

# 2017 ENERGY STAR® Awards

## Partner of the Year Award Application

### Contractor of the Year - Home Performance with ENERGY STAR Program

The simple  
choice for  
energy  
efficiency.



The ENERGY STAR Awards honor organizations that have made outstanding contributions to protecting the environment through energy efficiency. The Home Performance with ENERGY STAR Program is proud to recognize winners' contributions to the home performance industry. These awards are presented to participating contractors who demonstrate innovative business practices that make them leaders among their peers. The award winners take on challenges and apply unique approaches to realize notable success in their local Home Performance with ENERGY STAR markets. They exhibit outstanding professionalism, build strong customer relationships, and apply building science solutions to improve homes.

In 2013 and 2014, the US Department of Energy (DOE) honored eight participating contractors for their outstanding achievements and contributions to the Program with the Housing Innovation Award for Home Performance with ENERGY STAR. That award was renamed to the Home Performance with ENERGY STAR Contractor of the Year Award and more strongly integrated with the ENERGY STAR Partner of the Year Awards. In 2015, Home Performance with ENERGY STAR presented the Home Performance with ENERGY STAR Contractor of the Year for the first time. [Go online](#) to read about the winners' accomplishments.

## Award Winner Recognition

Winners will be invited to attend the 2017 ENERGY STAR Awards Ceremony in Washington, D.C. Winners will also be recognized at home performance industry events in front of their peers and at industry-specific networking and educational sessions. Winners' accomplishments will be featured in:

- National press and journal articles
- DOE and Home Performance with ENERGY STAR websites
- Home Performance with ENERGY STAR quarterly e-newsletter
- National workshops and webinars throughout 2017

## Eligibility Requirements

DOE will present Home Performance with ENERGY STAR Contractor of the Year Awards to Home Performance with ENERGY STAR participating contractors who demonstrate significant innovations in advancing the market for home performance. Applicants must be in good standing with their local Sponsors and adhere to program guidelines as set forth by the local Sponsor and the national Program.

## Award Criteria

Participating contractors will be evaluated based on the following criteria. Participating contractors who are exemplary in more than one area will be viewed as strong candidates for the Home Performance with ENERGY STAR Contractor of the Year Award.

### Project Results

Applicants consistently achieve significant energy savings, load shifting, or demand reduction with Home Performance with ENERGY STAR and are able to demonstrate replicable and innovative approaches to achieve these results. Applications should include measurement & verification methodologies (may be obtained from Sponsor).

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*Applicants can demonstrate success by providing: Verified energy savings based on measurement of actual pre/post energy consumption data or through commonly accepted EM&V practices; and/or documentation of expanded services such as solar installation, smart thermostats, indoor air quality, etc.*

#### Industry and Business Leadership

Applicants provide evidence of leadership in their market, either among their peers or by improving their own company. Applicants can showcase efforts to engage in local and national policy and/or regulatory initiatives, training and mentoring, industry trade groups and continuing education. Applicants can also explain how business efficacy and operational efficiency was improved by implementing new offerings or procedures learned through their association with Home Performance with ENERGY STAR.

*Applicants can demonstrate success by providing: descriptions, examples, and performance metrics related to mentoring programs, training opportunities, student participation, quality assurance, industry advocacy, new processes and procedures, demonstrations of improved internal efficiency, etc.*

#### Customer Engagement

Applicants demonstrate an effective approach to building strong customer relationships including innovative Home Performance with ENERGY STAR marketing campaigns, connecting marketing activities to sales, using unique tactics to close sales, collecting and integrating customer feedback, responding to customer concerns, achieving high customer ratings. Applicants should also consider highlighting unique partnerships, community events, marketing campaigns, or unique or effective approaches to the sales process.

*Applicants can demonstrate success by providing: the number of potential customers reached in each campaign, website statistics, marketing materials highlighting the Home Performance with ENERGY STAR logo and message, lead qualification procedure, testimonials, conversion rates, referral rates, quality assurance results, consumer ratings, etc.*

#### Additional Information

**Applications that include supporting data and materials will be considered stronger than those without.** Participating contractors are encouraged to obtain a letter of recommendation from their Home Performance with ENERGY STAR Sponsor to support their application; however, it is not required.

DOE is specifically interested in learning how successful participating contractors distinguish themselves from other companies. We offer the following defining characteristics as guideposts for ideas of what might distinguish one applicant from another. We encourage applicants to include information about these characteristics as they see relevant to the specific application questions.

- Delivery models (i.e. consultant or contractor, whole house or primary trade, vertically integrated or sub-contractor dependent, etc.)
- Depth of energy savings
- Efficient, productive sales process
- Efforts to advance the home performance industry at local and national levels
- Project volume

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- Superior service and exceptional customer satisfaction
- Verified and/or guaranteed energy savings

## Application

Participating Contractor Organization:

Contractor Business Owner:

Contractor POC:

Mailing Address:

Phone Number:

Email Address:

Sponsor(s):

Sponsor POC(s):

Company is best described as:

- ☐ Envelope/Insulation
- ☐ Home Performance
- ☐ HVAC
- ☐ Pest Control
- ☐ Plumber
- ☐ Rater/Consultant
- ☐ Remodeler
- ☐ Other (please specify)

Complete the chart below to highlight the participating contractor's accomplishments.

	CY2015 <sup>1</sup>	CY2016 (specify date range) <sup>1</sup>	Date range information and additional notes
Number of Home Performance Assessments			
Number of Completed Projects			
Assessment to Upgrade Conversion Rate			
Year-Over-Year Growth in Completed Projects (%)			
Reported Total Energy			

<sup>1</sup> CY refers to calendar year

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Savings (Site MMBtu) <i>Conversion table available at the end of the application</i>			
Average Energy Savings per Project (Site MMBtu) <i>Conversion table available at the end of the application</i>			
Workforce involvement in home performance (% of employees engaged in home performance activities)			
Company sales attributed to home performance (%)			
Average home performance invoice (\$)			

Describe what distinguishes you from your competition. Highlight successes in the award criteria outlined above (Project Results, Industry and Business Leadership, and Customer Engagement) and innovations that have lead your company to its current success. Include quantifiable and specific examples to illustrate your argument. (Limit your response to 750 words)

Describe your company's attributes (e.g. profitability, process efficiency, employee wellbeing, environmental commitment, governance, etc.) that demonstrate strength, viability, sustainability, and likelihood of long-term success. (Limit your response to 250 words)

Describe how the Home Performance with ENERGY STAR approach to improving homes is integrated into your company's delivery of home performance services. Include how your company leverages the Home Performance with ENERGY STAR platform in your marketing and customer facing materials. Describe how your company has improved internal processes as a result of delivering Home Performance with ENERGY STAR services. (Limit your response to 500 words)

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The HPwES Program will verify the applicant meets the following requirements with their HPwES Sponsor.

- Participating contractor is current and in good standing with the HPwES program.
- Participating contractor actively contributed to the local HPwES program for past 12 consecutive months.
- Participating contractor meets national HPwES Program's qualifications for local participation.

*All information provided on this application is subject to review and verification by the Department of Energy. Applications are subject to Freedom of Information Act requests. Please mark, as appropriate, any and all proprietary information.*

#### MMBtu Conversions

Fuel	Units	MMBtu Conversion
Electricity	kWh	X 0.0034
Natural Gas	Therms	X 0.100
Natural Gas	CCF	X 0.1029
#2 Fuel Oil	Gallons	X 0.1387
Liquid Propane	Gallons	X 0.0916

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).