envelope, and Lighting](#)
- [Construction Guidelines for New Homes](#)
- [Whole House Improvements Including Home Performance with ENERGY STAR](#)

Use the following information to improve the energy efficiency of affordable housing with ENERGY STAR:

- [Tools and Resources](#) — Get information on cost-effective measures, how to procure and purchase them, and outreach materials that communicate the value of ENERGY STAR for affordable housing
- [Success Stories](#) — Learn how other affordable housing stakeholders implemented ENERGY STAR in affordable housing
- [Habitat for Humanity Information](#) — Information and resources for Habitat affiliates interested in ENERGY STAR
- [Recognition Program](#) — Opportunity for regional, state, and local affordable housing stakeholders to be recognized for their ENERGY STAR activities
- [Funding Programs](#) — Information and links to affordable housing funding programs at the federal and state levels

Affordable Housing Contact



- Question about how ENERGY STAR is working with the Affordable Housing Sector?

Brian NG
Affordable Housing Coordinator

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202.343.9162

Online Partnership Agreement



Purpose:

- Launched December 2006
- Increasing number of partnerships
- More efficient process
- Ensure better communication with partners
- Builder required to select Home Energy Rater
 - Home Energy Rater receives confirmation of selection



Welcome Email



LEARN MORE AT
energystar.gov

Welcome!
ENERGY STAR® New Builder Partner

Welcome to ENERGY STAR!



Thank you for choosing to partner with ENERGY STAR! Our goal is to help builders meet today's consumers' growing demand for high quality, energy-efficient homes. By building homes that earn the ENERGY STAR, your company has joined more than 3,500 trend-setting builders that have already constructed over 750,000 ENERGY STAR qualified homes across the country.

A signed copy of your ENERGY STAR Partnership Agreement is attached for your records.

My ENERGY STAR Account (MESA)

As a new partner, you now have access to [My ENERGY STAR Account](#), a password-protected area of the ENERGY STAR Web site that is your gateway to many of the valuable resources available from ENERGY STAR. It is also where you can update your organization and contact information as needed.

You should have already received your MESA username and password in a separate e-mail. If you did not receive this information, please contact the ENERGY STAR Hotline at 1.888.STAR.YES (1.888.782.7937). Note: Please store this information, as you will need it for continued access to MESA.

Technical Resources and Guidance Available

You should already be working with a [Home Energy Rater](#) who will help you to qualify your homes for the ENERGY STAR label. The ENERGY STAR Web site contains a wealth of additional technical information to help new partners better understand what is required for homes to earn the ENERGY STAR. [Technical Resources](#) include program guidelines, Thermal Bypass Checklist guidance, sampling protocol, and specialized guidance for manufactured and modular homes.



Key Marketing Tools to Use for Success as an ENERGY STAR Partner

Building and labeling ENERGY STAR qualified homes is only the first step. To get the most from your partnership, you need to educate prospective homebuyers about the features and benefits of your ENERGY STAR qualified homes. As an ENERGY STAR partner, you have access to a variety of valuable materials at no cost:

ENERGY STAR Logo Marks

Promote your partnership and the qualified homes that you are building by using the ENERGY STAR logo mark. Several versions of the mark are available for download from the [Web site](#). Each version of the mark is intended for specific applications; refer to the



Technical Resources

Thermal Bypass Guidance

Indoor Air Package (New)

SIP Visual Inspection Form (New)

Technical Resources

- [ENERGY STAR Guidelines](#)
- [Thermal Bypass Guidance PowerPoint](#)  (9.1MB) [PDF](#)  (2.1MB)
- [SIP Visual Inspection Form](#)  (19KB)
- [Indoor Air Package](#)
- [Advanced Lighting Package](#)
- [ENERGY STAR Qualified Manufactured Homes](#)
- [Sampling Protocol](#)
- [Homes Online Submission Tool \(HOST\)](#)

Marketing Resources



- Outreach Partnership
- Marketing Toolkit
- ENERGY STAR Marks
- Brochures and Fact Sheets
- Awards



Outreach Partnership



- At least three partners work together and provide:
 - Funds to run an 8-13 week placement of an EPA-developed ad or radio spot (or equivalent alternate media plan)
- EPA provides:
 - Funds to run a complementary ad campaign
 - Customized ad templates for each market (partner names, logos, national web site)
- 2008 applications are available now.
- Commitment form due March 14th

Outreach Partnership



- New headlines that link ENERGY STAR qualified homes to today's green building trends
- New ENERGY STAR 'blue box' language that responds to the public's growing interest in global warming
- A new set of background images for print, billboard, and transit ads
- 15 and 30 second radio scripts to complement the 60 second script from 2007

Outreach Partnership: Examples

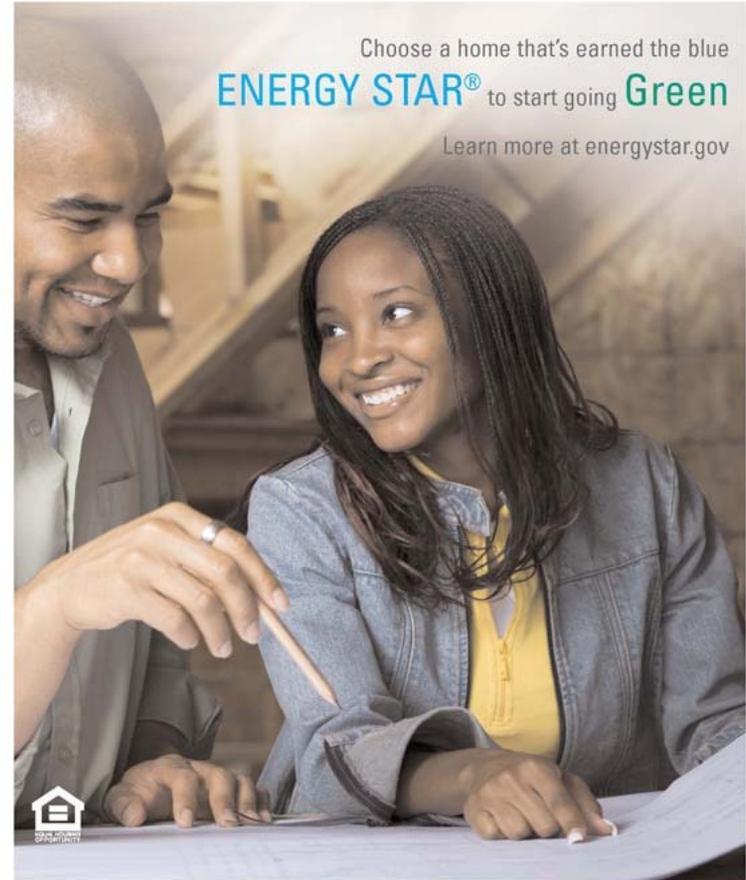


Start living **Green** with a new home
that's earned the blue **ENERGY STAR®**
Learn more at energystar.gov



CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.

For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.



Choose a home that's earned the blue
ENERGY STAR® to start going **Green**
Learn more at energystar.gov



CHOOSE ENERGY STAR TO JOIN EPA IN THE FIGHT AGAINST GLOBAL WARMING.

For home buyers looking to go green and help protect the environment, energy efficiency is the best place to start. And the easiest way to make sure your next new home is energy efficient is to look for the blue ENERGY STAR. Learn more at energystar.gov.



Online Marketing Toolkit



- A Web-based toolkit to design marketing materials
 - Flexible and customizable (logo, Web site, pictures)
 - Easy-to-use
 - Creates quality materials that are consistent with the national program
 - Free for partners

Online Marketing Toolkit





ENERGY STAR®

My ENERGY STAR Account

[Contact ENERGY STAR](#) | [Help](#) | [Logout](#)

[Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#) > [Marketing Toolkit](#) > **Marketing Toolkit - New Homes**

Marketing Toolkit - New Homes

This Toolkit can be used by ENERGY STAR builder partners to create customized materials promoting the features and benefits of their ENERGY STAR qualified homes. To start using the Toolkit, select the type of template that you want to customize:

[Next >>](#)

Flyers



Checklist Flyer



Cost Benefits Flyer



Efficient Lighting Flyer

Partner Resources

Marketing Toolkit

New Homes Toolkit
Templates

Archived Images

Welcome

My Tools

Change Password

My Contact Information

My Organization
Information

Quick Links

My Programs

Contact Us

[Join ENERGY STAR](#)



www.holtonhomes.com

You'll appreciate your ENERGY STAR® qualified home every time you open a utility bill.

Look for these important energy efficiency features that can save you up to \$400 a year:

• ENERGY STAR qualified windows employ advanced technologies to improve performance.

• The government-backed ENERGY STAR label identifies homes that are truly energy efficient.



Buy a new home that has a view of the future with ENERGY STAR® and [Builder's Name].

www.holtonhomes.com

• ENERGY STAR qualified windows employ advanced technologies to improve performance.

• The government-backed ENERGY STAR label identifies homes that are truly energy efficient.

• Independent testing and inspection ensures energy-efficient home performance.



omes.com

as a view of the future and Holton Homes.

I meet strict guidelines for
tion Agency (EPA). Our ENERGY
ficient than standard homes.

ics of our homes provides even
. Our homes undergo a
ent Home Energy Rater to
vide maximum efficiency.

m without breaking the bank.
fficient than standard models -



of energy-efficient lighting
ises less energy, emits less



diggity!



It's tight!

a home must meet strict energy efficiency guidelines
ied homes are quieter and more comfortable, have
vironment by reducing greenhouse gas emissions.



Online Marketing Toolkit



- Templates available for customization include:

- Features Flyer
- Short Checklist Flyer
- Benefits Flyer
- Cost Flyer
- Lighting Flyer
- Environmental Flyer
- Benefits Display Card
- Web Buttons/Banners



Old ENERGY STAR Logo Marks



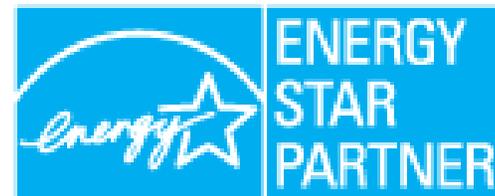
Current ENERGY STAR Logo Marks



Promotional Mark



Linkage Phrase Mark



Partnership Mark

ENERGY STAR Brand Guidelines



USING THE ENERGY STAR MARKS INCORRECT USE OF THE PROMOTIONAL MARK

Please:

- Do not use on any product, home, or building to signify qualification with ENERGY STAR.
- Do not use to imply that any product, service, or organization has met ENERGY STAR performance criteria.
- Do not use on letterhead, business cards, and other stationery.
- Do not use to denote ENERGY STAR partnership or endorsement.
- Do not use to imply that the government is funding ENERGY STAR financing and mortgages.
- Do not use in advertisements featuring non-qualified products, homes, or buildings.
- Do not include on promotional materials on or adjacent to a non-qualified product, home, or building.
- Do not use the ENERGY STAR symbol without the ENERGY STAR messaging block.

When reproducing the marks please:

- Do not make the mark an outline. Do not use a white mark on a white background.

- Do not change the colors of the mark.
- Do not distort the mark in any way.
- Do not alter the lock up of the mark.
- Do not place the mark on a busy image.
- Do not rotate the mark.
- Do not separate any of the mark's elements.
- Do not substitute any part of the mark.
- Do not use any other typeface to replace part of the mark.
- Do not violate the clear space of the mark.
- Do not skew the mark.
- Do not change the size of the mark lock up.
- Do not use the old tagline "Money Isn't All You're Saving."
- Do not replace the approved wording.
- Do not apply the ENERGY STAR marks in an unapproved color.
- Do not let text run into the mark.

| | | | |
|----|----|----|----|
| | | | |
| 1 | 2 | 3 | 4 |
| | | | |
| 5 | 6 | 7 | 8 |
| | | | |
| 9 | 10 | 11 | 12 |
| | | | |
| 13 | 14 | 15 | 16 |

ENERGY STAR Brand Guidelines



- Created Brand book, including guidelines for using mark consistently
 - Guidelines for imagery reinforce relevance and positioning
 - Active
 - Participation of individuals and/or families
 - Positive
 - Simple
 - Suggestion of sky and air

Consistent Messaging



CHANGING THE BETTER WITH ENERGY STAR
U.S. Environmental Protection Agency

Appliances

EPA 40-F-03-023 April 2004

CHANGING THE BETTER WITH ENERGY STAR
U.S. Environmental Protection Agency

New Homes

EPA 40-F-03-023 April 2004

ENERGY STAR

PROTECTING THE ENVIRONMENT—TOGETHER

ENERGY STAR® and Other Voluntary Programs
2003 Annual Report

EPA
United States
Environmental Protection
Agency

ENERGY STAR

JOIN THE ENERGY STAR® PARTNERSHIP

Some builders have a much bigger picture of the neighborhood they're creating.

EPA
United States
Environmental Protection
Agency

PROTECTING OUR ENVIRONMENT STARTS AT HOME.
5 STEPS YOU CAN TAKE TO REDUCE AIR POLLUTION.

ENERGY STAR® Action Guide

Inconsistent Messaging



ENERGY STAR Homes Sticker



| | |
|--|---|
|  | AN ENERGY STAR [®] QUALIFIED HOME |
| Address: | 9722 Main Street Green Springs, CO 80935 |
| Built by: | Smaller Homes |
| Verified by: | Energy Wise, LLC |
| Date: | May 3, 2006 |
| Optional information: | HERS INDEX - 80 |
| <p>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.</p> | |
| www.energystar.gov | |



Consumer Brochure



CHANGE FOR THE BETTER WITH ENERGY STAR
U.S. Environmental Protection Agency

EPA 430-F-03-023 April 2004



WHAT IS ENERGY STAR®?

ENERGY STAR is the government-backed symbol for energy efficiency. The mark identifies new homes and more than 50 types of products that are energy efficient and offer the features, quality, and performance that today's consumers expect. Products that can earn the ENERGY STAR include appliances, lighting, home office equipment, consumer electronics, and heating and cooling equipment.

A home that earns the ENERGY STAR is significantly more efficient than a standard home. By purchasing an ENERGY STAR qualified home, you can have all the features you desire in your new home, plus lower utility bills—all while helping to prevent greenhouse gas emissions.

ENERGY STAR is a voluntary partnership between the government and more than 8,000 organizations, including 3,500 of the nation's home builders. Together with home buyers and their families, we are working to achieve a common goal—protecting the environment for future generations by changing to more energy-efficient practices today.

It's our future. Together, we can make a change for the better. In 2005, Americans with the help of ENERGY STAR saved about \$12 billion on their utility bills and reduced greenhouse gas emissions equivalent to those from 23 million vehicles.

HOW DO HOMES QUALIFY AS ENERGY STAR?

Homes that earn the ENERGY STAR are significantly more energy efficient than standard homes, incorporating a variety of features, including:

EFFECTIVE INSULATION

Properly installed and inspected insulation in floors, walls, and attics ensures even temperatures throughout the house, while using less energy. The result is lower utility costs and a quieter, more comfortable home.

HIGH-PERFORMANCE WINDOWS

Windows with advanced coatings and construction help keep heat in during winter and out during summer. They also block damaging ultraviolet sunlight that can discolor carpets and furnishings.

TIGHT CONSTRUCTION AND TIGHT DUCTS

Advanced techniques for sealing holes and cracks in the home's "envelope" and in heating and cooling ducts help reduce drafts, moisture, dust, pollen, pests, and noise. A tightly sealed home improves comfort and indoor air quality, while lowering utility and maintenance costs.

MORE EFFICIENT HEATING AND COOLING EQUIPMENT

Energy-efficient, properly installed heating and cooling systems use less energy, which reduces utility bills. You can expect higher quality and greater durability backed by longer warranties now available on many models.

INDEPENDENT TESTING

While it's easy for builders to claim that their homes are energy efficient, ENERGY STAR partners back that up with a third-party inspection to verify the home's energy performance.

ENERGY STAR qualified homes also undergo an additional comprehensive inspection of insulation and air sealing details to ensure that they deliver the full comfort and energy savings they are designed to achieve.

¹ ENERGY STAR qualified homes are at least 15% more energy efficient than homes built to the 2004 International Residential Code (IRC).



ENERGY STAR QUALIFIED HOMES HOME OWNER BENEFITS

PEACE OF MIND

Home buying is complex enough without having to know all the details of energy-efficient construction. Instead, look for the government-backed ENERGY STAR to easily identify homes that are truly energy efficient. Find the house of your dreams and enjoy peace of mind knowing that it also meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

LOWER OWNERSHIP COST

Compared with standard construction, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating—delivering \$200 to \$400 in annual savings. Over the average 7 to 8 years you may live in your home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can also be substantial.

BETTER PERFORMANCE

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pollution, and noise. An energy-efficient home helps to ensure consistent temperatures between and across rooms, improved indoor air quality, and greater durability.

SMART INVESTMENT

To date, 3,500 home builders have partnered with EPA to construct more than 650,000 ENERGY STAR qualified homes. By the end of the decade, more than 2 million homes are expected to earn the ENERGY STAR. The trend is clear. By choosing a home with the ENERGY STAR, you can be confident that it will have an increasingly valued feature when the time comes to sell.

ENVIRONMENTAL PROTECTION

Did you know that your home can be a greater source of pollution than your car? In fact, about 17 percent of U.S. greenhouse gas emissions are generated from the energy used in houses nationwide.

Energy used in our homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and global warming. Simply put, the less energy we use in our homes, the less air pollution we generate.

Homes that earn the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency.

For more information, visit www.energystar.gov



Need Brochures? - Call the ENERGY STAR hotline at (888) STAR-YES or (888) 782-7937 or visit energystar.gov/publications

Builder Brochure



WHY DO HOMEBUYERS WANT ENERGY STAR?

ENERGY STAR qualified homes are better for offering benefits such as:

■ Better Performance

Properly installed energy-efficient improvements deliver better protection against cold, heat, drafts, moisture, pests, pollution, and noise. An energy-efficient home helps ensure consistent temperatures between rooms, improved indoor air quality, and greater durability.

■ Lower Ownership Cost

Compared with standard construction, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating—delivering \$200 to \$400 in annual savings. Although these energy savings may seem small relative to the cost of monthly mortgage payments, no one likes to waste money. And over the 7 or 8 years that a typical buyer lives in the home, it adds up to thousands of dollars saved. Additional savings on maintenance can also be significant.

■ Smarter Investment

To date, more than 3,500 builders have partnered with EPA to construct over 750,000 ENERGY STAR qualified homes. By the end of the decade, more than 2 million homes are expected to earn the ENERGY STAR. The trend is clear. By choosing a home with the ENERGY STAR label, buyers can be confident that it will have an increasingly valued feature when the time comes to sell.

READY TO JOIN ENERGY STAR?

There is no cost to partner with EPA's ENERGY STAR or to use the program's promotional materials.

Here's the partnership process for builders:

- Work with a local Home Energy Rater to ensure that your homes are designed and built to meet ENERGY STAR performance guidelines.
- Fill out a Partnership Agreement, a simple online form that explains the proper use of the ENERGY STAR name and mark.
- Have your homes inspected and tested by your Home Energy Rater.
- Affix the ENERGY STAR label on each qualifying home.
- Use ENERGY STAR promotional materials and resources to gain market advantage for your energy-efficient homes.

About ENERGY STAR



ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through increased energy efficiency. Today, ENERGY STAR offers businesses and consumers energy-efficient solutions to save energy, save money, and help protect the environment for future generations. More than 9,000 organizations are ENERGY STAR partners, committed to improving energy efficiency in homes, products, and businesses.



United States Environmental Protection Agency
Office of Air and Radiation (6202J)
EPA 430-F-07-011

WORK WITH THE EPA

Program that has helped builders succeed for a decade.

Tools and Resources

ENERGY STAR builder partners have access to a variety of technical and marketing materials at no cost: ENERGY STAR marks for use in marketing materials and publicity. An online Toolkit that makes it easy to produce highly customized ENERGY STAR sales and marketing materials.

Consumer-oriented brochures that describe the features and benefits of ENERGY STAR qualified homes. Fact sheets that provide detailed information about typical features found in ENERGY STAR qualified homes.



ENERGY STAR Fact Sheets



CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Advanced Lighting Package

Experience Full Design Choice and Energy Efficiency

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Appliances

Save Energy through Advanced Technologies

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Cooling Equipment

Enhance Comfort and Improve Durability

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Homes

Experience Advanced Home Building Practices and Technologies

Buying a new home can be overwhelming. While choosing flooring, countertops, and colors, it's easy to overlook other important things like durability, comfort, and affordability. Finding a home that meets these requirements may be easier than you think – just look for the ENERGY STAR. Homes that earn the ENERGY STAR have been built to meet EPA's guidelines for energy efficiency. These guidelines require homes to be significantly more efficient than homes built to minimum code requirements. In addition to saving money on your utility bills, the advanced building practices typically used in ENERGY STAR qualified homes can also provide more comfort and durability.

FEATURES OF A TYPICAL ENERGY STAR QUALIFIED HOME

- Tight Construction and Ducts.** Advanced techniques for sealing holes and cracks in the home's "envelope" and duct systems help reduce drafts, moisture, dust, pollen, and noise. As a result, a tightly sealed home can increase comfort, improve indoor air quality, and reduce utility bills.
- High-Performance Windows.** Advanced technologies, such as protective coatings and improved seals, help energy efficient windows keep heat in during the winter and out during the summer. They also block damaging ultraviolet sunlight that can discolor carpets and furnishings.
- Effective Insulation.** Properly installed insulation in floors, walls, and attics not only reduces heat loss in the winter and heat gain in the summer, but also helps maintain even temperatures inside each room of your home and in the areas between bedrooms.

Light Construction on walls, doors, and windows. Tight Ducts improve indoor air quality and reduce utility bills. High Performance Windows keep heat in winter and out in summer. Effective Insulation keeps heat in winter and out in summer. Energy Efficient Heating and Cooling Equipment reduce utility bills and noise.

ENERGY STAR qualified homes combine high-efficiency equipment and advanced building techniques to allow your new home to be more efficient.

ENERGY STAR
U.S. Environmental Protection Agency

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

Air Distribution Systems

Efficiently Distribute Conditioned Air Throughout Your Home

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Heating Equipment

Enhance Comfort and Durability

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

Insulation

Improve Comfort While Saving Energy

CHANGE FOR THE BETTER WITH ENERGY STAR

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. www.energystar.gov

ENERGY STAR Qualified Windows

Protect Your Home and Increase Your Comfort

Warmth from your windows that is new to the outdoors? ENERGY STAR qualified windows and skylights can save money on your utility bills while improving the comfort of your home and helping to protect your valuable furnishings and finishes from sun damage. Independently tested for superior energy performance, ENERGY STAR qualified windows and skylights are also better for the environment because lowering your energy use means less air pollution from power plants.

BENEFITS OF ENERGY STAR QUALIFIED WINDOWS AND SKYLIGHTS

- Energy Savings.** ENERGY STAR qualified windows and skylights feature energy-saving technologies such as advanced coatings, recessed sealed inert gas filled spaces between panes, improved framing materials, better weather stripping, protective coatings, and weather edge spacers.
- Improved Comfort.** Compared to less efficient windows, ENERGY STAR qualified windows help keep homes warmer in the winter and cooler in the summer. This is because they can block 70 percent or more of the solar heat gain in the summer and reflect the radiant heat indoors during winter. So you can relax next to your window year-round, regardless of the temperature outside.
- Protection of Your Home's Interior.** Sun breaks photographs, furniture, flooring, and window treatments can fade or discolor after repeated exposure to direct sunlight. An ENERGY STAR qualified window with Low-E coatings can reduce fading. These coatings also reduce fading of your furniture, blocking 90% more damaging ultraviolet light.
- Reduced Condensation.** If an inefficient window or window frame gets too cold, water can condense (or even freeze) on the warmer interior surface and then pool at the sill. Over time, chronic condensation can damage sills, cause paint to crack, and encourage the growth of mold. Advanced frame, glass coatings, spacers and other technologies enable ENERGY STAR qualified windows to keep the inner surface of the glass and frame warmer, reducing the potential for condensation and ensuring a clear view on a winter morning.

Multiple panes
Low-E coating
Gas fill
Weather edge spacers
Improved frame materials

ENERGY STAR
U.S. Environmental Protection Agency

Partner Locator



New Homes Partner Results in Michigan

Printable:
[Results 1 - 7](#)

To qualify for the ENERGY STAR label, the energy performance of traditionally-built and systems-built (modular, ICF, SIP) homes must be independently verified by a home energy verification organization. This is done either through a Home Energy Rating System (HERS) rating or an ENERGY STAR-approved Builder Option Package (BOP). The following is a list of ENERGY STAR home energy verification partners who have qualified at least one ENERGY STAR qualified new home in the last 12 months. Home energy verification partners that have recently joined and have not yet qualified an ENERGY STAR qualified new home are listed as 'new partners.' Where applicable, certified HERS raters and BOP inspectors are displayed below their associated accredited HERS and/or BOP provider. The number of homes qualified represents partner activity across all service areas. The partner's main phone number is displayed where a service area-specific phone number is not available.

[Incentives Available in Michigan](#)

Select another partner type:

Select another location:

Home Energy Raters

Michigan

Go

Results 1 - 7 of 7

All # A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

| Name ▼ | Service Area/Phone | Partner Since | Homes Labeled (Jul 2006-Jun 2007)* | Homes Labeled (Grand Total)* | Homes Labeled (State Total)* |
|--|----------------------------|---------------|------------------------------------|------------------------------|------------------------------|
| Cornerstone Energy Conservation Services Associated Rater(s): | MI 614-351-1439 | 2001 | 2385 | 14034 | 34 |
| → Affordable Energy Enterprises LLC | MI 330-351-2584 | 2007 | New Partner | New Partner | 0 |
| → FiberClass Contracting | Wixom, MI 246-669-0660 | 2006 | New Partner | New Partner | 0 |
| → Home Energy Professionals, Inc. | Kalamazoo, MI 269-372-0725 | 2007 | New Partner | New Partner | 0 |
| → Muti-Lake Enterprises, | Detroit, MI 248-363-6333 | 2007 | New Partner | New Partner | 0 |

ENERGY STAR Awards



- Efficient Homes
 - Partner of the Year - Excellence in Energy Efficiency Program Delivery (Utilities)
 - Partner of the Year - Home Energy Raters
 - Excellence in Affordable Housing
 - Excellence in ENERGY STAR Promotion - New Home Builders



Other Annual Awards



- ENERGY STAR Leadership in Housing Award
 - New name for old Outstanding Achievement Award
 - Same introductory threshold (50 homes for builders/raters; 250 for utilities/providers)
 - enhanced emphasis on higher levels
- ENERGY STAR Continued Commitment Awards
 - 5, 7, and 10-year awards

Improved Partner Communications



- 100% Termination E-mail
 - Numerous field reports of abuse
- Annual 'Thank You' E-mail
 - Number of homes reported
 - Environmental benefit
 - Notification of Leadership in Housing Award
- Annual 'Anniversary' E-mail
 - Update your contact info
 - Re-commit to 100%
 - Notification of Continued Commitment Award

Designed to Earn ENERGY STAR



- An opportunity for architects & home plan designers to work with ENERGY STAR
 - Multiple industry inquiries
- Plans reviewed/approved by HERS rater
- Plans that are 'DTE' include:
 - HERS rating/BOP checklist/TBC/Right-sizing...
- DTE does not qualify built home for ES qualified home label (must have field verification)
- Launch - June 2008 (est)



**DESIGNED
TO EARN THE
ENERGY STAR**

This Home Plan meets strict energy efficiency guidelines set by U.S. EPA. To earn the ENERGY STAR label, the as-built home must meet EPA field verification requirements.

www.energystar.gov

Questions



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