ENERGY STAR® Certified Homes
New Marketing Resources and Materials

7th Annual Sponsor Meeting
October 17, 2013

Brian Ng, U.S. EPA
Our Consumer Platform

Your ENERGY STAR Certified Home: Better is Better.

• The ENERGY STAR label on a new home means:
  – It has been designed and built to standards well above most other homes.
  – Better quality, better comfort, and better durability.
  – Better value for today, and a better investment for tomorrow.
  – Better process of inspections, testing, and verification to ensure that it meets strict requirements set by EPA.

• Four Pillars. Peace of mind, enduring quality, wall-to-wall comfort, and proven value.
Peace of Mind

- Satisfaction as a result of:
  - A home built to rigorous requirements
  - Independent testing and inspections

- Improved confidence that savings will be delivered
Enduring Quality

• A better built home:
  – Durability that’s built to last
  – Integrated whole-house approach

• A combination of energy-efficient features, high quality materials, and equipment
Wall to Wall Comfort

• A better way to live:
  – More consistent temps. from room to room
  – Minimized leaks and drafts
  – Reduced indoor pollutants
  – Reduced noise
  – Minimized hot and cold spots
Proven Value

• A better investment for today and tomorrow:
  – Uses up to 30% less energy than code-built homes
  – Reduced utility bills
  – Lower maintenance costs
  – Reduced greenhouse gas emissions
  – Certified for differentiation at resale
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. In fact, 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.

www.energystar.gov/publications
Fact Sheets

Downloadable fact sheets:

- Thermal Enclosure
- Water Management
- Heating and Cooling
- Lighting and Appliances
- Independent Testing and Verification

www.energystar.gov/newhomefactsheets
My ENERGY STAR

- New consumer engagement platform
- Energy efficiency information for all things residential
- Consumers can track progress towards efficiency goals and receive special incentives
- New Home Advisor to be featured
ENERGY STAR Certificate

• A certificate for the homeowner
• Details standard features of an ENERGY STAR Home
• Can include a HERS Index that shows a home’s HERS score
Trade Media Placements

• Three print and online placements in Green HomeBuilder
  – 213,000 Impressions and $54,855 Ad Value

• One online placement in EcoHome
  – 54,735 Impressions and $3,000 Ad Value
Print PSA

New Print PSA

- Increasing consumer awareness
- Pitching to magazine publications since March 2013
Consumer Video

• 5-minute consumer video explaining the features and benefits of an ENERGY STAR certified home

• Hi-res video available for partner download at energystar.gov/mesa

• Low-res video available via YouTube.com/epaenergystar

• Available as a 30 sec. TV PSA via dvidshub.net/usepa
Additional Partner Resources
ENERGY STAR Logos

- Partners download logos via their My ENERGY STAR Account (MESA) energystar.gov/mesa:

Certification Mark

Promotional Mark

Partnership Mark

Partners must use logos in accordance with our logo guidelines (energystar.gov/logos)
ENERGY STAR Logos (cont.)

Committed to Building
100% ENERGY STAR

100% Commitment Logo

Ask About ENERGY STAR Certified Homes Logo
DESIGNED TO EARN THE ENERGY STAR

This home plan meets strict energy efficiency guidelines set by U.S. EPA. Field verification is required for the home to earn the ENERGY STAR label. www.energystar.gov

Designed to Earn logo – for verified home plans
Web Banners and Buttons

Web banners and buttons with instructions for linking

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ENERGY STAR Certified Homes Website

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Social Media

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