Builder Recruitment Handbook

• Purpose:
  To assist new and existing ENERGY STAR partners in their efforts to recruit homebuilders to a winning partnership with ENERGY STAR.

  – Increase participation
  – Improve relationships
  – Offer long-term support
  – Deepen commitment
Builder Recruitment Handbook

- Top Ways to Reach and Retain Homebuilders
- Working with Production Builders
- Recruitment Presentation
- Builder Growth Chart
- Common Builder Concerns and Solutions to Overcome Them
- Success Stories
- Builder Brochure
Ways to Reach & Retain Builders

Top Ways to Reach and Retain Homebuilders Fact Sheet

Your organization needs to obtain, retain, and cultivate relationships with builders to ensure success with ENERGY STAR. This will entail continued outreach to new builders, providing support to the builders you recruit, and coordinating with other local stakeholders.

Outreach to Builders

- Deliver ENERGY STAR Presentations. EPA has developed an effective presentation for recruiting builder partners. You can start with EPA's presentation template, and customize it for your organization. You can offer to present this to Homebuilder Associations (HBAs) or directly to a builder's management team.
- Host ENERGY STAR Events. Hold a builder seminar or a brown bag lunch. Provide an incentive to attract builders (e.g., free lunch, a coupon for one free rating). Introduce ENERGY STAR for homes and provide both technical and marketing overviews.
- Link with Existing Events. Research local events in your area that builders often attend or participate, such as Parade of Homes, events sponsored by your local real estate organization, or HBA. Consider sponsoring the event, administering a booth, or simply attending the event to network.
- Find Your Ally Within the Builder's Company. If you can connect with one key player who sees the value of ENERGY STAR, their enthusiasm will spread. Adapt your message to your audience—your messaging to the marketing manager should be different than the purchasing manager or the warranty manager. Refer to “Working with Production Builders” for more information, a part of this Handbook.
- Build Rapport with Decision Makers. Face-to-face interaction with the decision makers in a builder's organization can enable you to build a sustained relationship within an organization. Trust is a valuable asset. Upper management often has one common goal of maximizing profits. Therefore, your story must explain how they can financially benefit from ENERGY STAR and sell their homes at a competitive price in a timely manner.
- Leverage the Marketing Toolkit. Use the ENERGY STAR Marketing Toolkit to create marketing materials that show builders and their homebuyers how they can benefit from ENERGY STAR. When you are meeting with builders for the first time, customize a few flyers to highlight the services you offer them.

Support Builder Partners

- Offer Marketing Support. Offer to train the builder's sales and marketing staff on how to effectively sell the value of ENERGY STAR. Provide builders a choice of marketing materials they can use, including a "menu" of options and show them examples of other builders who have successfully leveraged ENERGY STAR. Also be sure that the ENERGY STAR logo is being utilized in all of the builder's advertisements, signages, on their web site, and on other promotional materials.
- Utilize the Marketing Toolkit. The ENERGY STAR Marketing Toolkit enables partners to create customized promotional materials, such as flyers, web graphics, and model-home display cards, to showcase their ENERGY STAR qualified homes. Use the Toolkit to offer design services to your key builders. With their logo and web site, you can produce high-quality marketing materials for them.
- Consider offering to train their staff on how to use the Toolkit.

Coordinate with Local Stakeholders

- Help with Sales: Go an extra step and provide ongoing sales training to the sales force of committed builders. Ensure they are comfortable with the technical components of ENERGY STAR. Make routine site visits to re-stock inventory of ENERGY STAR brochures. You can also meet with management about any concerns they may have and how you can support them.
- Design a Checklist. To increase trust and simplify the process of qualifying a home, builders will appreciate a checklist of how you are going to support their ENERGY STAR activities and help them succeed with the program.
- Communicate Regularly. Communicate with builders on a regular basis to ensure that all parties are satisfied. One way to communicate is through the use of a newsletter (or e-newsletter, which reduces print) which can help share good news and provide updates.
- Provide Technical Training. Use building science experts, manufacturers, and suppliers to assist your team in answering technical questions or concerns. Consider offering new builders training for their subcontractors.
- Sponsor Realtor and Consumer Events. Offer to sponsor an “ENERGY STAR” day or “muddy boots tour” to real estate agents and prospects for your top builders.
- Foster Public Relations. Help to showcase stories about champion builders and early adopters in the local media. For example, invite media to tour your builder's first ENERGY STAR qualified home.
- Invite Top Builders to Events. If you are attending a local event to talk about ENERGY STAR, invite your top builders to join you. They can give the builder perspective on the benefits of partnering with ENERGY STAR.
- Recognize Builders’ Efforts. Work with local state or utility sponsors to hold an annual awards ceremony to highlight promotional efforts, accomplishments, and milestones. Also, encourage the builders who best promote ENERGY STAR to apply for EPA’s Excellence in ENERGY STAR Promotion award.

Coordinate with Local Stakeholders

- Network with Allies. Develop rapport by teaming up with key players in your market involved in residential construction, energy efficiency, and green building. These may include the state energy office, local HBA, Chamber of Commerce, Realtor® association, Home Energy Raters, utility companies, Realtors, suppliers, and manufacturers, as well as ENERGY STAR builder partners. Meet on a regular basis to share ideas, collaborate, and coordinate education.
- Coordinate Cooperative Advertising. Work together to increase consumer awareness through cooperative advertising. Cooperative advertising allows you to reduce advertising costs by pooling funds together. If you have at least two ENERGY STAR builder participating, apply for funding through EPA’s Annual Outreach Partnership.
- Facilitate a Statewide Home Energy Rater Association. The existence of a local Home Energy Rater association can bring more credibility to the industry, improve communication among raters and enable funds to be pulled together for marketing.
- Develop Relationships with Subcontractors. It may be helpful to familiarize yourself with the major
Outreach to Builders

- Deliver ENERGY STAR Presentations
- Host ENERGY STAR Events
- Link with Existing Events
- Find your Ally within the Builder’s Company
- Build Rapport with Decision Makers
- Leverage the Marketing Toolkit
Support Builder Partners

- Offer Marketing Support & Training
- Help Committed Builders
- Design a Checklist
- Foster Public Relations
- Provide Technical Training
- Sponsor Real Estate Agent & Consumer Events
- Communicate Regularly
- Invite Top Builders to Events
- Recognize Builders’ Efforts
Coordinate with Local Stakeholders

- Network with Allies
  - Gov’t Officials
  - HBAs
  - Energy and Environmental Groups
  - Architects
  - Real estate agents
  - Suppliers and Manufacturers
  - Other ENERGY STAR partners
- Coordinate Cooperative Advertising
- Facilitate a State-wide Home Energy Rater Association
- Develop Relationships with Subcontractors
Working with Production Builders

Due to their large size, production builders often employ specific ENERGY STAR partners better understand their staff roles in ENERGY STAR, so you can bring the benefits and resources. This specialized staff includes:

- Construction
- Purchasing
- Sales, Marketing, and Communications
- Warranty
- Upper Management

Resources mentioned throughout the document are provided:

Role: Construction
Titles: Construction Manager, Site Superintendent, Field Manager
Responsibilities: Construction staff work with subcontractors and inspectors to safely build quality homes on time and under budget.

Potential involvement in ENERGY STAR: Construction staff oversees subcontractors and communicates quality standards, including ENERGY STAR performance guidelines (e.g., compliance with the Thermal Bypass Checklist). They coordinate with Home Energy Raters to schedule inspections and test implementation, ensuring corrections when homes do not qualify.

Key ENERGY STAR benefits and resources: ENEF third-party verification requirements that can help subcontractors to a higher standard. The program includes the Thermal Bypass Checklist Guide, T3 practices for complying with the Thermal Bypass Checklist.

Role: Purchasing
Titles: Purchasing Manager, Estimator, Supply Chain Director
Responsibilities: Purchasing staff work with subcontractors to develop specifications, bid out contracts, and manage materials and hire contractors while minimizing costs.

Potential involvement in ENERGY STAR: Purchasing the Home Energy Rating to choose the building materials. ENERGY STAR qualified homes. They also develop schedules that align with an ENERGY STAR-based showing ENERGY STAR qualified homes. It's likely the purchase to become an ENERGY STAR builder partner. They may also work with marketing staff to communicate annual cash flow, and life-cycle savings of qualified energy-efficiency guidelines, resulting in fewer callbacks. It also helps the homebuilder develop an automatic feedback loop on subcontractor's performance in the field, identifying areas of improvement before the issues result in a warranty claim or worse, legal action.

Role: Upper Management
Titles: President, Vice President, Chief Executive Officer (CEO), Division Manager, Director of Operations, Project Manager

Responsibilities: Upper management staff must coordinate all aspects of a residential development, including design, permitting, purchasing, marketing, construction, inspections, warranties, and homeowner services.

Potential involvement in ENERGY STAR: Upper management provides strategic direction for the company, and often play a key role in implementing ENERGY STAR. Upper management coordinates ENERGY STAR qualification activities among construction, purchasing, and warranty staff. They ensure that the sales and marketing staff integrate ENERGY STAR marks and messaging into all marketing materials. They work with communications staff to explain the benefits and value of ENERGY STAR.

Key ENERGY STAR benefits and resources: ENERGY STAR can offer increased sales and revenue, more referrals and fewer callbacks, differentiation from competitors, including national awards and recognition, the opportunity to become a local environmental champion and expert builder, sales and technical tools and training materials, and a third-party verified Quality Assurance mechanism.

Resources
- ENERGY STAR Marketing Resources Online:
  - ENERGY STAR Logo Marks
  - Marketing Toolkit, an easy way to create customized ENERGY STAR marketing materials
  - Outreach Partnership, EPA's cooperative advertising campaign
  - Brochures
  - Fact Sheets
  - Web Linking Policy, the steps needed to establish a link on the ENERGY STAR Web site
  - Presentations for real estate agents, home appraisers, and homebuyers
- Other Resources Online:
  - Partner Locator
  - QuantityGuides.net, featuring bulk purchasing of ENERGY STAR qualified products
  - Product Information, including savings calculators; listings of qualified appliances; and databases of rebates from manufacturers, utilities, and governments
  - Technical Guidelines, including the Thermal Bypass Checklist Guide

ENERGY STAR's portfolio is the most recognized and respected in the industry, ensuring that your projects stand out. It provides a variety of resources and tools to help you succeed. From marketing materials to training programs, everything your team needs is at your fingertips.

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Regional Sales Manager

Marketing staff develop external partners and the community. They manage media campaigns and budgets, work with sales materials, administer the Web site, fan sales and promotional events, and engage communities, and the design center.

ENERGY STAR: Sales and marketing STAR marks and messaging into their salespeople to sell ENERGY STAR features and benefits of qualified homes for the annual Cooperative outreach.

44 STAR can offer differentiation from competitors in terms of comfort, safety, and environmental aspects. It can allow access to the ENERGY STAR verification funds and national recognition. It can help in growing the brand, increase sales, and gain competitive advantages.

Customer Service Manager, Home Care

Homeowners and subcontractors work closely with the customer service team to address warranty concerns. They can experience reduced stress with high-quality customer service. With fewer callbacks, customers are happier, and your team will see a decrease in warranty claims.

44 STAR can help improve customer satisfaction and energy consumption, leading to better performance and the installation of energy-efficient systems for homeowners who will be more likely to recommend your services.
Working with Production Builders

• Understanding the roles and needs of production builders’ staff:
  – Construction
  – Purchasing
  – Sales, Marketing, and Communications
  – Upper Management
  – Warranty

• Responsibilities

• Potential Involvement in ENERGY STAR

• Key ENERGY STAR benefits and resources
Recruitment Presentation

• Focuses on features and benefits of an ENERGY STAR qualified home
• Stresses value to the builder to partner
• Approx. 60 minutes in length
• Customizable
ENERGY STAR:
The Path for Success

<name of presenter>
<organization>
<date>
How Does ENERGY STAR Benefit Your Company?

• Potential increase in sales and revenue

• Better constructed, advanced, and higher quality homes

• High customer satisfaction (fewer callbacks and increased referrals)

• Strong brand recognition

• New marketing platform that attracts customers and differentiates you from competition

• Flexible program that offers support
Overview

• What is ENERGY STAR

• What is an ENERGY STAR qualified home

• How you can benefit from the program

• How to become an ENERGY STAR builder
Builder Growth Chart

DRAFT 2.14.08
The ENERGY STAR® Builder Growth Chart

STAGE 1: Becoming an ENERGY STAR Partner

1. Builder learns about the features and benefits of ENERGY STAR.
2. Rater reviews plans and assists the builder to determine necessary upgrades and costs.
3. Builder assesses purchasing requirements.
4. Key decision-maker(s) reviews ENERGY STAR requirements for compatibility with business interests.
5. Builder commits to program by signing the ENERGY STAR Partnership Agreement.
6. Builder rolls out ENERGY STAR program with all-staff meeting.

STAGE 2: Constructing First ENERGY STAR Qualified Home

1. Builder's crews, subcontractors, and sales force are trained.
2. Builder integrates the ENERGY STAR mark into marketing materials and advertising.
3. Rater verifies ENERGY STAR compliance at pre-drywall and final testing.
4. Builder arranges for retaining and corrective measures, if home does not pass final testing.
5. Home passes testing and inspections and receives the ENERGY STAR label.
6. Home is reported to EPA through the rater Provider.

STAGE 3: Ongoing Integration With ENERGY STAR

1. ENERGY STAR is fully-branded at the sales office, community, and model homes. The ENERGY STAR is incorporated into all marketing materials, including signage and the company web site. Technology displays are located at models.
2. Sales force is accountable for explaining ENERGY STAR features and benefits to all prospects. Secret shoppers, role playing, or other techniques are used to ensure the value of ENERGY STAR is conveyed.
3. Builder integrates ENERGY STAR into training for new subcontractors and sales force.
4. Builder's homes consistently pass third-party inspection and testing the first time.
5. Builder experiences increased sales, fewer callbacks, etc.
6. Builder commits to building all homes ENERGY STAR by signing the 100% Commitment.

STAGE 4: Becoming an ENERGY STAR Champion

1. Builder coordinates with other ENERGY STAR partners and participates in the Outreach Partnership.
2. Builder holds ENERGY STAR events for both consumers and real estate agents. Where available, they also showcase qualified homes in the Parade of Homes.
3. Builder educates other builders, HAs, and trade organizations on the benefits of ENERGY STAR.
4. Builder helps establish ENERGY STAR as the local standard for new homes. Due to their success, other ENERGY STAR builders feel compelled to participate to remain competitive.
5. Builder offers Indoor Air Package and/or Advanced Lighting Package.
6. Builder applies for the Excellence in ENERGY STAR Promotion Award.
Builder Growth Chart

• **STAGE 1:** Becoming an ENERGY STAR Partner
• **STAGE 2:** Constructing First ENERGY STAR Qualified Home
• **STAGE 3:** Ongoing Integration with ENERGY STAR
• **STAGE 4:** Becoming an ENERGY STAR Champion

Use this to guide your builders to be most successful!
## How to Overcome Builder Concerns

### Common Builder Concerns About Partnering with ENERGY STAR® and Solutions to Overcome Them

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<th>Objections</th>
<th>Solutions</th>
<th>Useful Resources</th>
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<tr>
<td>Competition. I need to keep my prices down to compete with other builders in the area.</td>
<td>It’s easy to focus on sales price alone, but it’s important to remember that there are many components to any product, such as service, quality, and costs. Buyers rarely focus on price alone. By selling the quality advantage of an ENERGY STAR qualified home including cost, durability, health and comfort benefits, you can differentiate yourself from your competition and ensure buyers consider more than just price.</td>
<td>Benefits of Building ENERGY STAR Qualified Homes</td>
</tr>
<tr>
<td>The extra cost will limit my home sales due to income qualifications. My homes will no longer be affordable.</td>
<td>Compared with standard homes, ENERGY STAR qualified homes use substantially less energy for heating, cooling, and water heating, saving consumers $300 to $430 each year. Over the average of savings to eight years a homeowner usually lives in a home, this adds up to thousands of dollars saved on utility bills. Additional savings on maintenance can be substantial as well. Homeowners also consider Energy Efficient Mortgage (EEMs) whenever mortgage qualification becomes an issue. Overall, ENERGY STAR qualified homes are great for homeowners looking for an affordable home.</td>
<td>Benefits for Homeowners of ENERGY STAR Qualified Homes, What is an EEM? HomeCare</td>
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<td>The market is slowing down and I can’t afford to increase my costs.</td>
<td>During times when the market is slow, it is especially important for homebuilders to differentiate themselves from their competitors. ENERGY STAR is a great investment that gives builders an edge over the competition with quality, comfort, monthly savings, and lower maintenance.</td>
<td>Benefits of ENERGY STAR</td>
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<td>I don’t see the value in ENERGY STAR.</td>
<td>Over 70% of American households recognize the ENERGY STAR mark. By associating your company with the ENERGY STAR logo, you can show that your homes are third-party verified to meet government-backed energy efficiency requirements. As a partner, you benefit from using ENERGY STAR marketing and technical resources, including the use of the ENERGY STAR mark in your promotions and advertising.</td>
<td>ENERGY STAR Mark, Marketing Resources, Technical Resources, Promotions for Builders</td>
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<td>I am more interested in a tax credit than ENERGY STAR.</td>
<td>Consumers are also increasingly interested in reduced energy impact on the environment and a green building. Energy efficiency is the foundation for green building. That’s because the energy used in homes often comes from the burning of fossil fuels at power plants, which contribute to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated.</td>
<td>Benefits of ENERGY STAR</td>
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<td>I already build energy-efficient homes.</td>
<td>Building an ENERGY STAR qualified home is more cost-effective than building a home to meet the federal tax credit requirements. In addition, the ENERGY STAR program allows builders to leverage the ENERGY STAR mark, which is recognized by over 70% of American households, and enables your company’s name to become synonymous with energy efficiency and value.</td>
<td>Go Brand with ENERGY STAR</td>
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### Valued minutes

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<td>No one cares about energy efficiency and my homebuyers are not asking for it.</td>
<td>Often, homebuyers don’t ask for energy efficiency because they assume new homes are energy efficient. Your homes will perform 20-30% better than typical homes by participating in ENERGY STAR. Ask your homebuyers if they are interested in quality, comfort, and monthly savings. Energy efficiency addresses many areas that are concerns for homebuyers.</td>
<td>Benefits for Homeowners of ENERGY STAR Qualified Homes, Breezeway Survey</td>
</tr>
<tr>
<td>I am a production builder. Green building is for environmentalists or tree hugger.</td>
<td>Today, consumers are becoming interested in reducing their impact on the environment as energy prices continue to increase. Energy efficiency is the place to start for green building. That’s because the energy used in homes often comes from the burning of fossil fuels at power plants, which contribute to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated. In a recent study, nearly two-thirds of consumers indicated that they would choose one house over another based on energy efficiency performance.</td>
<td>Climate Change, Breezeway Survey</td>
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<td>I don’t want to work with the government.</td>
<td>ENERGY STAR is a voluntary program with over 5,000 builders participating. These builders are taking advantage of free technical and marketing resources that help differentiate their companies and increase revenues. If you sign up and change your mind, you can stop participating at any time, for any reason, without penalty.</td>
<td>Benefits of ENERGY STAR, Marketing Resources, Technical Resources</td>
</tr>
<tr>
<td>I don’t want to use CFLs in my homes. My homebuyers never choose them.</td>
<td>CFLs aren’t a requirement of the program. One great aspect of the ENERGY STAR program is that it is flexible and you work with your home energy rate to determine what upgrades are necessary to build an ENERGY STAR qualified home.</td>
<td>ENERGY STAR Guidelines</td>
</tr>
<tr>
<td>Why should I join ENERGY STAR when there are so many other &quot;green building&quot; programs around?</td>
<td>Green building means improving the way that homes and homebuilding sites use energy, water, and materials to reduce negative impacts on human health and the environment. Energy efficiency is a smart first step when contemplating green building programs.</td>
<td>Green Buying with ENERGY STAR Blue</td>
</tr>
<tr>
<td>No one in my market has heard of ENERGY STAR for homes, only for appliances and computers.</td>
<td>If ENERGY STAR certified homes are new to your market, you can become the market leader, as many builders leading the way have done in the past. By fully integrating ENERGY STAR in your marketing materials and telling consumers your energy-efficient story, consumers see your company’s name as synonymous with quality and energy-efficient construction. You can also team with ENERGY STAR partners to participate in the annual ENERGY STAR Outreach Partnership, which helps to improve consumer awareness.</td>
<td>Outreach Partnership, Marketing Toolkit</td>
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<td>I’ve heard that meeting the Thermal Bypass Checklist is too hard. My subcontractors will want to change me more and it’s not worth it since their turnover is so high.</td>
<td>The items listed on the Thermal Bypass Checklist (TBC) can be considered part of a risk management strategy for a builder. Each item on the list helps ensure that the home is insulated and sealed correctly to reduce and eliminate comfort problems and high-energy bills. As you become more familiar with this list, you’ll find that the items are achievable and the benefits are worth the effort. As you become more familiar with the list, you’ll find that the items are achievable and the benefits are worth the effort. As you become more familiar with this list, you’ll find that the items are achievable and the benefits are worth the effort.</td>
<td>ENERGY STAR Guidelines, Behind the Walls, Tour of an ENERGY STAR Qualified Home</td>
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This amount of savings will encourage the principals of these companies to invest in continuous education and potentially lead to an increase in...
How to Overcome Builder Concerns

- Concerns such as:
  - Cost-related
  - Value-related
  - Technical-related

- Solutions are offered to overcome concerns, along with useful resources you can share with builders to help provide evidence
Success Stories

What ENERGY STAR Builder Partners Are Saying...
Across the country, homebuilders partnering with ENERGY STAR have seen success in their businesses, from increased sales to improved staff morale to a stronger reputation for quality-construction and environmental stewardship. These partners include national production builders, small custom builders, green builders, modular home builders, and home manufacturers. The quotations below highlight just a few of the positive results that builders have experienced through working with ENERGY STAR. Read more on the following pages about each of these partners and others.

**RYLAND HOMES**

"Of all the leading brand names that Ryland strategically associates itself with, none has more power or market recognition than ENERGY STAR."

"The consumer benefits of cost savings, coupled with a growing concern for environmental issues such as climate change, have become instrumental to the success of our marketing efforts and referral activity."

"We noticed that callbacks for heating complaints became practically non-existent in our ENERGY STAR qualified homes."

"We are grateful for the invaluable leadership, research, and tools that ENERGY STAR has provided over the years."

**SHIM SEGAL & MOREL**

"Not only did the program’s real-world requirements open the door for us to effectively pursue energy efficient building, but it also allowed us to easily select smart products for homes."

"ENERGY STAR has provided the key to the future. Customers responding to our company survey stated that ENERGY STAR was important in their selection of a home builder."

"Since we have incorporated ENERGY STAR into our building practices, we have seen our sales triple in the past two years."

**ASPERN HOMES OF COLORADO, INC.**

**IDEAL HOME BUILDERS**

"K. Hovnanian Homes is pleased to be part of a practice that helps people preserve and conserve energy through the purchase of a new home."

"...we believe all families should get a home that is built better, more energy efficient, healthier to live in, has less impact on the environment, and will be more valuable in the future."

**OLDE HERITAGE**
BUILD ENERGY STAR® QUALIFIED HOMES

Join the thousands of builders using new ENERGY STAR guidelines to revolutionize homebuilding.
Any Questions?

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  703-934-3814