

ENERGY STAR Multifamily New Construction MARKETING TOOLS



Building and labeling ENERGY STAR certified homes and apartments is only the first step to being a successful ENERGY STAR partner. To extend the value of your partnership, educate prospective buyers and renters about the features and benefits with these resources. All resources detailed below can be found at www.energystar.gov/mesa*.

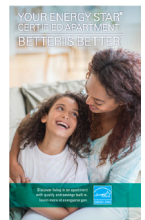
Partner Mark

The Partnership Mark helps ENERGY STAR partners communicate their commitment to the ENERGY STAR program and energy efficiency. Use the mark in advertising, on your website, on signage, and in promotional materials to associate your apartments with the nationally recognized and trusted ENERGY STAR program. To ensure you are using the marks correctly, obtain a copy of ENERGY STAR's Brand Book.



Certified Apartments Brochure & Insert

Partners may use the co-brandable, tri-fold brochure and insert to help residents understand the big message behind the little label: better is better. The brochure helps residents learn about the features and benefits of living in any ENERGY STAR certified apartment, while the insert provides additional information on ENERGY STAR Multifamily New Construction program requirements.



Promotional Mark & Web Buttons

The Promotional Mark is used in educational and promotional materials intended to inform others about the benefits of the ENERGY STAR program. Use the Promotional Mark to showcase the energy efficient features of your homes and apartments, such as including a designated "Energy Efficiency" section on your website.



The marks are also available as web buttons that can be easily uploaded to your site to promote your ENERGY STAR partnership and allow you to easily link back to the Multifamily New Construction consumer-facing landing page.

Plaques

Buildings that earn the ENERGY STAR can promote their commitment to energy efficiency to residents, employees, and the community. Partners can choose to use a pre-designed plaque or use plaque template files to create their own building plaque to promote the building's energy efficient construction.



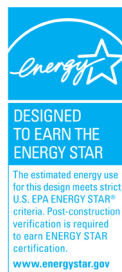
Ready to Order Plaque: Partners can order aluminum building plaques through an identified vendor.

Plaque Templates: Partners can use template plaque files to create their own building plaque.

Designed to Earn Mark

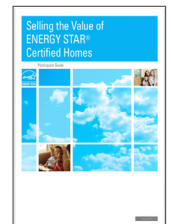
Multifamily new construction projects can achieve Designed to Earn the ENERGY STAR recognition if the design is verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency.

Use the mark in promotional materials for approved project designs to showcase your commitment to energy efficiency and high-performance design.



ENERGY STAR Sales Training Kit (STK) & Selling the Value of ENERGY STAR to Renters

The ENERGY STAR Sales Training Kit helps sales agents describe the features and benefits of ENERGY STAR certified homes in a way that aligns with customers' own values. Coming soon, to compliment the STK, is an additional resource designed to train leasing staff on highlighting the key features and benefits of renting an ENERGY STAR home or apartment.



Promotional Language

Sample text is provided to help promote your ENERGY STAR certified apartments and partnership to consumers. Simply copy and paste the sample text to your organization's web site. Use this content in combination with our web banners and buttons to take advantage of ENERGY STAR's web linking policy.



Communicating the Benefits of ENERGY STAR

This resource is a collection of ideas for "silent sales signs" that highlight the distinct features of ENERGY STAR certified apartments. It provides examples of display methods and recommended language that can be used in a sales office or model unit to showcase the benefits of ENERGY STAR certification to consumers.



*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username or password, contact energystarhomes@energystar.gov.