Leverage the Power of the ENERGY STAR Brand

Marketing Tools for ENERGY STAR Certified Homes

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Agenda

- Introduction & Brand Power
- 20th Anniversary Celebration Recap
- Trade Media Placements
- Marketing Resources
- Sales Kit
- Q&A
Environmental Features Preferred in Homes

- Heating and cooling costs: 36% Very Important, 50% Somewhat Important, 15% Not Important
- Energy efficient appliances: 23% Very Important, 45% Somewhat Important, 32% Not Important
- Energy efficient lighting: 22% Very Important, 44% Somewhat Important, 34% Not Important
- Landscaping for energy conservation: 10% Very Important, 36% Somewhat Important, 54% Not Important
- Environmentally friendly community features: 14% Very Important, 33% Somewhat Important, 53% Not Important
- Solar panels installed on home: 2% Very Important, 9% Somewhat Important, 89% Not Important

Source: National Association of Realtors, 2014 Profile of Home Buyers and Sellers
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.
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
20th Anniversary Celebration
Topics

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

Celebrate 20 Years of ENERGY STAR® Certified Homes in 2015!
Campaign Overview: Celebrating 20 Years of ENERGY STAR Certified Homes

In 2015, the ENERGY STAR Certified Homes program reached an important milestone with its 20th 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
  • 20th Anniversary Facebook Album
  • Weekly tweets
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.

*Data found above collected from 5/27/2015 – 2/29/2016*
Social Media Engagement

- ENERGY STAR posted about the 20th 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 20th Anniversary landing page (www.energystar.gov/newhomes20years)
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
Marketing Tools & Resources
ENERGY STAR. The simple choice for energy efficiency.

ENERGY STAR Label & Certificate
ENERGY STAR Logos
(www.energystar.gov/mesa)

Certification Mark

Partnership Mark

Promotional Mark

Linkage Phrase Marks
Brand Book
Partners must use logos in accordance with EPA’s logo guidelines (www.energystar.gov/brandbook)
Consumer Brochure
(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 400,000 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)

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

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 caulk, foams, and other techniques—and 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 or 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)

• 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

www.energystar.gov/newhomespartners
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
Updates to energystar.gov

- Updated New Homes consumer landing page of energystar.gov.
- New secondary pages
- Scheduled to go live in April 2016!
Visit the ENERGY STAR Website
(www.energystar.gov/newhomespartners)
My ENERGY STAR Account
www.energystar.gov/mesa
Co-brandable Materials

- Consumer Brochure
- Roll-up Banners
- Yard Signs
- Consumer Video
Co-Brandable Consumer Brochure
(www.energystar.gov/mesa)

ENERGY STAR. The simple choice for energy efficiency.

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)
- Tested 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 Envelope System with comprehensive air sealing, quality-insulated roofs, 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
- Constant 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% 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-in comfort, and proven value. You’ll find that promise with ENERGY STAR.

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 50 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/energyhome.
THE ENERGY STAR® CERTIFIED NEW HOME: BETTER IS BETTER.

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

Enduring Quality
Over 160 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.

AN INVESTMENT IN YOUR GOOD NAME.

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 160 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.
Peace of Mind
The result of a home built better from the ground up.

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Over 150 critical construction details independently verified.

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Your Roadmap to the Future
Drive your business forward by adapting to upcoming code requirements before they become mandatory.
Yard Signs

Call to action or contact info:

www.xyz.com
(555) 908-6758
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

- 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

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

- 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**
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
Participant Guide

Selling the Value of ENERGY STAR® Certified Homes

- 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

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2. Client Profiles
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   - Sheldon Group (Survey Information)
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Participant Guide – Trainer’s Version

Selling the Value of ENERGY STAR® Certified Homes

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

Selling the Value of ENERGY STAR® Certified Homes

Module 1 of 2
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

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 can be 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

ENERGY STAR Certified Homes

Sales Training Course

Certificate of Completion

This certificate is awarded to:

For successfully completing the ENERGY STAR Certified Homes sales training.

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.

• If you don’t have access, please email us at energystarhomes@energystar.gov.
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.
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
Consumer Web Site: www.energystar.gov/newhomes
My ENERGY STAR Account (MESA): www.energystar.gov/mesa
Pinterest: www.pinterest.com/energystar/energy-star-certified-new-homes/
LinkedIn: www.linkedin.com/groups/ENERGY-STAR-Certified-New-Homes-8138000

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