ENERGY STAR for New Homes:
Marketing and Sales Tools

Utility/Sponsor Meeting

Zak Shadid, US EPA
March 12, 2008
Six million consumers visit the ENERGY STAR Web site every year!
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.
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  
Ng.Brian@epa.gov  
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

Welcome to ENERGY STAR!

Thank you for choosing to partner with ENERGY STAR! Our goal is to help builders meet today's consumer demand for high quality, energy-efficient homes. By building homes rated at or above the ENERGY STAR®, your company has joined more than 3,500 builders across the country who have already constructed over 750,000 ENERGY STAR® qualified homes.

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. You may 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 (1-888-782-7967), Mon. - Fri. 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 Envelope 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 selling ENERGY STAR qualified homes is only the first step. To get the most from your partnership, you need to educate prospective home buyers 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 use in on-label or promotional material.
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
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
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:

**Flyers**

- Checklist Flyer
- Cost Benefits Flyer
- Efficient Lighting Flyer
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.

- Independent testing and inspection ensures energy-efficient home performance.
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
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, or 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 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 look 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.
- 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.
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
Inconsistent Messaging

X-TREME Energy

50% better than code
ENERGY STAR Homes Sticker

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

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.

www.energystar.gov
Need Brochures? - Call the ENERGY STAR hotline at (888) STAR-YES or (888) 782-7937 or visit energystar.gov/publications
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—saving $200 to $400 in annual savings. Although these energy savings may seem small relative to the cost of monthly mortgage payments, over 2 to 5 years, a savings of thousands of dollars is saved. Additional savings on maintenance costs can also be significant.

- **Smarter Investment**
  To date, more than 340,000 builders have partnered with EPA to construct over 75,000 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.

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**READY TO JOIN ENERGY STAR?**

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

- 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.

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**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.
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

<table>
<thead>
<tr>
<th>Name</th>
<th>Service Area/Phone</th>
<th>Partner Since</th>
<th>Homes Labeled (Jul 2006-Jun 2007)</th>
<th>Homes Labeled (Grand Total)*</th>
<th>Homes Labeled (State Total)*</th>
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</thead>
<tbody>
<tr>
<td>Cornerstone Energy Conservation Services Associated Rater(s):</td>
<td>MI 514-351-1439</td>
<td>2001</td>
<td>2385</td>
<td>14034</td>
<td>34</td>
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<tr>
<td>Affordable Energy Enterprises LLC</td>
<td>MI 330-351-2684</td>
<td>2007</td>
<td>New Partner</td>
<td>New Partner</td>
<td>0</td>
</tr>
<tr>
<td>FiberClass Contracting</td>
<td>Wixom, MI 248-669-0660</td>
<td>2006</td>
<td>New Partner</td>
<td>New Partner</td>
<td>0</td>
</tr>
<tr>
<td>Home Energy Professionals, Inc.</td>
<td>Kalamazoo, MI 269-572-0725</td>
<td>2007</td>
<td>New Partner</td>
<td>New Partner</td>
<td>0</td>
</tr>
<tr>
<td>Muti-Lake Enterprises,</td>
<td>Detroit, MI 248-363-6333</td>
<td>2007</td>
<td>New Partner</td>
<td>New Partner</td>
<td>0</td>
</tr>
</tbody>
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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)
Questions

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