Service and Product Providers: Build Your Business with ENERGY STAR®

Let ENERGY STAR Be Your Market Advantage

Look to ENERGY STAR to help you bring value to your customers and more sales to your organization.

Service and Product Providers (SPPs) are integral in helping existing commercial buildings use energy more efficiently. Partnering with ENERGY STAR provides you with access to free tools and resources to help you devise and implement energy-efficient strategies that are right for your customers:

> **Use the ENERGY STAR Brand to Enhance Your Credibility:** Use the nationally recognized ENERGY STAR partner logo on your promotional materials to symbolize your commitment to delivering energy efficiency and financial savings to customers. Help customers build their reputation as environmental and social leaders through work with an ENERGY STAR SPP partner.

> **Increase Visibility:** As a partner, your organization will be listed in the online "Most Active SPPs" list in recognition of your experience in helping customers to benchmark building energy performance and helping customers to earn the ENERGY STAR for their commercial buildings.

> **Gain Access to New Customers:** In addition to broadening your potential customer base through the Most Active SPPs list, use the ENERGY STAR partner listings to target organizations that have prioritized energy efficiency and seek help in furthering improvements in energy performance.

> **Utilize a Proven Strategy:** Use the EPA Guidelines for Energy Management, a framework developed from ENERGY STAR partner successes, to more effectively help your customers reap the benefits of superior energy efficiency.

> **Leverage the ENERGY STAR:** Help customers earn the ENERGY STAR for their top-performing buildings, which score a 75 or higher in EPA's Energy Performance Score Scale for existing buildings. Commercial buildings for which ENERGY STAR does not provide an Energy Performance Score will receive an Energy Use Intensity by benchmarking performance.

Look to ENERGY STAR

Businesses across the economy are saving energy and experiencing remarkable financial results with the help of ENERGY STAR. On average, buildings that have earned the ENERGY STAR use 35 percent less energy and generate one-third less carbon dioxide than their industry peers.

> **Earn Recognition for Your Success in Improving Customers' Energy Performance:** Get featured on the ENERGY STAR Web site through Success Stories. Earn 10-Point Recognition Certificates—awarded to both your organization and your customer for increasing a building's rating by 10 points or more—and apply for the ENERGY STAR Partner of the Year Award!

Become an ENERGY STAR Service and Product Provider Partner

Join now at **http://www.energystar.gov/index.cfm?c=join.spp_agree**.
To learn more, visit: **www.energystar.gov/sppresources**, and call the ENERGY STAR Hotline at 1-888-STAR-YES.

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.
Learn more at **energystar.gov**.

ENERGY STAR

Learn More about the Tools and Resources ENERGY STAR Can Offer You

Use these tools and resources to strategize and quantify improvements in energy performance of your customers' facilities and to market your expertise to potential customers.

> **EPA's ENERGY STAR Portfolio Manager:** Measure and track energy consumption using the free, online Portfolio Manager tool. Help customers prioritize opportunities for improvement, set performance goals, and benchmark progress by comparing a facility against similar buildings nationwide, or against others within a portfolio. For commercial buildings eligible to receive an ENERGY STAR 1–100 Energy Performance Score, encourage customers' buildings earning a 75 or higher to apply for the ENERGY STAR. Commercial buildings for which ENERGY STAR does not provide a 1–100 score can use the Energy Use Intensity to determine whether the building is above, at, or below the national average energy intensity for that building type.

> **Building Manual:** Use this Web-based guide to help you plan and implement profitable energy-saving building upgrades. You can maximize energy savings by sequentially following this comprehensive and strategic approach for improving energy efficiency in new and existing buildings.

> **Financial Evaluation Tools:** Access the Financial Value Calculator, Building Upgrade Value Calculator, and Cash Flow Opportunity Calculator to quantify and communicate potential financial returns in persuasive business terms.

> **Most Active Service and Product Providers List:** Building owners and managers use this list to find providers most familiar with ENERGY STAR tools and resources. Providers listed have demonstrated expertise in helping customers to benchmark their buildings' energy performance using Portfolio Manager, or have helped customers to earn the ENERGY STAR recognition for buildings. Your listing will direct customers to your Web site, maximizing the Most Active list as a business expansion tool.

> **Other Online Listings:** Utilize the Licensed Professionals Directory to help customers obtain verification for the ENERGY STAR label application. Locate Special Offers and Rebates for customers on the ENERGY STAR Web site and purchase or list ENERGY STAR products at **http://www.quantityquotes.net**.

> **Communications Materials:** Promote your partnership status and demonstrate your expertise in bringing savings and added value to customers. Find sample press releases, co-branding posters, and more in the Challenge Toolkit. Also use customizable ENERGY STAR marketing templates to market your services and products to energy users!

Help Your Clients Improve Their Bottom Line through Energy Efficiency

Healthcare: Every dollar a nonprofit healthcare organization saves on energy has the equivalent impact on the bottom line as increasing revenues by $20 for hospitals and $10 for medical offices.

Hospitality: Through a strategic approach to energy efficiency, a 10 percent reduction in energy costs is equivalent to increasing RevPAR by $0.60 for limited-service hotels and more than $2 for full-service hotels.

Office Buildings: Energy use represents one-third of typical operating budgets of office buildings. If a 300,000 square foot office building pays $2 per square foot in energy costs, then a 10 percent reduction in energy consumption is equal to an additional $60,000 of net operating income. At a 6 percent capitalization rate, this results in a potential asset value boost of $1 million!

Retail: A 10 percent decrease in energy costs has an equivalent impact on operating income as a 1.26 percent increase in sales for the average retail store.

For more information
www.energystar.gov
or call **1.888.STAR.YES**
(1.888.782.7937).

United States Environmental Protection Agency
EPA

Office of Air and Radiation
(6202J) EPA 430-F-08-003
May 2010

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