Slide 1
Purpose: EPA is looking for contractors who want to grow their new construction business.
Benefits
- Work with ENERGY STAR's 4,500 builder partners
- These select builders who can consistently deliver high-quality homes
- Contractors get a marketing tool to differentiate themselves
Result: fewer callbacks and complaints, more premium sales

Slide 2
ENERGY STAR is the premier national label for an energy-efficient new home
- 80% of consumers recognize the ENERGY STAR brand
- 92% say it influences their buying decisions
- In 2011, over 30% of new homes earned the ENERGY STAR
- The program currently has over 4,500 builder partners in every state and at every price point

Slide 3
Recent enhancements
- Increased energy efficiency → more savings for homebuyers
- Didn’t stop there: enhance comfort and durability, too

Animation
ENERGY STAR certified homes include three complete systems that work together to promote comfort, durability, and efficiency

Animation
1. Thermal Enclosure System
   - High-quality insulation and fenestration with air barrier alignment and air sealing → Thermal envelope performs as designed
   - Features to reduce hot and cold spots caused by thermal bridging

Animation
2. Heating & Cooling System
   - Site-specific design and best-practice installation → improve efficiency, comfort, and safety
   - Capacity for fresh air ventilation and local mechanical exhaust

Animation
3. Water Management System
   - Shed water from the home and drain it from the site

Slide 4
Features
- Money-saving energy efficiency
- Market-leading comfort and durability features
- Home Energy Rater verification

Benefits
- Peace of mind
- Enduring quality
- Wall-to-wall comfort
- Proven value
Animation
HVAC is critical to delivering promised value
HVAC must be designed and installed to best-practice standards by expert contractors
Historically, two obstacles:

Slide 5
Obstacle: Can’t put a best-practice HVAC system in a broken house
  ▪ Small defects, common in standard construction, compromise comfort and lead to service calls later
  ▪ Highly-engineered HVAC system + home with thermal weaknesses = mismatch → service calls

Slide 6
Solution: ENERGY STAR = complete thermal envelopes
  ▪ High-quality insulation
  ▪ Reduced thermal bridging
  ▪ Effective air barriers and air sealing.
  ▪ Inspection by a Home Energy Rater ensures consistency
Now HVAC system & home can work together.
Example
  ▪ Large production builder joined ENERGY STAR a few years ago
  ▪ Comfort complaints decreased by 90% in year 1, 90% again in year 2
Example
  ▪ HVAC contractor using ENERGY STAR to focus on premium services
  ▪ Moved into a new office
  ▪ For the first time, engineering staff took up more space than warranty staff
  ▪ Instead of competing on price and managing problems later → Focus on highly-engineered services up front

Slide 7
Obstacle: Selling best-practice HVAC design and installation to builders
  ▪ Many builders don’t know difference between typical & best-practice install
  ▪ HVAC looks like a commodity

Slide 8
  ▪ Easy for them to treat HVAC as a cost to be cut

Slide 9
Best-practice HVAC isn’t a cost – an investment that improves marketability and satisfaction
Solution: ENERGY STAR requires best-practice HVAC – and helps builders identify contractors who provide it

Slide 10
  ▪ The credential makes it easy for builders to know which contractors can perform this work

Slide 11
Opportunity:
  ▪ ENERGY STAR builder partners are looking for credentialed HVAC contractors right now
Animation
- Builders use proven ENERGY STAR guidelines + Rater verification to consistently deliver homes that perform

Animation
- Credentials help contractors stand out from the crowd & get access to ENERGY STAR builders

Now HVAC contractors can:
- Reduce complaints and service calls
- Focus on higher-value services
- Build their reputation as market leaders

Slide 12
Getting started is easy
- Go to www.energystar.gov/newhomesHVAC
- Click on "Become a Credentialed HVAC Contractor" for links to recognized programs
- Each program has its own application process
- Typically, there’s a short online orientation to familiarize you with their program

ENERGY STAR builder and Rater partners are looking for credentialed HVAC contractors now
So get started today!