



# Leverage the Power of the ENERGY STAR Brand

## Marketing Tools for ENERGY STAR Certified Homes

**Brian Ng, U.S. EPA**

**Jessica Lorenz, Cadmus Group**

**Marylou Einfalt, ICF International**

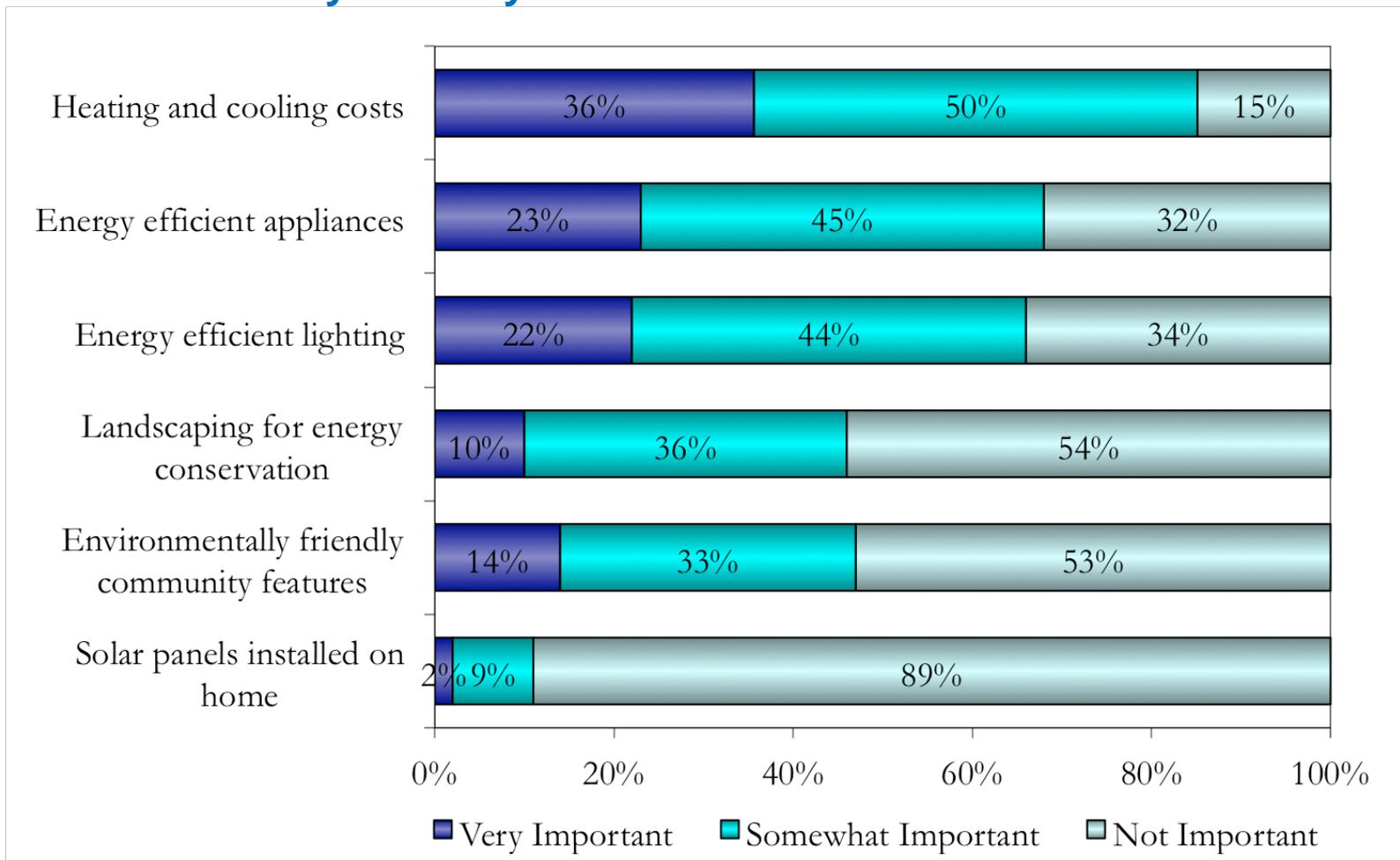
## Agenda

- Introduction & Brand Power
- 20<sup>th</sup> Anniversary Celebration Recap
- Trade Media Placements
- Marketing Resources
- Sales Kit
- Q&A





## Environmentally Friendly Features Preferred in Homes



For more than 20 years, EPA's ENERGY STAR program has identified the most energy-efficient **products**, **buildings**, **plants**, and **new homes** – all based on the latest government-backed standards.

Today, every ENERGY STAR label is verified by a rigorous third-party certification process.



Reducing  
the complexity  
of energy  
efficiency to a  
**simple choice.**



**Awareness**  
now exceeds

**85%**

and preference  
**is growing**



ENERGY STAR. The simple choice for energy efficiency.



**Today,**  
this little blue label  
does all the hard work  
of certifying outstanding  
energy efficiency in:

**NEW  
HOMES  
Across the Nation**



# 1,600,000

**new homes**  
have been certified



ENERGY STAR. The simple choice for energy efficiency.



# 20<sup>th</sup> Anniversary Celebration

## Topics

- Campaign Recap
- Media Highlights
- Social Media Engagement
- Video opportunity





## Campaign Overview: Celebrating 20 Years of ENERGY STAR Certified Homes

In 2015, the ENERGY STAR Certified Homes program reached an important milestone with its 20<sup>th</sup> anniversary.

Over last year, we celebrated with fun new content that engaged homeowners and showcased builders' success by:

- Highlighting how builders leverage ENERGY STAR to stay competitive;
- Demonstrating the success of ENERGY STAR certified homes in the marketplace (e.g., nearly 1.6 million homes built);
- And, sharing what's special about buying and owning an ENERGY STAR certified home.



## Media Outreach Highlights

- EPA Administrator Op-Ed in the Huffington Post Blog
  - 33,647,468 Unique Visitors per month
- Builder and Developer Magazine
  - 85,000 Print Circulation; Online version 31,757 Unique Visitors per month
- Builder Magazine Slideshow
  - 91,245 Unique Visitors per month
- The Money Pit
  - 136,052 Unique Visitors per month





## Social Media Engagement

- Featured partner content on ENERGY STAR's social media platforms
  - 20<sup>th</sup> Anniversary Facebook Album
  - Weekly tweets



**ENERGY STAR Homes 20th Anniversary**  
Updated about 3 weeks ago

The ENERGY STAR Certified Homes program has reached a megamilestone with its 20th anniversary in 2015. Your home could be featured on our website, social media channels, and end-of-the-year video. Submit your photos by tagging @ENERGY STAR on Facebook and we'll add them to this album!

More details here: [www.energy.star.gov/newhomes20years](http://www.energy.star.gov/newhomes20years)





## Social Media Engagement

- @ENERGYSTARHomes used the campaign hashtag in 111 tweets and @ENERGYSTAR included it in 12 tweets. Combined, these tweets garnered more than 130,000 total impressions and received nearly 950 engagements, which included more than 350 retweets.
- In addition to ENERGY STAR activity on Twitter, 145 unique Twitter handles included the campaign hashtag for a total of 284 tweets and more than 630,000 total potential impressions.





## Social Media Engagement

- ENERGY STAR posted about the 20<sup>th</sup> Anniversary in 30 Facebook posts, which had a total reach of more than 81,000, and received 555 Likes, 88 shares, and 31 comments combined.
- The various versions of the animated videos received more than 2,500 views combined on Facebook and more than 1,300 views combined on YouTube.
- The dedicated campaign landing page received nearly 2,400 pageviews.

\*Data found above collected from 5/27/2015 – 2/29/2016



## Highlights on energystar.gov

- New culmination video
  - [Energy Source Blog](#)
  - [YouTube Channel](#)
- Dedicated 20<sup>th</sup> Anniversary landing page ([www.energystar.gov/newhomes20years](http://www.energystar.gov/newhomes20years))



The screenshot shows the ENERGY STAR website's 20th anniversary landing page. The page is titled "Celebrating 20 Years of ENERGY STAR Certified Homes". It features a navigation bar with categories like "ENERGY EFFICIENT products", "ENERGY SAVINGS at home", "ENERGY EFFICIENT new homes", and "ENERGY STRATEGIES FOR buildings & plants". The main content area includes a video player, a "SHARE YOUR ENERGY STAR MEMORIES WITH US!" section with social media icons, and a "PROGRAM ACCOMPLISHMENTS" section with statistics: 20 years of ENERGY STAR, 1.6 million ENERGY STAR certified homes, 30% energy savings, and \$4.7 billion in savings. The page also features a "FIND A BUILDER" button and social media links for Twitter and Facebook.



# Trade Media Highlights



## Emerging Technology Series on BuilderOnline.com

- Six articles ran in Builderonline.com featuring five emerging technologies
  - LED Lighting
  - Smart Thermostats
  - Variable Speed HVAC System
  - Electric Heat Pumps
  - Advanced Fresh Air Systems
- Each story was a top trending article on Builder Online during the week that it was posted
- Content received high engagement on social media

**BUILDER**  
**TACKLING THE SECOND-HIGHEST ENERGY GUZZLER IN THE HOME**  
 Efficient water heaters will make homeowners sing in the shower--and when they get their energy bills.

By Dean Gamble

Over the last 20 years, EPA's ENERGY STAR Certified Homes program has worked with builders to construct more than 1.6 million better, more energy efficient, homes. Tried-and-true strategies like air sealing and increased insulation form the core of our program, but we're always looking for emerging technologies that will cost-effectively raise the bar on efficiency.



ats a pot of water. High-efficiency  
 he gas before it's exhausted out of  
 water heaters use a secondary heat

etric cooktop. In recent years,  
 heat pump – essentially a  
 electricity to move heat from one

**BUILDER**  
**FIVE EMERGING TECHNOLOGIES TO WATCH**  
 Energy Star officials offer their take on the products that are poised to transform the construction industry.

By Dean Gamble



Over the last 20 years, the Energy Star certified homes program has helped builders construct more than 1.6 million better, more efficient, homes. Tried-and-true strategies like air sealing and increased insulation are at the core of our program. However, it can't be denied that emerging technologies can provide critical savings as well as a little excitement to the world of residential efficiency. While some new high-performance products are just a flash in the pan, other once-exotic technologies like low-E window coatings are now standard practice.

That's why we're always on the lookout for emerging technologies that will help us raise the bar on efficiency. And thanks to our nearly 3,000 partners, we often get to see close up which of these are poised to transform the new construction industry. Here are five to watch:

1. **LED lighting.** Not your father's efficient lighting, LED lighting is poised to deliver breakthrough efficiency and innovative functionality right out of the box. LED bulbs reduce energy consumption by 70 to 90 percent--and they have impressive staying power--with a lifetime of 20 years.
2. **Smart thermostats.** Next-generation smart thermostats will offer more automated management (and higher potential savings) with less complex setup. Just like DVRs rendered VCR players nearly obsolete, I expect we'll eventually say goodbye to today's clunky tedious controls.
3. **Variable-speed HVAC systems.** Already prevalent in many parts of the world, these systems have the ability to automatically run hotter or colder, ramp the airflow up and down, and manage the temperature independently in different parts of the house, much like your car's HVAC system. This is in contrast to most systems used in homes today, which are simply on or off. These added features, plus the potential of greater efficiency, will make this a promising technology as costs continue to come down.



# Marketing Tools & Resources



# ENERGY STAR Label & Certificate



## ENERGY STAR® CERTIFIED NEW HOME

---

**Builder Name:** Gamble Builders  
**Permit Date/Number:** 4 April 2011  
**Home Address:** 1310 L Street, Washington DC 20005

**Rating Company:** G Force Testing  
**Rater Identification Number:** 2345678  
**Rating Date:** 6 July 2011  
**Version:** 3.0

---

**Standard Features of an ENERGY STAR Certified New Home**  
 Your ENERGY STAR certified new home has been designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency (EPA), including:

<p><b>Thermal Enclosure System</b>                  A complete thermal enclosure system that includes comprehensive air sealing, quality-installed insulation and high-performing windows to deliver improved comfort and lower utility bills.</p> <p><b>Air Infiltration Test:</b> 4 ACH50</p> <p><b>Primary Insulation Levels:</b>                  Ceiling: R30 Floor: R-19                  Wall: R19 Slab: R-6</p> <p><b>Primary Window Efficiency:</b>                  U-Value: 0.60 SHGC: 0.27</p>	<p><b>Water Management System</b>                  A comprehensive water management system to protect roofs, walls, and foundations.</p> <p>Flashing, a drainage plane, and site grading to move water from the roof to the ground and then away from the home.</p> <p>Water-resistant materials on below-grade walls and underneath slabs to reduce the potential for water entering into the home.</p> <p>Management of moisture levels in building materials during construction.</p>
<p><b>Heating, Cooling, and Ventilation System</b>                  A high-efficiency heating, cooling system, and ventilation system that is designed and installed for optimal performance.</p> <p><b>Total Duct Leakage:</b>                  6 CFM25 per 100 sq. ft.</p> <p><b>Duct Leakage to Outdoors:</b>                  4 CFM25 per 100 sq. ft.</p> <p><b>Primary Heating (System Type • Fuel Type • Efficiency):</b>                  Fuel-fired Hydronic Distribution • Natural Gas • 99 AFUE</p> <p><b>Primary Cooling (System Type • Fuel Type • Efficiency):</b>                  Ground-source Heat Pump • Electric • 14.5 SEER</p>	<p><b>Energy Efficient Lighting and Appliances</b>                  Energy efficient products to help reduce utility bills, while providing high-quality performance.</p> <p><b>ENERGY STAR Qualified Lighting:</b> 75%</p> <p><b>ENERGY STAR Qualified Appliances and Fans:</b>                  Refrigerators: 1 Dishwashers: 1                  Ceiling Fans: 4 Exhaust Fans: 3</p> <p><b>Primary Water Heater (System Type • Fuel Type • Efficiency):</b>                  Electric Resistance Heater • Electric • 0.94 EF</p>

---

**HERS Index**

65  
This Home

The certificate provides a summary of the home energy efficiency and other construction features that contribute to this home earning the ENERGY STAR, including its Home Energy Rating System (HERS) score, as determined through independent inspection and verification performed by a third professional. The Home Energy Rating System is a nationally-recognized, uniform measurement of the energy efficiency of homes.

Note that when a home contains multiple performance goals for a particular feature (e.g., window efficiency or insulation levels), the predominant value is shown. Also, homes may be certified to earn the ENERGY STAR using a sampling protocol, whereby one home is randomly selected from a set of homes for representative inspection and testing. In such cases, the statistics based on such homes rather than one individual home may be used to represent or predict the values of this certificate. The actual values for your home may differ, but after inspection or other performance. This certificate was printed using 100% recycled paper (30 lbs.).

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



## ENERGY STAR Logos

([www.energystar.gov/mesa](http://www.energystar.gov/mesa))

### Certification Mark



### Partnership Mark



### Promotional Mark



### Linkage Phrase Marks

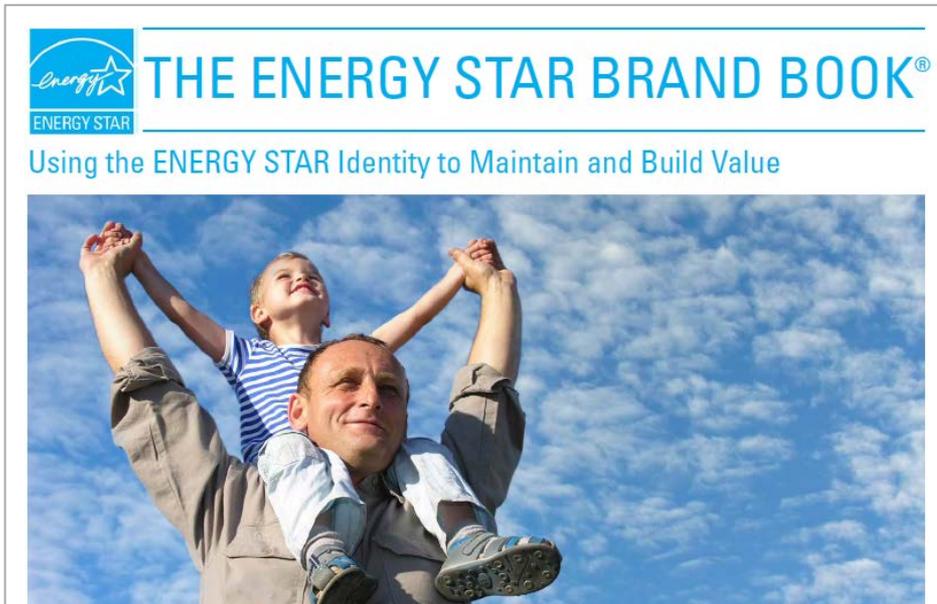
**Committed to Building  
100% ENERGY STAR**





## Brand Book

Partners must use logos in accordance with EPA's logo guidelines ([www.energystar.gov/brandbook](http://www.energystar.gov/brandbook))



### Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners participating in EPA's ENERGY STAR Certified Homes program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Identity Guidelines. Please review the ENERGY STAR Identity Guidelines in their entirety at [www.energystar.gov/usage](http://www.energystar.gov/usage).

**CORRECT USE**

Examples of common uses of the marks are illustrated below:

- 1 Linkage Phrase Mark on websites to educate the public about the ENERGY STAR Certified Homes program.
- 2 Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- 3 Designed to Earn Mark on home plans, once verified by a third-party Home Energy Rater.
- 4 Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes.

**INCORRECT USE**

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner's organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, or website title.
- Do not use the ENERGY STAR marks or name in association with homes that are not built to ENERGY STAR specifications.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained. Please see the ENERGY STAR Identity Guidelines for specific mark size requirements.

1

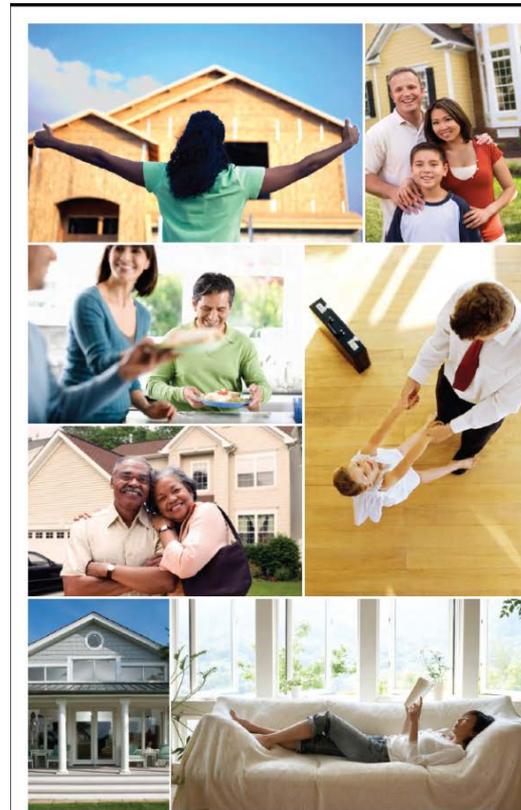
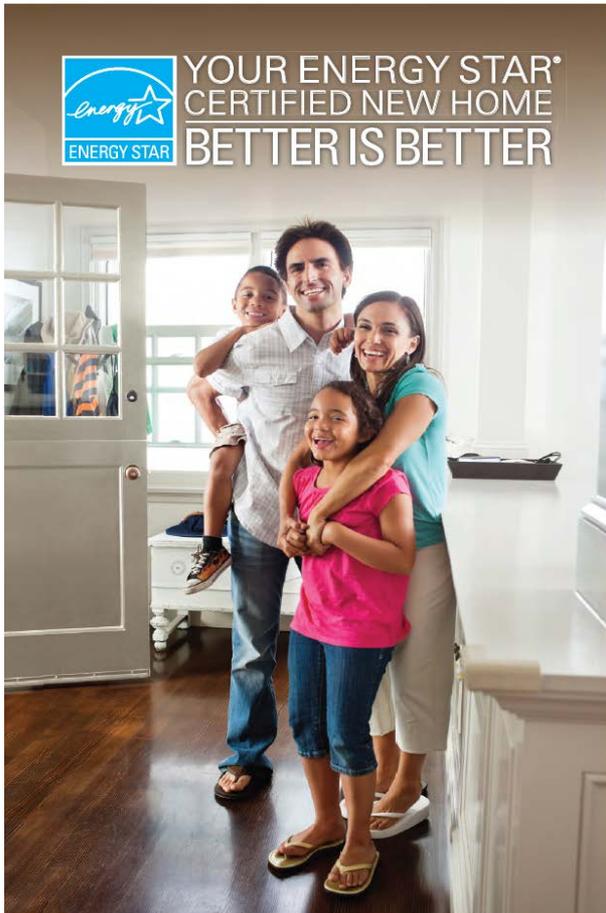
2

3

4



## Consumer Brochure ([www.energystar.gov/publications](http://www.energystar.gov/publications))



### The little label with a big message. Better is Better.

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 standards well above most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

New homes that earn the ENERGY STAR label deliver energy efficiency savings of up to 30 percent when compared to typical new homes—and the difference is 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 450,000 vehicles.

This better approach to building results in a new home that brings peace of mind, enduring quality, wall-to-wall comfort, and proven value. 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.**



## Fact Sheets

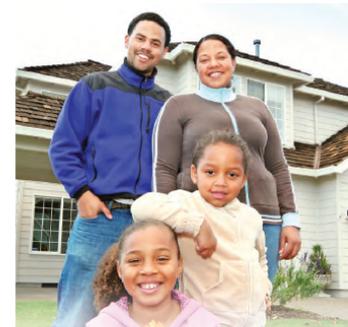
([www.energystar.gov/newhomefactsheets](http://www.energystar.gov/newhomefactsheets))

- Download fact sheets:
  - Thermal Enclosure
  - Water Management
  - Heating and Cooling
  - Lighting and Appliances
  - Independent Testing and Verification



ENERGY STAR® Certified Home Features  
Energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA)

### A COMPLETE THERMAL ENCLOSURE SYSTEM



You want your home to be comfortable no matter what room you're in or what the weather is outside. Comprehensive air sealing, properly installed insulation, and high-performance windows work together in an ENERGY STAR certified home to deliver better comfort, better durability, reduced maintenance costs, and lower monthly utility bills. During construction, ENERGY STAR builder partners must meet all of the requirements of EPA's comprehensive thermal enclosure system inspection to ensure that—

- Your new home is tightly sealed to reduce leaks and drafts; and thermal bridging across walls is minimized.
- Correct levels of insulation are selected to provide whole-house comfort.
- Insulation is installed properly to deliver the best performance.

When builders meet these rigorous requirements, you get a home with a complete thermal enclosure system—a better approach to building a better home.

#### AIR SEALING

A typical home contains a half-mile of cracks and gaps behind walls and around windows and doors, along with dozens of holes for pipes, vents, ducts, lighting, and wiring. Sealing these openings with a comprehensive air sealing package helps to significantly reduce drafts, moisture, dust, pollen, pests, and noise. The best time to seal these is during the construction process because access to critical areas can be limited once the house is completed.

ENERGY STAR builder partners seal the holes using caulks, foams, and other techniques—paying particular attention to those areas between the conditioned (heated or cooled) and unconditioned space of your home. One great example of this is found at the attic access panel, where ENERGY STAR certified homes feature a gasket to create a tight seal around the panel. This is a detail that is commonly missing in many other homes and can have a real impact on your comfort and utility bills.

The energy savings from comprehensive air sealing can quickly add up when you consider all the places hot or cool

air can enter or escape from your home. Having a well-sealed home also means better air quality because dirt, pollen, pests, and moisture can't get in as easily. In addition, good sealing practices help protect your home against mold and moisture damage that can be caused by condensation.

#### REDUCED THERMAL BRIDGING

Walls in homes are typically built with wood studs, which support the weight of the floors and roof above, help the home stand up to wind, and generally act as the structural "bones" of the home. While these components are critical to making a durable home, they often have a very low R-value (resistance to heat flow) and create thermal "bridges"—uninsulated pathways that compromise the comfort and efficiency of the home. ENERGY STAR builder partners select one of five strategies, such as adding a continuous layer of rigid foam or minimizing excess wood studs, to minimize thermal bridging in walls.

## ENERGY STAR Consumer Video

([www.energystar.gov/mesa](http://www.energystar.gov/mesa))

- 5-minute or 90-second co-brandable video explaining the features and benefits of an ENERGY STAR certified home. Use it:
  - On your website
  - In your sales training
  - In a model home
- Partners are permitted to co-brand by adding their logo to the beginning or end of the video





## Web Banners and Buttons



  
**ASK ABOUT ENERGY STAR CERTIFIED HOMES**

**Peace of mind,  
the result of a home  
built better.**  
Click to learn more.



  
**ASK ABOUT ENERGY STAR CERTIFIED HOMES**

**Enduring quality.  
Better systems make all  
the difference.**  
Click to learn more.



  
**ASK ABOUT ENERGY STAR CERTIFIED HOMES**

**Better is better.  
Welcome to the ENERGY STAR family.**  
Click to learn more.



## Infographic

- Visit [www.energystar.gov/newhomefactsheets](http://www.energystar.gov/newhomefactsheets) to download graphic in full or in sections:
  - Embed the full Infographic on your website

**ENERGY STAR® CERTIFIED NEW HOMES**  
**BETTER IS BETTER**

When rigorous ENERGY STAR requirements are applied to new home construction, the result is a home built better from the ground up, delivering better durability, better comfort, and reduced utility and maintenance costs. This makes an ENERGY STAR certified home the simple choice for energy efficiency.

**THE BENEFITS**

You will see, feel, and hear the difference of the fully integrated approach to design and construction combined with tried-and-true best building practices that are applied to every ENERGY STAR certified new home.

**REDUCED LEAKS AND DRAFTS**

Comprehensive air sealing, weatherstripping, and high performance windows and doors minimize warm and cold spots.

**MORE CONSISTENT TEMPERATURES**

A high efficiency heating and cooling system, designed and installed for optimal performance, ensures better comfort in every room, year-round.

**BETTER DURABILITY**

A comprehensive water management system, including flashing, moisture barriers, and heavy-duty membranes, protects roofs, walls, and foundations from moisture damage.

**IMPROVED INDOOR AIR**

A fresh air system provides a controlled amount of outdoor air, combined with a high performance filter, this improves indoor air quality and reduces dust, pollen, and other allergens.

**PEACE OF MIND**

Trained and certified professionals perform independent inspections and testing, so you can sleep well knowing things were done right.

**THE SAVINGS**

AN ENERGY STAR CERTIFIED NEW HOME DELIVERS ENERGY SAVINGS UP TO **30%** compared to typical new homes.

**\$300**  
 THE AVERAGE ANNUAL SAVINGS FROM AN ENERGY STAR CERTIFIED NEW HOME.

Each ENERGY STAR certified home reduces greenhouse gases (GHG) by 3,700 lbs. per year compared to a typical home.

which is equivalent to the GHG emissions absorbed by growing **43 trees**.

**LEARN MORE AT ENERGYSTAR.GOV/NEWHOMES**

Join more than 1.5 million families across America that are already enjoying the quality, comfort, and value of their ENERGY STAR certified homes, while also saving energy and reducing greenhouse gas emissions.

Find builders in your area that offer ENERGY STAR certified new homes at [www.energystar.gov/partnerlocator](http://www.energystar.gov/partnerlocator).

EPA's ENERGY STAR program sets strict energy efficiency specifications for more than 70 different kinds of products as well as new homes and commercial and industrial buildings. See the list. [www.energystar.gov](http://www.energystar.gov)

**LEARN MORE AT ENERGYSTAR.GOV/NEWHOMES**

**ENERGY STAR CERTIFIED NEW HOMES: THE BENEFITS**

You will see, feel, and hear the difference of the fully integrated approach to design and construction combined with tried-and-true best building practices that are applied to every ENERGY STAR certified new home.

**REDUCED LEAKS AND DRAFTS**

Comprehensive air sealing, quality-installed insulation, and high performance windows and doors minimize warm and cold spots.

**MORE CONSISTENT TEMPERATURES**

A high efficiency heating and cooling system, designed and installed for optimal performance, ensures better comfort in every room, year-round.

**BETTER DURABILITY**

A comprehensive water management system, including flashing, moisture barriers, and heavy-duty membranes, protects roofs, walls, and foundations from moisture damage.

**IMPROVED INDOOR AIR**

A fresh-air system provides a controlled amount of outdoor air. Combined with a high-performance filter, this improves indoor air quality and reduces dust, pollen, and other allergens.

**PEACE OF MIND**

Trained and certified professionals perform independent inspections and testing, so you can sleep well knowing things were done right.

**LEARN MORE AT ENERGYSTAR.GOV/NEWHOMES**

**ENERGY STAR CERTIFIED NEW HOMES: SUPERIOR ENERGY EFFICIENCY**

AN ENERGY STAR CERTIFIED NEW HOME DELIVERS ENERGY SAVINGS UP TO **30%** compared to typical new homes.

**LEARN MORE AT ENERGYSTAR.GOV/NEWHOMES**

**ENERGY STAR CERTIFIED NEW HOMES: THE SAVINGS**

**\$300**  
 THE AVERAGE ANNUAL SAVINGS FROM AN ENERGY STAR CERTIFIED NEW HOME.

**LEARN MORE AT ENERGYSTAR.GOV/NEWHOMES**



ENERGY STAR. The simple choice for energy efficiency.

## Updates to energystar.gov

- Updated New Homes consumer landing page of energystar.gov.
- New secondary pages
- Scheduled to go live in April 2016!

The screenshot shows the updated landing page for Energy Efficient New Homes. The header includes the Energy Star logo and navigation links for 'ENERGY EFFICIENT PRODUCTS', 'ENERGY SAVINGS AT HOME', 'ENERGY EFFICIENT NEW HOMES', and 'ENERGY STRATEGIES FOR BUILDINGS & PLANTS'. The main content area features a large image of a family in front of a house, with text stating 'ENERGY STAR CERTIFIED NEW HOMES ARE More efficient than typical new homes. Designed and built to high standards. Inspected, tested, and verified. Built better from the ground up.' Below this is a video player showing a woman and child in a living room. A 'FIND A BUILDER' button is visible with a dropdown menu set to 'Alabama'. The bottom section includes 'RELATED RESOURCES' with links to 'ENERGY STAR Multifamily High Rise', 'Green Homes & ENERGY STAR', and 'Tip for Current ENERGY STAR Homeowners (PDF, 922KB)'. There is also a 'FOR NEW HOME INDUSTRY PROFESSIONALS' link.

The screenshot shows the 'ENERGY STAR Certified Homes Testimonials & Stories' page. The header is identical to the landing page. The main content area features a large image of a family holding a blue Energy Star label, with text stating 'It was more than 20 years ago that ENERGY STAR began labeling entire homes built to provide superior energy efficiency. Since then, homebuilders across the country have committed to building quality, energy efficient homes and millions of Americans have made the simple choice to live in an ENERGY STAR certified home.' Below this is a video player showing a collage of photos of families. A 'FIND A BUILDER' button is visible with a dropdown menu set to 'Alabama'. The bottom section includes 'HEAR FROM HOMEOWNERS' and 'HEAR FROM BUILDERS' links, with a testimonial from Melissa Wahl, Cobblestone Homes ENERGY STAR Partner.

The screenshot shows the 'Explore the Features & Benefits' page for Energy Efficient New Homes. The header is identical to the landing page. The main content area features a large image of a blue Energy Star label, with text stating 'The label that comes with every ENERGY STAR certified home may look small. It measures just three by five inches. But what it stands for is really big. It means that a home has undergone a better process of independent inspections and testing to ensure it meets strict requirements set by the U.S. Environmental Protection Agency (EPA). Learn more about independent inspections and testing in this fact sheet (PDF, 1.91MB).' Below this is a video player showing a woman and child in a living room. A 'FIND A BUILDER' button is visible with a dropdown menu set to 'Alabama'. The bottom section includes 'STEP 1: Builder Becomes an ENERGY STAR Partner', 'STEP 2: Builder and Rater Work Together to Select Climate-appropriate Energy Efficiency Features', and 'STEP 3: Builder Constructs Home and Rater Performs Field Verification and Quality Assurance'.



# Visit the ENERGY STAR Website ([www.energystar.gov/newhomespartners](http://www.energystar.gov/newhomespartners))



ENERGY EFFICIENT  
products

ENERGY SAVINGS  
at home

ENERGY EFFICIENT  
new homes

ENERGY STRATEGIES FOR  
buildings & plants



- [ABOUT ENERGY STAR](#)
- [PARTNER RESOURCES](#)

Home > Partner Resources > For New Home Industry Professionals

## For New Home Industry Professionals

See why ENERGY STAR certified homes are better for homeowners, partners, and the environment



[WATCH THE VIDEO](#)

### ENERGY STAR HOMES ON TWITTER

 In #ENERGYSTAR certified homes, ducts are installed without kinks or loops to help reduce energy costs.  
<http://t.oo/qACbMZo6Xj>  
 4 hours ago reply retweet favorite

 #FactFriday: If every US home swapped 1 light bulb for an #ENERGYSTAR bulb, we would save enough energy to light 3 million homes for a year  
 3 days ago reply retweet favorite

### PARTNER RESOURCES



[Program Requirements »](#)



[Educational Resources »](#)



[Marketing and Promotional Resources »](#)



### LOG IN TO ENERGY STAR

View and manage information about your organization's ENERGY STAR participation and contacts; access all of your password-protected tools or resources.

#### MY ENERGY STAR ACCOUNT

username

password

[FORGOT PASSWORD?](#) [LOGIN](#)

Not a Partner?

[BECOME A PARTNER](#)



# My ENERGY STAR Account

[www.energystar.gov/mesa](http://www.energystar.gov/mesa)

ENERGY STAR™

My ENERGY STAR Account

ENERGY STAR

[Contact ENERGY STAR](#) | [Help](#) | [Logout](#)

Partner Resources

[Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#)

Welcome

My Organization Information

My Contact Information

My Tools

Quick Links

Change Password

Contact Us

Join ENERGY STAR

## My ENERGY STAR Account

Welcome,

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.

**To-Do List:**

**New Homes Builder Training**  
Not required - for your reference.

Review Training

(Internet Explorer or Firefox are the preferred browsers for this training. Please turn off your browser pop-up blocker.)

**My ENERGY STAR Tools:**

- [Logo Downloads](#)
- [Eligible ENERGY STAR Builders](#)
- [Linking Opportunities](#)
- [Certified Homes Consumer Videos](#)
- [Certified Homes Co-brandable Consumer Brochure](#)
- [Certified Homes Co-brandable Banners](#)
- [ENERGY STAR Certified Homes Sales Training Kit New](#)
- [Certified Homes Co-brandable Yard Signs](#)

**Area(s) of Participation:**

Area(s) of Participation	Organization	Organization Status <span style="color: blue;">?</span>	Organization Role <span style="color: blue;">?</span>	Your Contact Role	Action
Homes Verification Organization		Active	Partner	Secondary Contact	<a href="#">View / Edit</a>



## Co-brandable Materials

**Better is Better.**

When there's a mark of efficiency, the ENERGY STAR label is also a mark of quality, and represents a commitment to the environment. But not all are in. Choosing a new home is a big decision. So it helps to get with the greatest of greats - great, exciting quality, wall-to-wall comfort and peace of mind.

You'll find the promise with ENERGY STAR:



ENERGY STAR was named by EPA in 1995 as a national partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 40 different kinds of products as well as new homes and commercial buildings that meet strict energy efficiency guidelines set by EPA. In 2010, alone, Americans with the help of ENERGY STAR saved more than \$28 billion on their utility bills, while reducing greenhouse gas emissions equivalent to the annual emissions from 10 million vehicles.

Learn more about ENERGY STAR certified homes at [www.epa.gov/energystar](http://www.epa.gov/energystar)

Text Box 1: INSERT ADDITIONAL COMPANY INFORMATION HERE (e.g., company name, address, phone number, website, etc.)

Text Box 2: INSERT LOGO ABOVE AND INSERT COMPANY NAME AND ADDITIONAL INFORMATION HERE (e.g., company name, company ENERGY STAR logo seal)

**YOUR ENERGY STAR CERTIFIED NEW HOME BETTER IS BETTER**



Consumer Brochure

**AN INVESTMENT IN YOUR GOOD NAME.**

ASK ABOUT ENERGY STAR CERTIFIED HOMES [WWW.ENERGYSTAR.GOV/HOMES](http://WWW.ENERGYSTAR.GOV/HOMES)

**ENERGY STAR®: The Leading Symbol of Energy Efficiency**

Over 80% of consumers trust ENERGY STAR as the EPA-backed symbol of energy efficiency.\*

**The Opportunity for Recognized Leadership**

Join leading builders who have earned government-backed recognition by meeting a higher standard of excellence.

**The Key to Quality Control**

Over 150 critical construction details mean better consistency, better process control, better ROI, and better quality.

**Your Roadmap to the Future**

Drive your business forward by adapting to upcoming code requirements before they become mandatory.



**THE ENERGY STAR CERTIFIED NEW HOME: BETTER IS BETTER.**

ASK ABOUT ENERGY STAR CERTIFIED HOMES [WWW.ENERGYSTAR.GOV/HOMES](http://WWW.ENERGYSTAR.GOV/HOMES)

**Peace of Mind**

The result of a home built better from the ground up.

**Enduring Quality**

Over 150 critical construction details independently verified.

**Wall-to-Wall Comfort**

Drafts are diminished, temperatures are more consistent, noise is reduced, and outside noise is reduced.

**Prevent Value**

Consumes 15-30% less energy, saving hundreds in utility bills.



Roll-up Banners

**A & N**

Home Site 101A  
(323) 456-7891

**BUILDERS**

ASK ABOUT ENERGY STAR CERTIFIED HOMES



Yard Signs



Consumer Video



## Co-Brandable Consumer Brochure ([www.energystar.gov/mesa](http://www.energystar.gov/mesa))



### ENERGY STAR.

It's the little label with a big message.

Better is Better.

Text Box 3. [Builder's Name] is proud to offer new homes that have earned the ENERGY STAR label because it means your home has been designed and built to standards well above most other homes on the market today.

- Better quality
- Better comfort
- Better durability
- Reduced utility and maintenance costs

### Peace of mind.

The result of a home that's built better.

With the ENERGY STAR label on your new home, you can be confident that it will deliver and has been built better from the ground up.

- Meets strict requirements set by the U.S. Environmental Protection Agency (EPA)
- Tried-and-true best building practices
- More inspections and testing by certified professionals



### Enduring quality.

Better systems make all the difference.

A new home is a big investment, so it's important that it be designed with features built to last.

- A complete **Thermal Enclosure System** with comprehensive air sealing, quality-installed insulation, and high-performance windows
- A high-efficiency **Heating, Ventilation, and Cooling System**
- A comprehensive **Water Management System** to protect roofs, walls, and foundations from moisture damage
- **Energy-efficient Lighting and Appliances**

### Wall-to-wall comfort.

A better way to live.

From the moment you walk in the door of your ENERGY STAR certified home, you'll see, feel, and hear the difference.

- Efficiently delivered comfort, controlled humidity, and reduced noise
- A constant supply of fresh, filtered air, reducing indoor pollutants, dust, pollen, and other allergens
- Consistent temperatures and diminished drafts throughout the entire home



### Proven value.

A better investment for today and tomorrow.

ENERGY STAR certified new homes offer better energy efficiency and performance compared to other homes.

- Use 20-30 percent less energy than typical new homes; even more when compared to most resale homes
- Better resale value if it comes time to sell



### Better is Better.

More than a mark of efficiency, the ENERGY STAR label is also a symbol of trust, quality, and responsible stewardship of the environment that we all live in. Buying a new home is a big decision. So it helps to start with the promise of peace of mind, enduring quality, walk-to-wall comfort, and proven value.

You'll find that promise with ENERGY STAR.



Text Box 1. [INSERT ADDITIONAL COMPANY INFORMATION HERE, e.g., homeowner testimonials, description of company's participation in ENERGY STAR and commitment to energy efficiency]

asdfasdfasdf

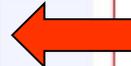
Text Box 1



ENERGY STAR was started by EPA in 1992 as a market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 80 different kinds of products as well as new homes and commercial and industrial buildings that meet strict energy efficiency specifications set by EPA. In 2012 alone, Americans with the help of ENERGY STAR, saved more than \$24 billion on their utility bills, while reducing greenhouse gas emissions equivalent to the annual emissions from 50 million vehicles.

Learn more about ENERGY STAR certified new homes at [energystar.gov/newhomes](http://energystar.gov/newhomes).

Logo 2



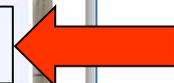
Text Box 2. [INSERT LOGO ABOVE AND INSERT COMPANY NAME AND ADDITIONAL INFORMATION HERE, e.g., company history, company's ENERGY STAR Web page]

asdfasdfasdas

Text Box 2



Logo 1





### THE ENERGY STAR® CERTIFIED NEW HOME: BETTER IS BETTER.

[WWW.ENERGYSTAR.GOV/NEWHOMES](http://WWW.ENERGYSTAR.GOV/NEWHOMES)

#### Peace of Mind

The result of a home built better from the ground up.

#### Enduring Quality

Over 150 critical construction details independently verified.

#### Wall-to-Wall Comfort

Drafts are diminished, temperatures are more consistent room-to-room, and outside noise is reduced.

#### Proven Value

Consumes 15-30% less energy, saving hundreds in utility bills.



Logo



### AN INVESTMENT IN YOUR GOOD NAME.

[WWW.ENERGYSTAR.GOV/HOMES](http://WWW.ENERGYSTAR.GOV/HOMES)

#### ENERGY STAR®: The Leading Symbol of Energy Efficiency

Over 80% of consumers trust ENERGY STAR as the EPA-backed symbol of energy efficiency.<sup>1</sup>

#### The Opportunity for Recognized Leadership

Join leading builders who have earned government-backed recognition by meeting a higher standard of excellence.

#### The Key to Quality Control

Over 150 critical construction details mean better consistency, better process control, better ROI, and better quality.

#### Your Roadmap to the Future

Drive your business forward by adapting to upcoming code requirements before they become mandatory.



Logo





## THE ENERGY STAR® CERTIFIED NEW HOME: BETTER IS BETTER.

[WWW.ENERGYSTAR.GOV/NEWHOMES](http://WWW.ENERGYSTAR.GOV/NEWHOMES)

### Peace of Mind

The result of a home built better from the ground up.

### Enduring Quality

Over 150 critical construction details independently verified.

### Wall-to-Wall Comfort

Drafts are diminished, temperatures are more consistent room-to-room, and outside noise is reduced.

### Proven Value

Consumes 15-30% less energy, saving hundreds in utility bills.



**NEIGHBORHOOD**  
HOME BUILDERS



## AN INVESTMENT IN YOUR GOOD NAME.

[WWW.ENERGYSTAR.GOV/HOMES](http://WWW.ENERGYSTAR.GOV/HOMES)

### ENERGY STAR®: The Leading Symbol of Energy Efficiency

Over 80% of consumers trust ENERGY STAR as the EPA-backed symbol of energy efficiency.<sup>1</sup>

### The Opportunity for Recognized Leadership

Join leading builders who have earned government-backed recognition by meeting a higher standard of excellence.

### The Key to Quality Control

Over 150 critical construction details mean better consistency, better process control, better ROI, and better quality.

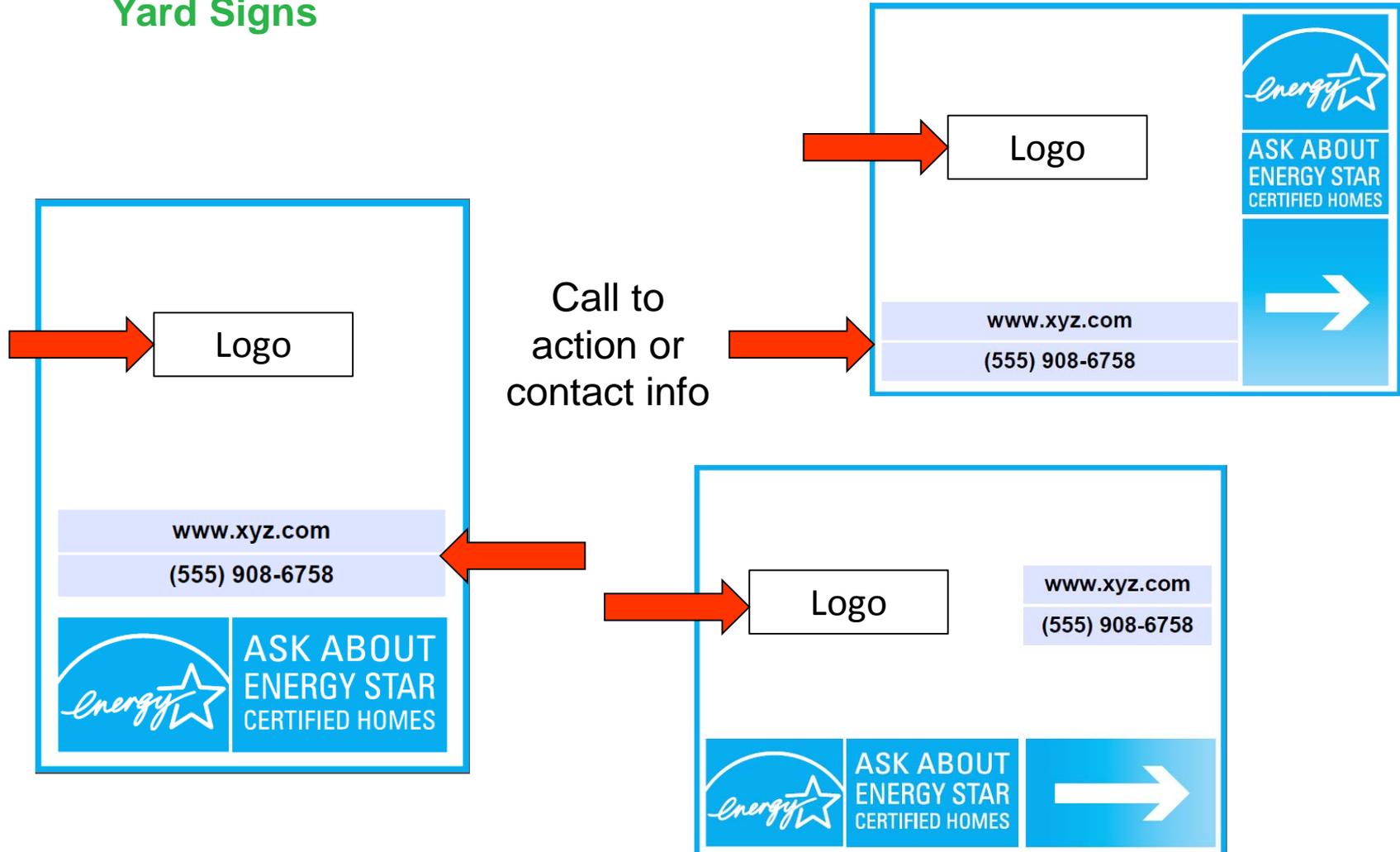
### Your Roadmap to the Future

Drive your business forward by adapting to upcoming code requirements before they become mandatory.





## Yard Signs





## Yard Signs

- Three variations for:
  - Model Homes
  - Lots for Sale
  - Directional Signage
- Be mindful of the content, location, and placement of your signage, as well as local signage ordinances.

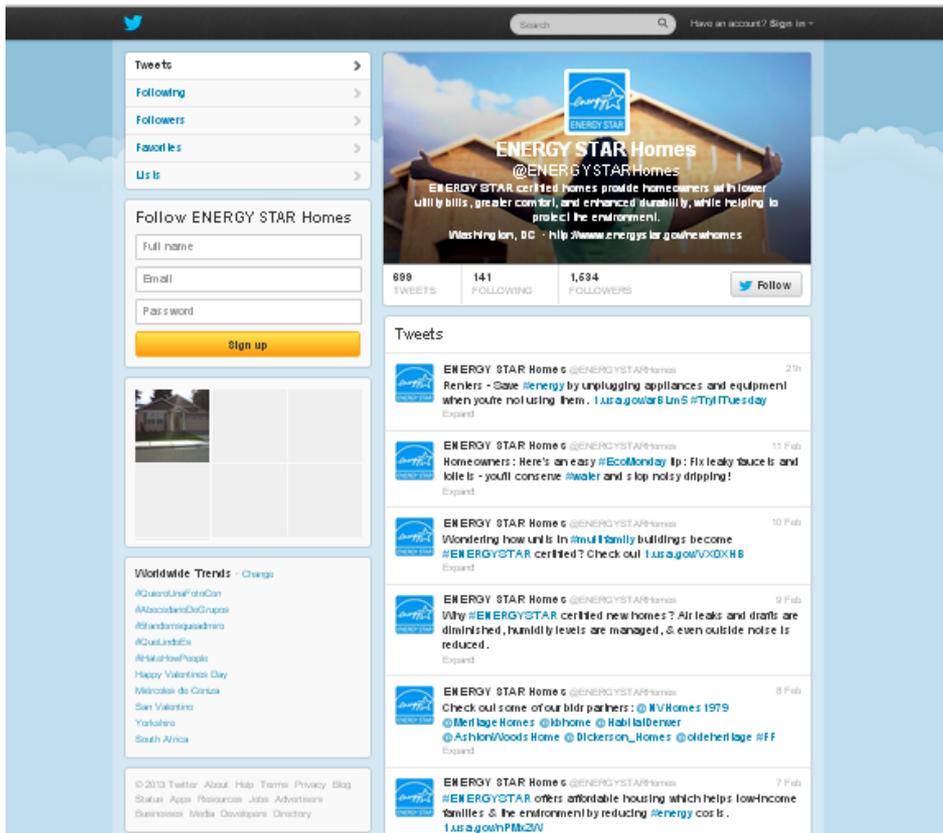




Twitter



- [twitter.com/energystarhomes](https://twitter.com/energystarhomes)



- More than 6,900 followers
- Tweet daily
  - Information and resources for consumers and partners
  - Program statistics
  - Media articles
- Engage directly with other handles through retweets and replies
- Tag @ENERGYSTARHomes in your tweets and we'll retweet relevant content!



Facebook



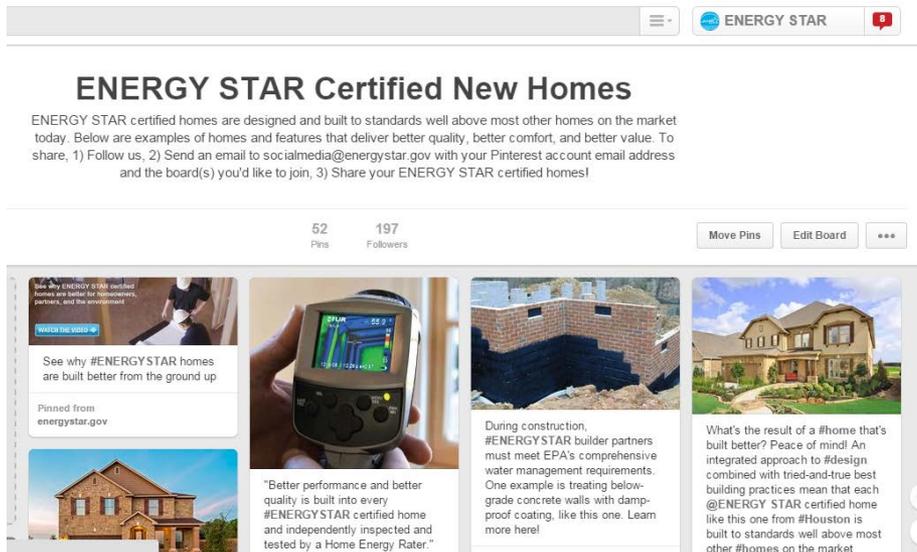
- [www.facebook.com/energystar](http://www.facebook.com/energystar)



- More than 37,000 fans
- Post 1 time per day
- All ENERGY STAR branches
- Share resources and articles
- Engage users with quizzes and asking them to share
- Comment on ENERGY STAR posts to increase your page's reach
- Send us articles via Twitter
- Tag ENERGY STAR in relevant posts (@ ENERGY STAR)

## Pinterest Boards

- <https://www.pinterest.com/energystar/energy-star-certified-new-homes/>



- Resources and materials
- Program statistics and facts
- Infographics and articles
- Images of certified homes
- To join the shared board:
  - Follow all ENERGY STAR boards
  - Send an email to [socialmedia@energystar.gov](mailto:socialmedia@energystar.gov) with your Pinterest account email address and the board(s) you'd like to join
  - Start sharing!



## LinkedIn Group

- [www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000](http://www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000)

**ENERGY STAR Certified New Homes (U.S. EPA)**

Discussions Promotions Jobs Members Search

**CERTIFIED NEW HOME**

**Hear from KB homeowners that are saving on energy bills, thanks to ENERGY STAR**

**Jacob Atalla**  
VP, Sustainability Initiatives at KB Home

- Engage with other stakeholders in the industry
- Join discussions about best practices
- Make connections with New Home Industry Professionals



# ENERGY STAR Certified Homes Sales Training Kit

## What is it and why was it created?

- Over the years, the ENERGY STAR Program has received feedback from partners that sales people have difficulty in communicating the value of ENERGY STAR to prospective homebuyers.
- Therefore, EPA has created a sales training kit designed to help sales staff of ENERGY STAR builders communicate the value that energy efficiency brings.
- It's intended to be delivered by a sales manager who knows their sales staff well and knows their pain points.
- Customizable for your team's needs.



## How to Use It

- The training consists of two 1-hour long modules:
  - Can be completed all at once or in two sessions
  - Designed to be presented during your regularly scheduled sales meetings
- Many resources are provided to help the trainer implement the training.





## The Resources

1. **Trainer's Guide** that provides the course agenda, learning objectives and step-by-step instructions on how to prepare for the training.
2. **Pre-course Assignment** to ensure that participants understand key information prior to the training.
3. **Participant Guide** combined with four in-class activities and an optional field activity.
4. **Participant Guide: *Trainer's Version*** to assist in facilitation of activities.
5. **PowerPoint** with speaker's notes providing the point of each slide and optional narration.
6. **Optional Q&A** to test participants
7. **Certificate of Completion**



# Selling the Value of ENERGY STAR® Certified Homes



Trainer's Guide



Copyright © 2014

Version 2014.C.9

## Trainer's Guide

- Course Overview
- Training Goal
- Audience
- Timing
- Learning Objectives
  
- Learning Objective
  - Activity Description
  - Length of time
  
- Preparation Suggestions – 2 weeks out to day of



## Pre-course Assignment

- Consumer Video, Fact Sheets, & Brochure

### Selling the Value of ENERGY STAR Certified Homes: Pre-course Assignment

Hello and welcome to the "Selling the Value of ENERGY STAR® Certified Homes" training. This training will help you hone your skills at aligning the features and benefits of ENERGY STAR certified homes with the values of four research-driven customer profiles.

One goal of this pre-course work is to prepare you for your role play sessions during the classroom portion of the course. This pre-course assignment uses recently updated ENERGY STAR resources to assist with this preparation.

**Overall Directions**  
Use the links provided to answer the questions in each section below. Do your best to interpret the information using your own unique perspective as there are no perfect answers to the questions. Bring your answers to the first day of class.

The sections below highlight three ENERGY STAR certified home resources:

1. The Better is Better video
2. Your ENERGY STAR Certified Home Better is Better brochure
3. Five factsheets on the features of ENERGY STAR Certified Home



#### Better is Better Video Activity

Directions: Watch the video found at this link <http://www.energystar.gov/certifiedhomes> then answer the following question.

1) List at least three features and how customers benefit from owning an ENERGY STAR certified home compared to an average built home?

Features	Customer Benefits
_____	_____
_____	_____
_____	_____

#### Your ENERGY STAR Home: Better is Better brochure

Directions: Visit the brochure found here: [http://www.energystar.gov/ia/partners/downloads/consumer\\_brochure.pdf](http://www.energystar.gov/ia/partners/downloads/consumer_brochure.pdf). Describe in your own words the direct benefits to the customer found in each of the four ENERGY STAR Certified Home areas from the brochure. Imagine you're describing these benefits to a good friend who is seriously interested in pursuing a purchase of an ENERGY STAR certified home.

Peace of mind

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Enduring quality

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

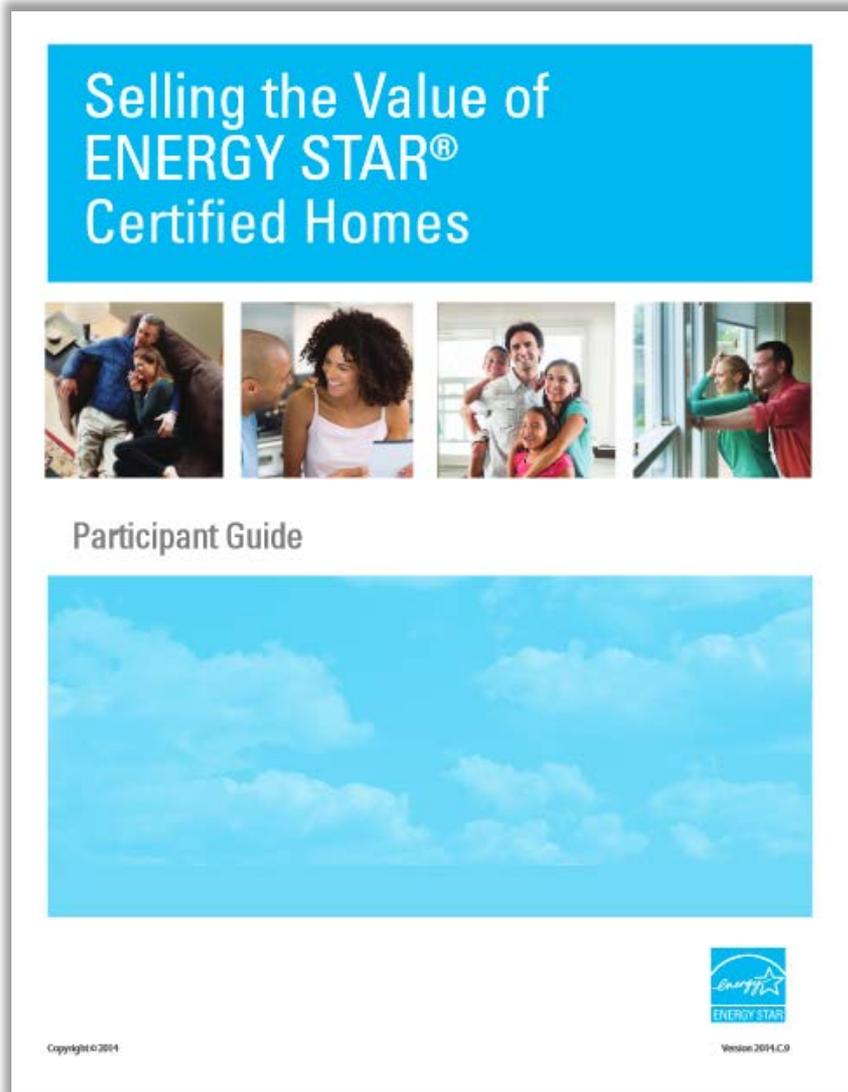
\_\_\_\_\_

\_\_\_\_\_

Page 2 of 5



## Participant Guide



- 38-page document that serves as a guide throughout the 2-hour training for the participant. Also acts as a key takeaway and reference later.

### Table of Contents

3	Activity 1—Pre-course Assignment Review
4	Client Profiles
8	Activity 2—Role Play
9	Scoring Matrix
10	Activity 3—Better Is Better Brochure
17	Activity 4—Value Propositions
18	Activity 5—Role Play (Optional Activity)
19	Scoring Matrix
Appendix	
20	Complete Thermal Enclosure System (Fact Sheet)
22	Complete Heating and Cooling System (Fact Sheet)
24	Complete Water Management System (Fact Sheet)
26	Efficient Lighting and Appliances (Fact Sheet)
28	Independent Inspections and Testing (Fact Sheet)
30	Sales Process
32	Marketing Tools for Builders
33	Important Resources to Remember
34	Scoring Matrix (Field Version)
36	Shelton Group (Survey Information)
37	Value Propositions Activity (Answer Key)



## Participant Guide – Trainer's Version

### Selling the Value of ENERGY STAR® Certified Homes



Participant Guide: Trainer's Version



Version 2014.C.0

- Same content as the Participant Guide but also includes callout boxes with helpful notes to the trainer.

### Note to Trainer:

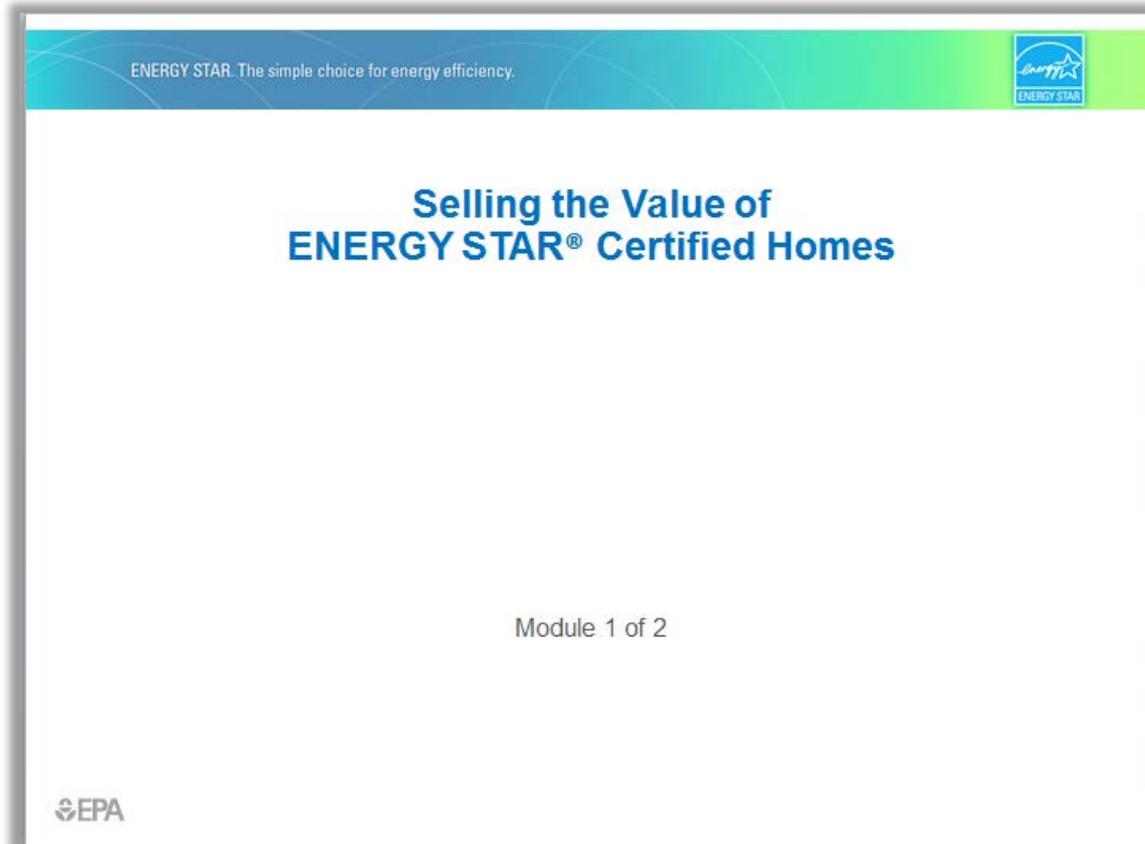
*Be sure to read the activity directions first and answer any questions. After this is done let the participants know that the directions are also in their participant guides if they need to reference them.*

### Note to Trainer:

*This course refers to four client profiles for simplicity. The profiles are only guides and do not 100% represent any one client.*



## PowerPoint with Narrative for Each Slide





## Slides with Narrative

ENERGY STAR. The simple choice for energy efficiency.

**Profile of people who've purchased certified energy efficient homes, 2011-2013**

- Somewhat more likely to be men
- More likely to be 25–34
- Married
- Slightly more likely to have children under 18 in the household
- Well-educated, with a bachelor's degree or higher
- Affluent, with a household income of \$75k+
- Mostly white, but Hispanics over-index

EPA

N=197  
Shelton

**Narrative:** Shelton Group asked Energy Pulse respondents if they had purchased a certified energy-efficient home built to ENERGY STAR® or other program standards. This is the combined profile of respondents who answered “yes” in 2011, 2012 and 2013.

Note: “Over-index” means that they are more likely than average to have this characteristic.

Source: Shelton Group Energy Pulse 2013



## Four Research-Driven Profiles

- The Shelton Group is a marketing communications agency entirely focused in the energy and environment space. Each year, they conduct a nationwide research study that results in the Annual Energy Pulse Report.
- Using data from Energy Pulse Report, Shelton Group has developed a consumer segmentation methodology that has produced consistent results for eight years and has been vetted by Penn State University.
- It utilizes demographic, attitudinal and behavioral characteristics to identify four distinct groups found in the U.S. population.





## Quiz

- 8 multiple choice questions and answers that be can used to test the knowledge of your sales staff upon completion of the training.
- Optional

### ENERGY STAR Certified Homes

#### Sales Training Quiz

1. An ENERGY STAR certified home exceeds building code minimum requirements. You can achieve savings between \_\_\_\_\_ in an ENERGY STAR certified home when compared to a typical new home.
  - a. 0 – 15%
  - b. **15 – 30% (CORRECT ANSWER)**
  - c. 45 – 60%
  - d. 75 – 90%





## Certificate

 <p>ASK ABOUT ENERGY STAR CERTIFIED HOMES</p>	<h1>ENERGY STAR Certified Homes</h1>				
<p>Sales Training Course</p> <h2>Certificate of Completion</h2> <p>This certificate is awarded to:</p> <hr/> <p>For successfully completing the ENERGY STAR Certified Homes sales training.</p> <table border="0"><tr><td data-bbox="413 1162 935 1193">Date of Completion</td><td data-bbox="993 1162 1514 1193">Trainer Signature</td></tr><tr><td data-bbox="413 1233 935 1265">Company Name</td><td data-bbox="993 1233 1514 1265">Date</td></tr></table>		Date of Completion	Trainer Signature	Company Name	Date
Date of Completion	Trainer Signature				
Company Name	Date				



## How to Obtain Your Copy Today!

- Log into your “My ENERGY STAR Account” at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).

- If you don't have access, please email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).



[Return to the MESA Welcome Screen](#)

## ENERGY STAR Certified Homes Builder's Sales Kit Welcome Letter

### Welcome

The ENERGY STAR Certified Homes Builder's Sales Kit provides you, the sales manager or individual responsible for training a sales staff, with the necessary tools and materials to implement an engaging in-person sales training during your regularly scheduled weekly or monthly sales meetings.

The goal of the two-hour course is to apply customized value propositions to various client profiles to ultimately sell more ENERGY STAR certified homes. The class participants will use a [Pre-course Assignment](#) and [Participant Guide](#) combined with four in-class activities and an optional field activity to meet this goal.

The trainer will facilitate the learning process by using a(n):

1. [Trainer's Guide](#) that provides the course agenda, learning objectives and step-by-step instructions on how to prepare for the training.
2. [Participant Guide: Trainer's Version](#) to assist in facilitation of activities.
3. [PowerPoint](#) with speaker's notes providing the point of each slide and optional narration.
4. Optional 8-question [quiz](#) to test the participants.
5. [Certificate of completion](#) to provide to participants who have successfully completed the training.

This kit is to be used in combination with your knowledge of selling and the ENERGY STAR Certified Homes Program product. Although the focus of the training is on selling ENERGY STAR certified homes, the core concepts can be applied to the sale of any home.

Thank you for your support of the ENERGY STAR Certified Homes Program.

Sincerely,

The ENERGY STAR Certified Homes Team

## For more information:

Partner Web Site: [www.energystar.gov/newhomespartners](http://www.energystar.gov/newhomespartners)

Consumer Web Site: [www.energystar.gov/newhomes](http://www.energystar.gov/newhomes)

My ENERGY STAR Account (MESA): [www.energystar.gov/mesa](http://www.energystar.gov/mesa)

Pinterest: [www.pinterest.com/energystar/energy-star-certified-new-homes/](http://www.pinterest.com/energystar/energy-star-certified-new-homes/)

LinkedIn: [www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000](http://www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000)

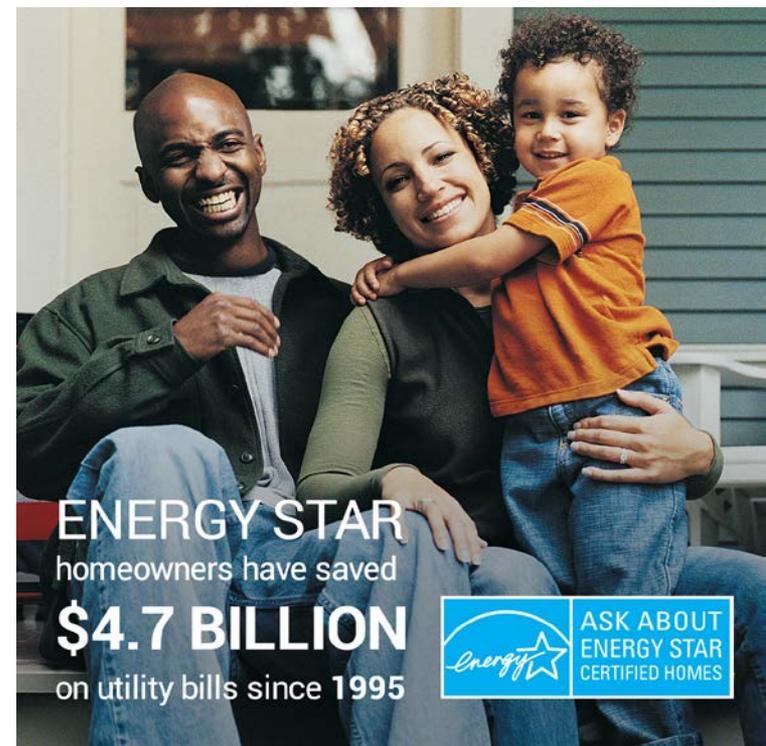


@energystarhomes



facebook.com/energystar

**Brian Ng**, Communications Manager  
ENERGY STAR Residential Branch  
[Ng.Brian@epa.gov](mailto:Ng.Brian@epa.gov)



**ENERGY STAR**  
homeowners have saved  
**\$4.7 BILLION**  
on utility bills since 1995

