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To:	ENERGY STAR Homes
Subject:	Comments on EPA VOO
Date:	Wednesday, October 31, 2018 1:46:48 PM

Additional Thoughts on Cost of 17065

We have had discussions with others about potential "fear, uncertainty and doubt" related to a potential shift of VOO from the current methodology and allowing additional participation using an ISO 17065 format. In general, we believe that the fears are unfounded for the following reasons:

- EPA is (at least at present) leaving the current system unchanged. This means that if there are huge additional costs … NO ONE will switch.
- EPA is trying to implement improve quality, oversight and (importantly) consistency into the process and has spent considerable time and effort in studying how best to do it. The ISO 17065 / 17020 process for conformance works for them and has been the subject of exhaustive analysis by them.
- While no one really understands all the ramifications today (how could we), many are convinced it is the intelligent pathway of the future.
- We know of multiple organizations across the US who are considering offering to deliver services and value based on a 17065 framework and that tells us today there is a viable market for competitors in this field.
- The incumbent VOO (for all its strengths and assets) has not been able to deliver on Quality or Consistency and (opinion) has continually raised prices without delivering the value proposition we wanted.
- It is distinctly possible that costs will go down … or that the value proposition will substantially increase … or possibly both with 17065.
- We like the opportunity to add "competition" to the role of Verification Oversight Organization … because that is the best way to improve the services offered by everyone in the market and to keep pricing in control.
- To be clear … not everyone will like the ISO 17065 approach. The direct relationship between the Accrediting Body (17065 Agency) and the Inspecting Organization (17020 … Rating Companies) … is VERY different. This is not a guarantee of better … but it gives a hope that an oversight organization will look at all homes in the field … not just a tiny percentage. It is an opportunity to utilize technology in a more effective way. These are disruptive changes. These could be painful to some and business threatening to others. So, there will be those who claim cost increases or other bad things might happen.
- At the end, it is a competitive market. RESNET has a chance to offer their services at their existing (or a different) price. Different organizations can offer new value propositions.
- This is the beauty of free enterprise.

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