Overview

• The ENERGY STAR Brand
• Updates to the ENERGY STAR Web site
• Partner Resources including:
  – Outreach Partnership
  – Marketing toolkit
• One Millionth Home Promotion
The ENERGY STAR Brand
Building Value with ENERGY STAR

- In 2008, more than 75% of households recognize the ENERGY STAR label at a national level.

* Unaided annual result is statistically different from the result of the prior year.
** Aided and unaided annual results are statistically different from the results of the prior year.
Greater Awareness in Areas with Sustained Promotions

- Awareness has even reached 80% in areas where there have been sustained promotions of ENERGY STAR by local energy efficiency program administrators
ENERGY STAR Logos

Certification Mark

Promotional Mark

Partnership Mark

For more information on proper logo usage, visit: www.energystar.gov/logos
Consistent Brand Creative
Talking/writing about ENERGY STAR

- Always write ‘ENERGY STAR’ in all caps
- Always add ® in superscript the first time ENERGY STAR is mentioned on a document
- Homes are “qualified” not “certified”
- Program specifications are “guidelines” not “standards”
- XYZ Builder is an “ENERGY STAR partner” rather than an “ENERGY STAR builder” and is not “endorsed” by EPA or the government
Updates to the ENERGY STAR Consumer Web Pages
Green Building

What makes a home ENERGY STAR qualified?

ENERGY STAR qualified homes can include a variety of “tried-and-true” energy-efficient features that contribute to improved home quality and homeowner comfort, and to lower energy demand and reduced air pollution.

- Learn more about features of ENERGY STAR qualified homes
- ENERGY STAR and Green Building
- Take a tour “Behind the Walls”
A Green Home Begins with ENERGY STAR Blue

Homebuilders and homebuyers across the country are increasingly interested in green building. But what exactly makes a home green?

Green building means improving the way that homes and homebuilding sites use energy, water, and materials to reduce impacts on human health and the environment. Building a green home means making environmentally-preferable and sustainable decisions throughout the building process—decisions that will minimize the environmental impact of the home while it is being built and over the many years it will be lived in.

Did You Know?
Did you know that a typical home can cause twice the greenhouse gas emissions of the typical car?

What should homebuyers look for first in a green home?
Energy efficiency is the place to start. That’s because the energy used in homes often comes from the burning of fossil fuels at power plants, which contributes to smog, acid rain, and risks of global climate change. So, the less energy used, the less air pollution generated. And the easy way to make sure a new home is energy efficient is to look for the blue ENERGY STAR mark, the government-backed symbol for energy efficiency.

ENERGY STAR qualified homes are independently verified to meet strict guidelines for energy efficiency set by the U.S. Environmental Protection Agency. These homes save money on utility bills, provide a more comfortable living environment with better indoor air quality, and help protect the environment.
**New Partner Locator**

**…Coming Soon!**

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### Indianapolis Builders

#### Program Indicators in Indianapolis

- 00000 ENERGY STAR qualified homes built to date
- 0000 ENERGY STAR qualified homes built last year
- 000 ENERGY STAR for Homes Partners

#### Eliminating the emissions from 0000 vehicles
- Saving 000000 lbs of coal
- Planting 000 acres of trees
- Saving the environment 0000 pounds of CO2 per year

Based on national averages

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### Filter this list by the type of homes built:

<table>
<thead>
<tr>
<th>All</th>
<th>Site Built</th>
<th>Manufactured</th>
<th>Single Family</th>
<th>Multi-Family</th>
<th>Affordable</th>
</tr>
</thead>
</table>

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### Committed to 100% ENERGY STAR Homes Builders

<table>
<thead>
<tr>
<th>Name</th>
<th>Builder Type</th>
<th>Partner Since</th>
<th>Homes Labeled in City# during Jul 2007-Jun 2008</th>
<th>Homes Labeled in City# Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aardvark Homes 612-676-5377</td>
<td>Developer</td>
<td>2003</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Advanced Energy Solutions 612-676-5377</td>
<td>Site-Built Homes</td>
<td>2003</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Xxxxxx xxxxxx xxxxxxxx 612-676-5377</td>
<td>Manufactured Homes</td>
<td>2003</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Zavier Properties 612-676-5377</td>
<td>Developer</td>
<td>2006</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

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### More ENERGY STAR Builder Partners

<table>
<thead>
<tr>
<th>Name</th>
<th>Builder Type</th>
<th>Partner Since</th>
<th>Homes Labeled in City# during Jul 2007-Jun 2008</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>Site-Built Homes</td>
<td>2003</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>
Updates to the ENERGY STAR Partner Pages
Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

- Builders and Developers
- Architects and Designers
- Home Builders Associations
- Lenders and Real Estate Agents

energystar.gov/homes
Working with ENERGY STAR as a Developer

Energy is on everyone’s minds lately. From higher gas prices to higher utility bills, Americans are feeling the pinch. So it’s no surprise that today’s new homebuyers are increasingly concerned about energy efficiency. But how can consumers know for sure that the home they are buying is truly energy efficient? By looking for the blue ENERGY STAR label, the government-backed symbol for energy efficiency.

To earn the ENERGY STAR, a home must meet strict guidelines set by the U.S. Environmental Protection Agency. These homes are at least 15% more energy efficient than required by code and include additional energy-saving features that typically make them 20–30% more efficient than standard homes. They offer homebuyers all the features they want in a new home, plus energy-efficient improvements that deliver better performance, greater comfort, and lower utility bills.

To be eligible for ENERGY STAR partnership, a developer must commit to requiring that all homes in their community be qualified to earn the ENERGY STAR.
Benefits for Architects and Home Plan Designers of Partnering with EPA’s ENERGY STAR

Today’s buyers know that choosing a home designed with energy efficiency in mind helps ensure that they will be more comfortable, have lower utility bills, and protect the environment.

But how can consumers figure out which home plans are truly energy efficient? You can make it simple for them. ENERGY STAR—the national symbol for energy efficiency—helps consumers identify efficient products, homes, and buildings. With the new Designed to Earn the ENERGY STAR, architects and designers can show consumers that their home plans meet the rigorous energy efficiency guidelines set by the U.S. EPA’s ENERGY STAR program.

Why label your home plans as Designed to Earn the ENERGY STAR?

By partnering with ENERGY STAR, architectural design professionals can gain the following advantages:

Market Differentiation and Recognition

Labeling your home plans as Designed to Earn the ENERGY STAR can distinguish you as a leader in energy-efficient design and environmental stewardship. Partnering with ENERGY STAR and using the government-backed symbol for energy efficiency can give prospective clients added confidence that their new home will be truly energy efficient when it is built.

Increased Revenue

Consumer demand for green homes is growing, and energy efficiency is a great place for you to start getting involved. The best way to show that your home plans are energy efficient is with the blue ENERGY STAR, which is increasingly recognized by consumers as the national symbol for energy efficiency.

Program Flexibility

A variety of “tried-and-true” energy-efficient features and equipment are available to ensure that your home plans meet Designed to Earn the ENERGY STAR guidelines.
Working with ENERGY STAR as a Home Builders Association

Today’s consumers are increasingly interested in energy efficiency and green building. EPA’s ENERGY STAR for New Homes program helps builders meet this growing demand, while creating better performing homes with reduced utility bills. Home industry professionals who partner with ENERGY STAR can increase revenue, enhance customer satisfaction, and gain national recognition as industry and environmental leaders. ENERGY STAR and its partners work together to promote these benefits and increase sales of energy-efficient homes.

Home Builders Associations (HBAs) can play a critical role in helping their members to capitalize on these important opportunities. Consider these ideas to support your members:

Host ENERGY STAR training events. Builders look to their HBAs for training and education opportunities – so consider offering sessions about ENERGY STAR. Topics might include Why Should I Join ENERGY STAR, How to Effectively Sell ENERGY STAR Qualified Homes, and Building Science 101. Bring in national energy efficiency and green building experts—or your local home energy rater—to provide the training.

Hold a regional ENERGY STAR conference. Organize a comprehensive ENERGY STAR event, bringing together manufacturers, builders, suppliers, retailers, consumers, trades, and building code officials. Your conference will be most effective if your schedule of events includes education sessions, national speakers, and opportunities to network.

Work with EPA to organize an ENERGY STAR marketing campaign in your area. Through its Outreach Partnership program, ENERGY STAR works with local partners to increase consumer awareness about the benefits of ENERGY STAR qualified homes and the builders who offer them in the market. Consider acting as a liaison between the EPA and your local ENERGY STAR partners.
Working with ENERGY STAR as a Real Estate Agent

How do you maintain your status as a preferred real estate agent in a crowded and increasingly competitive market? Selling ENERGY STAR qualified homes can help. With growing concerns about rising energy costs, new homes that earn the ENERGY STAR offer homebuyers lower utility and reduced maintenance costs, while providing improved comfort and greater durability.

And for homebuyers looking to ‘go green,’ an energy-efficient home is a great place to start. That’s because when a home uses energy more efficiently, fewer greenhouse gases are emitted into the atmosphere at the power plant. Let your clients know that the easiest way to make sure a new home is truly energy efficient is to look for the ENERGY STAR logo, the government-backed symbol for energy efficiency. You can tell if a home is ENERGY STAR qualified by checking the circuit breaker box for the blue ENERGY STAR sticker label or asking for a copy of the certificate.

Learn More about the Features and Benefits of ENERGY STAR Qualified Homes

- **What is an ENERGY STAR Qualified Home?** ENERGY STAR qualified homes can include a variety of “tried-and-true” energy-efficient features that contribute to improved home quality and homeowner comfort, and to lower energy demand and reduced air pollution.

- **How Do Your Clients Benefit from Purchasing an ENERGY STAR Qualified Home?** ENERGY STAR qualified homes offer homebuyers all the features they want in a new home, plus energy-efficient improvements that deliver better performance, greater comfort, and lower utility bills.

Sell the Value that Clients Expect

Also available as a PDF
Marketing Resources for Partners

PROMOTIONAL OPPORTUNITIES

- **Partner Locator.** As a partner, your company is listed on the Partner Locator found on the ENERGY STAR Web site, where consumers come to find information about ENERGY STAR. You also have the opportunity to add a link from the Partner Locator to your Web site. [Click here](#) to learn how.

- **100% Builder Commitment.** ENERGY STAR partners interested in receiving special recognition can commit to building 100% of their homes to meet ENERGY STAR guidelines. Partners making this commitment are denoted with a special 100% icon on the Partner Locator.

- **Outreach Partnership.** In markets where ENERGY STAR partners want to use EPA-created advertising to cooperatively promote ENERGY STAR qualified homes, a team of partners can apply for financial and creative support from EPA.

- **Recognition and Awards.** ENERGY STAR recognizes partners through annual Leadership in Housing Awards. Each year, award plaques are given to partners who label a qualifying number of homes with the ENERGY STAR.

- **ENERGY STAR National Campaigns.** Thanks to the hard work of our partners, millions of Americans pledged to replace a light with one that has earned the ENERGY STAR. Americans are now ready to do more—learn how to participate in this year’s [Change the World, Start with ENERGY STAR](#) campaign.
Benefits of Working with ENERGY STAR

Partnering with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

Features of ENERGY STAR Qualified Homes

ENERGY STAR qualified homes can include a variety of “tried-and-true” energy-efficient features.

Resources for Partners

As a partner, you have access to a variety of resources at no charge.

- Technical Resources
- Marketing Resources
- New! 2009 Outreach Partnership
- Educational Resources
- Recent Policy Changes

energystar.gov/homes
Educational Resources

- **Free Webinars and Other Training Opportunities.** ENERGY STAR offers free training live on the Internet to help you get the most out of your partnership. You will also see a list of events across the country where you can learn more about ENERGY STAR.

- **Presentations.** Use customizable presentation templates that target builders, appraisers, and real estate agents. The presentations serve to focus on the value of ENERGY STAR to the audience.

- **Fact Sheets.** Educate your sales team about the many ‘tried-and-true’ energy-efficient features found in ENERGY STAR qualified homes by providing them with detailed Fact Sheets.

- **Best Practices for Selling ENERGY STAR Qualified Homes.** Learn best practices from builders that have successfully used ENERGY STAR as sales advantage.

- **Related Web Sites.** EPA has composed a list of links to additional resources for energy-efficient home building and organizations that support or complement ENERGY STAR for New Homes.

- **Builder Recruitment Handbook.** Learn best practices for recruiting homebuilders to a winning partnership with ENERGY STAR by building relationships and offering long-term support.

- **How to Work with ENERGY STAR as a Home Builders Association** (88KB). Learn how to engage your HBA and lead the way in supporting the construction of energy efficient homes in your market.

- **How to Work with ENERGY STAR as a Real Estate Agent** (152KB). Learn how Realtors can benefit from bringing clients to you as an ENERGY STAR builder.
Free Webinars on Wednesdays

**ENERGY STAR Webinars**

ENERGY STAR offers training live on the Internet to help prospective and veteran partners get the most out of their partnership. To learn more about a particular webinar, click its title. To register, click on the corresponding date and time below and complete the registration form.

<table>
<thead>
<tr>
<th>Title</th>
<th>Date and time</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ENERGY STAR 101 for Residential Professionals</strong> – For real estate agents and home appraisers</td>
<td>Wed. April 1; 2:00 p.m.–3:00 p.m. EST</td>
</tr>
<tr>
<td><strong>What ENERGY STAR Can Do for You: Benefits for Builders</strong> – For builders considering partnering with ENERGY STAR; raters and Providers looking to recruit new clients to the program.</td>
<td>Wed. April 8; 2:00 p.m.–3:00 p.m. EST</td>
</tr>
<tr>
<td><strong>How to Market ENERGY STAR Qualified Homes</strong> – For marketing staff, raters &amp; Providers</td>
<td>Wed. April 15; 2:00 p.m.–3:00 p.m. EST</td>
</tr>
<tr>
<td><strong>Best Practices for Selling ENERGY STAR Qualified Homes</strong> – For sales staff, raters &amp; Providers</td>
<td>Wed. April 22; 2:00 p.m.–3:00 p.m. EST</td>
</tr>
<tr>
<td><strong>ENERGY STAR 101 for Residential Professionals</strong> – For real estate agents and home appraisers</td>
<td>Wed. April 29; 2:00 p.m.–3:00 p.m. EST</td>
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</tbody>
</table>
Events Around the Country

Conferences and Regional Trainings
Take advantage of local opportunities to learn more about ENERGY STAR. Below is a list of upcoming conferences and regional events. (Please note that these events are not endorsed by EPA or the ENERGY STAR program).

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009 Residential Energy Services Network (RESNET) Building Performance Conference</td>
<td>EXIT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwest Regional ENERGY STAR Conference</td>
<td>EXIT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009 ENERGY STAR Homes Sponsors Meeting</td>
<td>EXIT</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Would you like to add an event to the calendar?

Email:
- Title
- Dates
- Location
- Overview (< 50 words)
- Event web site

homes@energystar.gov
Updated Presentation page

- ENERGY STAR 101 – Self-guided tour for Realtors & appraisers
- Crash Course in Building Science
- Builder Recruitment Presentation
- Sales and Marketing Presentation
Builder Recruitment Handbook

- Top Ways to Reach and Retain Homebuilders
- Working with Production Builders
- Recruitment Presentation
- Builder Growth Chart
- Common Builder Concerns and Solutions to Overcome Them
- Success Stories
Coming Soon

• **Sales e-packet**
  – Cheat Sheet for Sales Personnel
  – Action Plan
  – Role Playing Activity
…and more!
Marketing Resources
Updated Consumer Brochure

- Updated language and images
- Available for order within the month

www.energystar.gov/publications
The Outreach Partnership
The Outreach Partnership

The ENERGY STAR for New Homes Outreach Partnership is:

a collaborative advertising effort designed to promote ENERGY STAR qualified homes and the builders who offer them.
The Outreach Partnership

Benefits for participating markets:

– Increased consumer awareness
– Association with government-backed ENERGY STAR label
– Extension of ad $$
The Outreach Partnership

Campaigns Today:
- From 4 markets in 2001 to ~30 each of the last 4 years
- 3+ builder partners and other ENERGY STAR partners per market
- Partner group runs 3-month campaign (print, TV, radio, billboard, transit, and Web banners)
- EPA runs 3-month online search campaign
- Entire campaign directs to local Web site
The Outreach Partnership

Sample Print Advertisement

• Headlines highlight energy and $$ savings for consumers.

• 13 background image options.

• Government Voice of Authority (in blue box next to the ENERGY STAR mark).
The Outreach Partnership

Select Creative Materials available from EPA

Customizable Web template

Web banners
What is Paid Search?
- Online advertising through a search engine, such as Google™ or Yahoo!®, that connects potential home buyers with home builders.

Example of Results Page
The Outreach Partnership

Paid Search

• Prior to Launching Paid Online Search Campaign
  – The EPA support team identifies specific keywords to purchase – such as energy efficient homes, green builders, new homes, etc.
  – Local partner group customizes Web site and/or Web pages devoted to ENERGY STAR qualified homes campaign.
The Outreach Partnership

Paid Search

• It’s very important that purchased key words appear on your local Web site

• Sample Keyword Phrases
  – Green Homes
  – Sustainable Homes
  – Green Home Builders
  – Energy Efficient House
  – ENERGY STAR
  – Home Builder
  – Home Contractor
The Outreach Partnership

Launching a Paid Online Search Campaign

- Specific keywords found on your Web site are purchased through an online search engine, such as Google™ or Yahoo!®.

- Consumer searches for one of the purchased key words or terms, the Outreach Partnership ad would appear in the "Sponsored Results" or "Sponsors Links" section.

- Consumers interested in learning more click on the ad and are connected to your local ENERGY STAR new homes Web site.
The Outreach Partnership

• In 2008, EPA tested the paid search campaign with one local Outreach Partnership market
  – Campaign was paired with other traditional partner-paid media placements.
  – Traffic to the local Web site increased significantly.

• Pilot Results
  – 1,200 clicks during first month.
  – 1,500 click during second month.
Marketing Toolkit
The Marketing Toolkit

Customizable templates for builders and raters

- Designed to allow for flexibility
- Partners can input their own name, logo, and Web site
- Optional text is provided, or partners can write their own text
- Images are also provided, or partners can add their own

energystar.gov/mesa
Welcome to the ENERGY STAR Marketing Toolkit

ENERGY STAR builder partners can use the Marketing Toolkit to create customized promotional materials to educate consumers about the features and benefits of their ENERGY STAR qualified Homes through a variety of flyers, display cards, and web tools.

The software will guide you through customizing the templates, where you will be able to include company-specific information such as contacts, web site address, logos, as well as select and customize consumer messages, features, and benefits to focus on.

Once you have finished customizing a template, simply save the file to your computer or send it directly to a printer for production. Because your materials are password protected, you can save templates that you have started to customize and finish them later. You can also make changes to templates that you have already finished.

Before you use the Toolkit:

- Set your computer’s security to Medium or Low and enable pop-ups.
- Turn off all pop-up blockers associated with your Web browser.
- Ensure that your computer has WinZip, which is needed to download your completed templates. WinZip® can be downloaded for free from the WinZip® Home Page.

Access the ENERGY STAR Marketing Toolkit
Login to My ENERGY STAR Account

User Name: 
Password: 

I've [forgotten my password](#)
I've [forgotten my user name and password](#)

If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance.

Questions about using this tool? [Visit the MY ENERGY STAR Tutorial](#) (2.71MB)

This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser.
Marketing Toolkit demo

My ENERGY STAR Account
Welcome, Brian Green!

You are invited to navigate directly to other ENERGY STAR tools and sites, change your password for your password-protected ENERGY STAR tools, or update contact information for you, your organization, and your colleagues.

My ENERGY STAR Tools:
- Logo Downloads
- Portfolio Manager
- Marketing Toolkit

My Contact Information:
Brian Green
Green Star Partners Inc.
25 Hilltop Mountain Way
Aiea, Hawaii 96701
United States
Email Address: greenstarbuilders@yahoo.com
Primary Phone: 808-567-2347

Change My Password
Your password must be at least 8 characters long and use letters and numbers only.
User: GREENR2
Marketing Toolkit demo

Welcome to the ENERGY STAR Marketing Toolkit

Use the ENERGY STAR Marketing Toolkit to create customized promotional materials about your participation with ENERGY STAR and the unique product offer. The software will guide you through customizing each available template. It also includes company-specific information such as contacts, Web site address, location, and more. You can customize consumer messages, features, and benefits to focus on.

Once you have finished customizing a template, simply save the file to your computer and print it. Because your materials are password-protected, you can be confident that they are accurate and up-to-date.
Marketing Toolkit demo

ENERGY STAR®
My ENERGY STAR Account

Marketing Toolkit - Raters

This Toolkit can be used by ENERGY STAR Home Energy Rater partners to create customized materials promoting their rating services, as well as the benefits of building ENERGY STAR qualified homes for new home builders. To start using the Toolkit, select the type of template that you want to customize:

Fact Sheets

- Builder Benefits
- Rater Services
Marketing Toolkit demo

http://energystar.caepio.com/jsp/init.jsp?Session=normal&SessionMode=production&Event=Init&FlushSession=true&Temp
Marketing Toolkit demo

Variety of ways to finish the files you create:

• Save draft version
  • Enables you to work on materials over multiple sessions

• Save final version

• Generate as printable PDF file or other electronic file format – high or low resolution
Marketing Toolkit demo

• Additional Toolkit Materials
  – Builder flyers and graphics
  – Green Begins with ENERGY STAR Blue
  – Customizable versions of 7 Fact Sheets
One Millionth Home Promotion
One Millionth Home

In the first quarter of 2010, we’ll reach the landmark one millionth ENERGY STAR new home.

We’re in the early planning stages of developing a two-part promotion to recognize this accomplishment:

– Is your home the One Millionth ENERGY STAR Home?
– Setting a “One Millionth ENERGY STAR Home” Day
One Millionth Home

Is your home the One Millionth ENERGY STAR Home?

– Every ENERGY STAR home has a story and we want to hear it.
– EPA needs your help gathering stories from homeowners and builders about why their ENERGY STAR home is special.
– Testimonials will be featured online as a lead up to the one millionth ENERGY STAR home announcement.
– Several of the homes will be featured in the second part of the promotion.
One Millionth Home

Setting a “One Millionth ENERGY STAR Home” Day

– Reveal select homes to national media
– Create local media events highlighting select homes
– Offer interviews with a few homeowners, as well as members of EPA’s ENERGY STAR New Homes team
– Offer tours of ENERGY STAR qualified homes in top markets
Questions?

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