ENERGY STAR
New Homes Consumer Messaging Platform
And New Marketing Materials

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Overview

• The New Value Proposition
• Market Challenges and Opportunities
• New Consumer Brochure
• Other New and Updated Marketing and Educational Resources
The New Value Proposition

If you want your homes to be:

- Affordable
- Comfortable
- Durable

Building science says to have a:

1. Complete Thermal Enclosure System
2. Complete HVAC System
3. Complete Water Management System
The New Value Proposition

• Value for Builders
  – Better quality and process control
  – Reduced costs from warranty issues & customer complaints
  – Maximum value for money invested
  – Reduced callbacks for comfort issues

• Value for Homebuyers
  – Lower utility bills
  – Better comfort, durability, and quality
  – A more livable home
ENERGY STAR Qualified Homes, Version 3 (Rev. 05)
Thermal Enclosure System Rater Checklist

Home Address: City: State:

1. High-Performance Fenestration
   1.1 Prescriptive Path: Fenestration shall meet or exceed ENERGY STAR requirements. Must Correct Builder Verified Rater Verified N/A
   1.2 Performance Path: Fenestration shall meet or exceed 2009 IECC requirements. Must Correct Builder Verified Rater Verified N/A

2. Quality-Installed Insulation
   2.1 Ceiling, wall, floor, and slab insulation levels shall comply with one of the following options:
      2.1.1 Meet or exceed 2009 IECC levels OR
      2.1.2 Achieve ≤ 133% of the total UA resulting from the U-factors in 2009 IECC Table 402.1.3, excluding fenestration and per guidance in Footnote 3d. AND home shall achieve ≤ 50% of the infiltration rate in Exhibit 1 of the National Program Requirements.
   2.2 All ceiling, wall, floor, and slab insulation shall achieve RESNET-defined Grade I installation or, alternatively, Grade II for surfaces with insulated sheathing at levels defined in Item 4.4.1

3. Fully-Aligned Air Barriers
   At each insulated location noted below, a complete air barrier shall be provided that is fully aligned with the insulation as follows:
   - At interior or exterior surface of ceilings in Climate Zones 1-3; at interior surface of ceilings in Climate Zones 4-8. Also, include barrier at interior edge of attic eave in all climate zones using a wind barrier that extends to the full height of the insulation. Include a baffle in every bay or a tabbed baffle in each bay with a softfire vent that will also prevent wind washing of insulation in adjacent bays.
   - At exterior surface of walls in all climate zones; and also at interior surface of walls for Climate Zones 4-8.
   - At interior surface of floors in all climate zones, including supports to ensure permanent contact and blocking at exposed edge.

   3.1 Walls
      3.1.1 Walls behind showers and tubs
      3.1.2 Walls behind fireplaces
      3.1.3 Attic knee walls
      3.1.4 Skylight shaft walls
      3.1.5 Wall adjoining porch roof
      3.1.6 Staircase walls
      3.1.7 Double walls
      3.1.8 Garage rim / band joist adjoining conditioned space
      3.1.9 All other exterior walls
Market Challenges and Opportunities
Marketing Challenges and Opportunities

- **Challenges:**
  - Existing vs. new construction
    - Many consumers don’t understand ENERGY STAR certified homes
    - Many sales staff don’t know how to sell ENERGY STAR certified homes
    - There are other “green home” options

- **Opportunities:**
  - ENERGY STAR homes is currently at more than 25% market penetration
  - More than 1.3 million ES homes built to date
  - Many large and small builders committed to ENERGY STAR
  - New spec. saves more energy and carbon emissions
  - ENERGY STAR is a well recognized, government-backed brand
Consumers Market Research

• Market research shows that:
  – Despite the fragile housing market, consumers still have a strong emotional desire to own a home.
  – Americans have an increasing interest in purchasing “green” products.
  – Americans have a greater interest in energy-efficient homes than “green” homes.

Sources: NAHB June 2011, Pacific Northwest 2011
Consumers Market Research (cont.)

- Nearly 91% of new home purchasing decisions are made or influenced by women (Source: NAHB August 2010)

- Single women represent the second largest home buying demographic next to married couples (Source: MSN Real Estate 2010)

- Unlike men, women will read every word of a marketing piece, hang onto it, and show it to their friends (Source: NAHB August 2010)
The New Marketing Opportunity

- Partners have an opportunity to appeal to the emotional desire for homeownership while presenting a rational argument for energy efficiency.

  If you want your homes to be:

  - Affordable
  - Comfortable
  - Durable

  Building science says to have a:

  1. Complete Thermal Enclosure System
  2. Complete HVAC System
  3. Complete Water Management System

- By offering better energy savings, ENERGY STAR bridges the gap between what consumers want and what they can afford.
New Consumer Marketing Materials
Evolving ENERGY STAR New Homes Marketing Materials

ENERGY STAR® QUALIFIED HOMES

Assured Performance in Every Qualified Home

1. A COMPLETE THERMAL ENCLOSURE SYSTEM

Comprehensive air sealing, properly installed insulation, and high-performance windows work together to enhance comfort, improve durability, reduce maintenance costs, and lower monthly utility bills.

- **Air Sealing**
  An average home contains a half-mile of cracks and gaps around windows and doors—along with hundreds of holes for pipes, ventilation ducts, lighting, and wiring. Sealing these cracks and holes helps reduce drafts, moisture, dust, pollen, pests, and noise. A tightly sealed home improves comfort and indoor air quality while reducing utility bills.

- **Properly Installed Insulation**
  It’s not the amount of insulation; it’s the quality of installation that makes all the difference. Proper installation includes careful placement to eliminate gaps, voids, and compression. Complete air barriers that prevent air from bypassing the insulation; and building techniques that minimize heat flow through framing. This ensures consistent temperatures throughout the house, reduced energy use, and increased comfort.

- **High-Performance Windows**
  Advanced technologies, like protective coatings and improved frames, help keep heat in during winter and out during summer. They also block damaging ultraviolet sunlight that can discolor carpets and furnishings.
New Consumer Messaging Platform

• Marketing Objective
  – Aspirational and Emotional Appeal
    • Tie into the home ownership desire for performance, durability, and comfort with an emotional hook.
  – Rational Appeal
    • Make a rational case for energy efficiency that builds on building science, quality assurance, third party verification.
  – Leverage the ENERGY STAR Brand
    • Develop a look and feel that falls within the guidelines of the ENERGY STAR brand.
New Consumer Messaging Platform

• Market Demographics
  – 2009 data that shows that on average buyers of new homes are:
    • About 42 years old.
    • Average household income of $101,811.
    • Average purchase price of $315,395.
  – New homes accounted for about 17% of homes sold.

• Target Segment
  – A new home buyer who seeks and places added value on personal and family comfort, lasting quality, energy efficiency and environmental protection.
New Consumer Messaging Platform

Initial Creative Concepts

**PEACE OF MIND**
- value
- lasting
- cozy
- comfort
- affordable

**THE NEW AMERICAN DREAM**
- advanced
- affordable
- comfortable
- greener
- secure
- healthier

**BETTER IS BETTER**
- quality
- detailed
- sealed
- solid
- durable
- investment
- systems
- rated
- better built

EPA
New Consumer Messaging Platform

Initial Creative Concepts
New Consumer Messaging Platform

Creative Concept: *Better is better.*

• Differentiation
  – An ENERGY STAR certified new home is simply better.
    • It supplies the peace of mind because genuine quality is built-in and will last for years to come.
    • It provides added comfort.
    • It meets rigorous new government-backed requirements for energy efficiency.
New Consumer Messaging Platform

• Positioning
  – An ENERGY STAR certified new home brings you peace of mind by delivering the promise of better energy efficiency and so much more.
  – It’s also your assurance of better quality and durability, better comfort, better systems, a better value for today, and a better investment for tomorrow—plus a label backed by the Environmental Protection Agency (EPA).

• Tone
  – Confident, reassuring, informative, trustworthy, authoritative, approachable
New Consumer Messaging Platform

• Hook: *Better is better.*
  – An ENERGY STAR certified home is always built better and built to last because the best, tried-and-true, integrated construction practices are used from the ground up.

• Four Pillars
  1. Peace of Mind
  2. Enduring Quality
  3. Wall-to-Wall Comfort
  4. Proven Value
The little label with a big message.
Better is Better.

All it takes is a quick glance. It can mean a lot.

Your next home with ENERGY STAR® certification means your new home is better.

Better performance means you save money on utilities. Better quality, better comfort, and better durability. It also means your new home is a better value today, and a better investment for tomorrow.

With ENERGY STAR certification, you can rest assured your new home has undergone a thorough process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

Energy efficiency can save you up to 30 percent when compared to typical new homes—and the savings are even more striking when put side-by-side with most resale homes.

Every ENERGY STAR certified new home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 665,000 vehicles.

This better approach to building results in a new home that brings peace of mind, enduring quality, whole-home comfort, and proven value. Your ENERGY STAR certified home simply feels and performs better in every way.

ENERGY STAR. It’s the little label with a big message. Better is Better.
New Consumer Brochure

• Peace of Mind
  – The result of a home that’s built better
  • Confidence
  • Rigorous requirements
  • Independent testing and inspection
  • Homeowner satisfaction
New Consumer Brochure

• Enduring Quality
  – Better systems make all the difference
    • Built to Last
    • Integrated Systems Approach
    • Energy-Efficient Features
New Consumer Brochure

- Wall to Wall Comfort
  - A better way to live
    - Better than older, inefficient homes
    - Satisfaction
    - A home that doesn’t leak and reduced indoor pollutants
    - Consistent temperatures

Wall-to-wall comfort.
A better way to live.

Just ask anyone who lives in an ENERGY STAR certified new home if it’s worth it. They’ll tell you that there’s no way they’ll give up the comfort that comes with the ENERGY STAR label on their new home. The level of satisfaction seems to last a lifetime.

From the moment you walk in the door of your ENERGY STAR certified new home, you’ll see, feel, and hear the difference. You’ll find that all doors and windows are weatherstripped, humidity levels are controlled, and even outside noise is reduced.

Your new home’s heating, ventilating, and cooling system has been engineered and installed to efficiently deliver comfort. A constant supply of fresh, filtered air means that indoor pollutants are reduced, along with the risk of mold and mildew that can occur in older homes.

As a result, you’ll enjoy consistent temperatures between and across every room in the house. Warm and cool spots so commonly found in older homes have been minimized, so your entire living space is comfortable year-round.

The result is a sense of comfort that you’ll be proud to call home.

Wall-to-wall comfort. A better way to live.
New Consumer Brochure

• Proven Value
  – A better investment for today and tomorrow
  • Better value
  • Use 20-30% less energy
  • Reduced utility bills
  • Lower maintenance costs
  • Trusted ENERGY STAR label
Better is better.
Welcome to the ENERGY STAR family.

As the owner of an ENERGY STAR-certified new home, you'll be joining more than one million families across America. Soon, you'll find that living in a new home that is designed and built to save energy can make a big difference in many ways. Beyond saving money and time, you'll be doing your part to help ensure a healthier future for your family and our world.

More than a mark of efficiency, the ENERGY STAR label represents the most trusted name in quality, and responsible stewardship of our planet.

"Buying a new home is a big decision. It was important to us to live in a house that was comfortable, energy efficient, and affordable. We are very happy with our decision to purchase an ENERGY STAR home."

The Fisher/Susak Family, Fontana, CA

"Choosing an ENERGY STAR home has made a significant difference for us. Our electric bill was extremely low—we love the savings! And knowing that we have an energy-efficient home we can live in for years is so comforting."

The Costa Family, Dallas, TX

"We have noticed substantial savings, not only in our utility bills, but in our overall energy consumption. This is due to the added benefits of having ENERGY STAR appliances, effective insulation, and high performance, energy-efficient windows."

The Oronzio Family, Las Vegas, NV
New Consumer Materials Under Development in 2012

- Consumer Video
- Online House Illustration – Draft Concept
New Consumer Outreach Materials

- Factsheets
  - Thermal Enclosure
  - Water Management
  - Heating and Cooling
  - Lighting and Appliances
  - Independent Testing and Verification
New Consumer Outreach Materials

- Homeowner Certificate
  - Details the standard features of an ENERGY STAR Home
  - Includes a HERS Index that shows a homes HERS score
Other New and Updated Marketing and Educational Resources
Other Resources

• EPA will continue to offer free training via webinars including topics on:
  Technical specifications
  – Sales and Marketing
  Special Interest Topics (TRCs)
• Program design best practices
ENERGY STAR Logos

- Partners can download logos via their My ENERGY STAR Account (MESA) energystar.gov/mesa:

  ![Logo Images]

  - Certification Mark
  - Promotional Mark
  - Partnership Mark

  Partners must use logos in accordance with our [EPA logo guidelines](energystar.gov/logos)
ENERGY STAR Logos (cont.)

20th Anniversary Mark (horizontal)

Designed to Earn logo – for verified home plans

Partners must use logos in accordance with our logo guidelines (energystar.gov/logos)
ENERGY STAR Logos (cont.)

- Using the ENERGY STAR Marks: Quick Reference Guide for New Homes Partners
Partner Resources on the ENERGY STAR Website

For New Home Industry Professionals

Are You "In" for the Next Generation of ENERGY STAR Qualified Homes?
Show your leadership and make a commitment!

Working with ENERGY STAR

PROGRAM FEATURES AND RESOURCES

ENERGY STAR for New Homes Requirements

Each ENERGY STAR qualified new home is independently verified to be at least 10% more energy efficient than a home built to the 2009 International Energy Conservation Code (IECC), and features a set of best practices that deliver a total energy efficiency improvement of up to 50 percent compared to a typical new home.

Related Programs:

Advanced Lighting Package
Affordable Housing
Designed to Earn the ENERGY STAR
Interior PLUS
Multifamily High Rise Buildings
Renewable Energy Ready Homes (REV)
New ENERGY STAR Website for Homebuyers

At first glance, it may seem like a small thing. Your new home’s ENERGY STAR label measures just three by five inches. But what it stands for is really big. The ENERGY STAR label means that your new home has been designed and built to exceed the energy performance of most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your home will be a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspection, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

Every ENERGY STAR home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 450,000 vehicles.

Your ENERGY STAR certified new home has simply been built better in every way. ENERGY STAR. It’s the little label with a big message. Better is Better.
Partner Locator

• [http://energystar.gov/partnerlocator](http://energystar.gov/partnerlocator)
Stay Connected

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  http://twitter.com/energystarhomes
Stay Connected

• Follow us on Facebook:
  http://www.facebook.com/energystar
Questions?

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