



2015 ENERGY STAR[®] Award Application Partner of the Year – New Home Builder

What needs to be submitted:

- See *General Instructions for All Applicants* at www.energystar.gov/awards
- Submit via e-mail:

Home Energy Rater Letter of Recommendation: A letter of recommendation from at least one Home Energy Rater must be submitted. The letter of recommendation should be no more than one-page and should be submitted by the Rater directly to EPA via e-mail to Marta Montoro at montoro.marta@epa.gov

Application Instructions

Please review the instructions carefully. Significant changes from previous applications have been made.

Applicant

Eligibility: To be eligible to submit an application, each applicant must have:

- Formally committed to building 100% of their homes to ENERGY STAR program requirements; and,
- Maintained active ENERGY STAR partnership in good standing for at least one full year; and,
- Built at least 25 ENERGY STAR certified homes during 2014.

Award

Description: The Partner of Year award recognizes home builder partners that have demonstrated excellence and innovation in building and promoting ENERGY STAR certified homes.

Home Energy Raters are recognized when nominated for an Award by their builder partners. For more information, please see *Preparing Your Award*.



Criteria: Each award application will be evaluated based on the following criteria. While none of the following criteria are mandatory for the application to be submitted, applicants that complete more of the criteria will increase the potential for a higher score.

- **Promotion and Marketing (Maximum of 35 points):** Using the narrative template, describe materials and activities that your organization developed and used to promote and market ENERGY STAR certified homes during 2014. Examples include, but are not limited to: print, audio, and electronic advertisements; websites; brochures; pre-purchase or post-purchase information sessions; signage, videos, or other materials used during open houses; and customer testimonials. Where appropriate, submit electronic copies of your promotional and marketing materials.
- **Training (Maximum of 20 points):** Using the narrative template, describe training related to ENERGY STAR certified homes that your organization engaged in during 2014. Examples include, but are not limited to: training of sales staff to promote the features and benefits of ENERGY STAR certified homes; training of site supervisors or trades regarding the ENERGY STAR certified homes technical program requirements; training of customer service representatives to answer homeowner questions related to the operation of their ENERGY STAR certified homes. Where appropriate, submit electronic copies of your training materials.
- **Rater Letter of Recommendation (Maximum of 15 points):** Have one or more Raters prepare a letter of recommendation, no longer than one page each, that describes the Rater's experience working with the builder partner during 2014 to construct, verify, and/or promote ENERGY STAR certified homes. Examples of content include, but are not limited to: description of builder's commitment to properly certifying ENERGY STAR homes; project kick-off meetings with the builder, Rater, and HVAC contractor; regularly-scheduled quality assurance / continuous improvement check-ins; and training conducted by the Rater for builder staff. Letters will be evaluated based upon their quality and content, rather than by the quantity of recommendation letters received. Letters will not be shared with the builder applicant.
- **Quality Control (Maximum of 10 points):** Using the narrative template, describe at least one area where the ENERGY STAR certified homes program has been used by your organization in 2014 to enhance the quality control of the construction process. Examples include, but are not limited to: using the Thermal Enclosure System Rater Checklist to reduce insulation defects or excess framing; using the HVAC System QI Contractor Checklist to consistently right-size HVAC equipment; using the Water Management System Builder Checklist to reduce window flashing defects. If possible, please provide specific examples that quantify these impacts, such as, "HVAC-related comfort complaints decreased by 10%" or "Warranty claims related to water leaks decreased by 25%."
- **Cost Innovations (Maximum of 10 points):** Using the narrative template, describe at least one innovation you've used to lower the cost of certifying ENERGY STAR homes in 2014. Examples include, but are not limited to: using truly site-specific HVAC designs to optimize HVAC equipment costs; using unvented attics to eliminate the need for radiant barriers and some air sealing details; bringing HVAC systems and ducts into conditioned space; or field-fabricating attic insulation hatches out of rigid foam instead of purchasing manufactured insulated hatches.



- **Homeowner Testimonials (Maximum of 5 points per letter and 10 points total):** Submit electronic copies of one or more homeowner testimonials describing their experience living in an ENERGY STAR certified home. Examples of content include, but are not limited to: lower than expected utility bills, improved comfort, or overall satisfaction with quality of home. Please also explain your process for collecting testimonials – including but not limited to email, follow-up questions, Facebook or other social media, or post-sales meetings, etc.
- **BONUS OPPORTUNITY:** Please use the space provided in the template to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above.

Preparing

Your Award

Submission: Complete the following steps to prepare your award submission:

1. **Download the narrative template** provided on the award application Web page at energystar.gov/awards.
2. **Using the narrative template, complete the Executive Summary section (300 words or less).** Each applicant must provide a brief overview of the company and highlights of key ENERGY STAR accomplishments in 2014. If the applicant is chosen to receive an award, this text will be used in preparing a summary of the organization's achievements and may be used for outreach purposes.

Where possible, also provide relevant cumulative accomplishments in addition to those achieved in 2014. Please be sure to include a timeframe (e.g., built 50 homes in 2014, bringing the cumulative total to 200 homes since 2010).

3. **Using the narrative template, prepare a response for one or more of the Criteria.** Each response should emphasize only the most effective / innovative 2014 accomplishments that best demonstrate how the Criteria have been met.

Higher scores will be awarded for responses that include measured / observed results (e.g., business growth, increased consumer interest) that demonstrate how the Criteria have been met.

4. **If desired,** use the narrative template to nominate a Home Energy Rater that you worked with in 2014 and that you believe are deserving of a Partner of the Year Award. Builders may nominate as many Home Energy Raters as they choose, and a Rater may be nominated by more than one builder. Builders nominating a Rater will also be asked to provide a brief description of how the Rater contributed significantly to their success with ENERGY STAR, as well as a summary list of accomplishments.
5. **If desired, have one or more Home Energy Raters prepare a letter of recommendation,** per the Criteria.
6. **If desired, prepare one or more homeowner testimonials,** per the Criteria.



7. **Submit completed narrative template, electronic copies of supporting materials, and (if prepared) homeowner testimonials** through your “My ENERGY STAR Account” (www.energystar.gov/mesa). When possible, consolidate supporting materials into one electronic file. Any materials submitted will not be returned and may be used for ENERGY STAR program outreach purposes.
8. **Have the Rater submit any letters of recommendation directly to the EPA via e-mail** to Marta Montoro at Montoro.marta@epa.gov. Letters received will not be returned and may be used, without any association with the author or the applicant, for ENERGY STAR outreach purposes.

Selection of

Award

Winners: Each application will be assigned to one of the following three size categories:

- A. Small Builder: A single entity building 25-150 ENERGY STAR certified homes annually.
- B. Medium Builder: A single entity OR a single division within a corporate entity, building 151-750 ENERGY STAR certified homes annually.
- C. Large / National Builder: A corporate entity building more than 750 ENERGY STAR certified homes annually.

Applications will be evaluated and scored by a panel of EPA program staff based on the criteria defined above, for a maximum possible score of 100. EPA will select from the top-rated applicants and may choose to give multiple awards across categories. The applicant, or applicants, that receive(s) the highest total score within each builder size category (i.e., Small Builder, Medium Builder, Large / National Builder) will be selected as an award winner for that size category. **EPA may select more than one award winner in each size category. Note that this is a change from prior years, when only one winner per size category was selected.**

Note that a large/national builder and one of its divisions cannot receive separate awards in different size categories. If both a large / national builder and one of its divisions are selected for awards, the large / national builder will receive the award. Also, multiple divisions within the same large / national builder may not apply together as a single applicant; unless the large / national builder is applying on behalf of all its



divisions and has formally committed to building 100% ENERGY STAR certified homes across the organization.

Builders that have either received Sustained Excellence in past years or demonstrated continuous commitment to excellence by winning consecutive ENERGY STAR Awards are eligible to receive a Sustained Excellence award in 2015.

Company Name: _____

Mailing Address: _____

ENERGY STAR Contact: _____

Phone Number: _____

E-mail Address: _____

Company Web Site: _____

ENERGY STAR Web Page(s): _____

Please indicate your ENERGY STAR builder size category:

Small Builder (Single entity that built 25-150 ENERGY STAR certified homes in 2014)

Medium Builder (Single entity OR a single division within a corporate entity that built 151-750 ENERGY STAR certified homes in 2014)

Large/National Builder (Corporate entity that built more than 750 ENERGY STAR certified homes in 2014)

Executive Summary: In no more than 300 words, provide a brief overview of your company and highlights of key ENERGY STAR accomplishments in 2014. If your organization is chosen to receive an award, this text will be used to prepare a summary of the organization's achievements and may be used for outreach purposes and for inclusion in ENERGY STAR's *Profiles in Leadership*.



Raters You Are Nominating for an ENERGY STAR POY Award:

Rating	Company Name	Contact Person	Email	Phone Number

Brief explanation of why you are nominating each Rater listed above, describing how the Rater contributed to ENERGY STAR success and including a list of accomplishments:

Responses to Application Criteria:

1. Your ENERGY STAR Promotional and Marketing Efforts (35 pts.):

ENERGY STAR Consumer-focused Promotional and Marketing Activities	Used in 2014 (check all that apply)
<i>Traditional Advertising:</i>	
Radio	
TV	
Print	
Direct Mail	
Homeowner Newsletters	
Billboards/Transit Signage	
Other Traditional Marketing (insert here):	
<i>Onsite Promotions:</i>	
Outdoor Signage (yard signs, flags, banners)	
In-model Displays/Signage	
Parade of Homes	
ENERGY STAR-themed Community Events	
Other Onsite Promotions (insert here):	



<i>Online Promotions:</i>	
ENERGY STAR Pages on Company & Community Web Sites	
ENERGY STAR Ads on Other Web Sites	
ENERGY STAR-related On-line Videos or Blogs	
ENERGY STAR Outreach via Social Media	
Other Online Promotions (insert here):	
<i>Other Promotions (homeowner awareness surveys, "dirty boots" tours, etc.)(insert here):</i>	

Describe the 2014 promotional and marketing efforts you listed above. Provide specific examples of your efforts and information that describes the frequency of your efforts, as well as their reach or impact. Where appropriate, provide Website URLs. Also provide electronic copies of your outreach materials as attachments:

2. Your ENERGY STAR Training Activities (20 pts.):

2014 ENERGY STAR Training Activities	Number of Training Sessions	Number/Percent of Staff Trained
Construction Staff and Subcontractors Trained in 2014		
In-house Sales Staff and Outside Real Estate Agents Trained in 2014		
Homeowner Training in 2014 (i.e., post-sale training about their ENERGY STAR certified home)		



Other Training Provided (insert here)		
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Provide specific examples of your training efforts, as well as information describing the impact of your training activities. Attach electronic copies of your training materials as attachments.

- 3. **Rater letter(s) of recommendation (15 pts.):** Submit letter(s) electronically to EPA per the application instructions.
- 4. **Quality Control (10 pts):** Please describe at least one area where the ENERGY STAR certified homes program has been used by your organization in 2014 to enhance the quality control of the construction process. Examples include, but are not limited to: using the Thermal Enclosure System Rater Checklist to reduce insulation defects or excess framing; using the HVAC System QI Contractor Checklist to consistently right-size HVAC equipment; using the Water Management System Builder Checklist to reduce window flashing defects. If possible, please provide specific examples that quantify these impacts, such as, "HVAC-related comfort complaints decreased by 10%" or "Warranty claims related to water leaks decreased by 25%."

- 5. **Cost Innovation (10 pts):** Please describe at least one innovation you have used to lower the cost of certifying ENERGY STAR homes in 2014. Examples include, but are not limited, to: using truly site-specific HVAC designs to optimize HVAC equipment costs; using unvented attics to eliminate the need for radiant barriers and some air sealing details; bringing HVAC systems and ducts into conditioned space; or field-



fabricating attic insulation hatches out of ridge foam instead of purchasing manufactured insulated hatches.

- 6. Homeowner Testimonials (Maximum of 5 pts per letter and 10 pts total):** Submit electronic copies of one or more homeowner testimonials describing their experience living in an ENERGY STAR certified home. Examples of content include, but are not limited to, lower than expected utility bills, improved comfort, or overall satisfaction with quality of home. Please also explain your process for collecting testimonials - including but not limited to email, follow-up questions, Facebook/social media, or post-sales meetings, etc.

BONUS OPPORTUNITY: Please use the space below to describe any other innovative activities you have undertaken as an ENERGY STAR partner not listed above.