



## ENERGY STAR® RESIDENTIAL NEW CONSTRUCTION PROGRAMS



### DEAR ENERGY STAR RESIDENTIAL PARTNER,

**When your home's a star, it deserves the spotlight!**

EPA is excited to announce that our [Fall 2022 Communications Toolkit](#) is now available, featuring all-new assets 'spotlighting' special moments that take place in ENERGY STAR certified homes and apartments! Like prior Communications Toolkits, this one features inclusive and diverse imagery across a variety of digital assets that can be deployed on our partners' websites and social media accounts. These digital assets are also available in Spanish.

You can find the following materials through your [My ENERGY STAR \(MESA\)](#) account or on the [Seasonal Partner Communications Toolkits](#) page:

- A new set of co-brandable, customizable **postcards** to send to prospective homebuyers or display in model homes and sales centers.
- A new set of royalty-free **digital display ads** that partners can use on websites and social media.
- Sample, customizable **social media posts** for partners to use— including one for ENERGY STAR Day on Wednesday, Oct. 12.



**LinkedIn** Also new this season – ENERGY STAR is now on LinkedIn! We invite you to follow our new company page to get program-wide news and updates and connect with the ENERGY STAR community. Simply visit our [ENERGY STAR LinkedIn page](#) and click "+Follow" at the top of the page.

As a reminder, EPA's ENERGY STAR Residential team has developed several new and refreshed marketing and

communications materials for partners to use – including a [Program Overview Flyer](#), a [Technical Brochure](#), and past [Communications Toolkits](#), which are all available for download through your [MESA account](#). Our 2 Million homes “[Celebrations](#)” video is available on YouTube, and shortened clips – perfect for social media – are now available on the [Residential New Construction Marketing Materials](#) page. Let us know how you’re using these assets!

Please keep in touch with our Communications Coordinator, Marta Montoro ([montoro.marta@epa.gov](mailto:montoro.marta@epa.gov)), with any feedback or questions on these materials. Thank you for your continued support of ENERGY STAR!

Sincerely,  
The ENERGY STAR Residential New Construction Team

The future starts here.



Learn more at  
[energystar.gov/homes](http://energystar.gov/homes)



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