ENERGY STAR Qualified Homes Version 3:
Some Thoughts After a Busy Year
ENERGY STAR FOR HOMES VERSION 3 COMMUNICATIONS

What Stuff Matters?

• Words
• Questions
• Backing Up Performance
• Optics
• How Cost is Expressed
• Process
• Experiences
• Knowledge
• Stories
• Focus
• Pacing

If we use the right stuff, we will be much more successful selling building science.
Words Matter

Family Storage vs. Garage
Words Matter

Affordable Housing vs. Low-Income Housing
Words Matter

Energy Check-up vs. Energy Audit
Words Matter

Large Gaping Hole

vs.

Air Leakage
Words Matter

Fresh Air System vs. Whole-House Ventilation
Words Matter

‘Lungs’ of Your Home

vs.

Ducts
Words Matter

Insulation that Works

vs.

Insulation
Words Matter

Waste vs. Leakage
Words Matter

Quiet Window
Sun-Block Window
Advanced Window

vs.

Low-E Window
Words Matter

Water Protection vs. Flashing, Weather Resistant Barriers Heavy Membranes Capillary Breaks
Questions Matter

Builders think: “Homebuyers don’t care about assured performance.”

Of course they don’t, builders aren’t asking the right questions with the right words.
Wrong Customer ENERGY STAR Question:

We offer $3,000 upgrades for ENERGY STAR or granite counters. Which upgrade would you prefer?

___ ENERGY STAR  ❌ Granite
ENERGY STAR Version 3

Questionnaire
ENERGY STAR Version 3 Questionnaire:

Our ENERGY STAR improvements only add $15/month to your mortgage while saving $35/month on your utility bills. Would you like to apply those savings to granite counters and still pay less per month to own our advanced technology home than a minimum code home without granite counters?

___ Yes  ____ No
ENRGY STAR Version 3 Questionnaire:

The average existing home has penetrations and cracks that add up to a large gaping hole the size of a large open window.

How big a gaping hole do you want in your home allowing bugs, dust, moisture, pollen, summer heat and winter cold to get inside your home?

-X Tiny ___ Small  X Medium ___ Large  X Huge
ENERGY STAR Version 3 Questionnaire:

Standard insulation installation practices can waste 70% or more of the rated R-value.

What amount of the insulation R-Value you paid for do you want to work?

- All
- Medium
- Small
Typically poor installation practices for heating and cooling systems can waste as much as 30% or more of their rated equipment performance.

How much of your heating and cooling system performance do you want to waste?

- [ ] 0%
- [x] up to 30% or more
Ducts are like the “lungs” of our homes delivering comfort and often fresh air. However, common leaky installation practices can waste as much as 30% of their air flow.

How much of the heating, cooling and fresh air you paid for do you want to get to intended rooms?

❌ All ❌ Some
Attics and crawl spaces are full of dust, moisture, bugs, and lots of other disgusting stuff, plus they’re freezing in winter and an oven in summer. Where would you like to have your comfort system’s “lungs” of your home located?

❌ Indoors ❌ Attic ❌ Crawl Space
Fresh air in the average home is dependent on accidental air leakage that is unreliable.

How much controlled fresh, filtered air do you want in your home each day?

- ☒ Lots  ☐ None
Airborne particulates inside our homes are widely associated with epidemic levels of respiratory illnesses. What amount of particulates do you want removed from the air flow in your heating and cooling system?

- [ ] 99+%  - [x] <10%
Homes are commonly constructed with missing water protection details.
What part of your home do you want constructed with incomplete water protection?

Drainage pipes collect and remove water from accumulating next to the foundation to keep basements dry.

After how many years should these drainage pipes clog with sediment?

- [ ] 30+ yrs.  - [x] 7 yrs.
ENERGY STAR Version 3 Questionnaire:

In a high-performance home:
• gaping holes are eliminated,
• insulation works at full rated R-value,
• heating/cooling equipment performs at full efficiency,
• very small amounts of heated and cooled air is wasted,
• a fresh air system assures lots of filtered outdoor air,
• filtration removes particulates < 3 microns, and
• comprehensive water protection prevents moisture problems.

How much less per month would you be willing to spend for this performance?

__ 0$  __ 20$  __ 40$  __ Silly question, don’t believe better costs less!
Okay, you don’t believe a better home can cost less to own. Would you believe it if we guarantee it?

× Yes  × No
ENERGY STAR FOR HOMES VERSION 3 COMMUNICATIONS

Backing Up Performance Matters

30-Year Warranty vs. 1-Year Warranty
CRAZY ‘BACK IT UP’ IDEA?
ENERGY STAR V3 30-YR. WARRANTY

<table>
<thead>
<tr>
<th>Healthy Air Warranty</th>
<th>Affordable Comfort Warranty</th>
<th>Durability Warranty</th>
</tr>
</thead>
<tbody>
<tr>
<td>➢ Lead-Free*</td>
<td>➢ $60/Month Average Heating/Cooling Bill*</td>
<td>➢ Structural Integrity *</td>
</tr>
<tr>
<td>➢ Asbestos-Free*</td>
<td>➢ Even Room-by-Room Temperatures*</td>
<td>➢ No Moisture Damage*</td>
</tr>
<tr>
<td>➢ Particulates Filtered to 3 Microns*</td>
<td>➢ No Outdoor Drafts*</td>
<td>➢ Dry Basements*</td>
</tr>
<tr>
<td>➢ Mold-Free*</td>
<td>➢ Outside Noise Reduction*</td>
<td>➢ No Thermal Defects*</td>
</tr>
<tr>
<td>➢ Combustion Safety *</td>
<td>➢ No Excessive Humidity*</td>
<td>➢ 90% UV Sunlight Blocked</td>
</tr>
<tr>
<td>➢ 150,000 CF per Day Fresh/Filtered Air*</td>
<td></td>
<td>➢ No Window Condensation*</td>
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<tr>
<td>➢ VOC-Free*</td>
<td></td>
<td>➢ Roofing</td>
</tr>
<tr>
<td>➢ Formaldehyde-Free*</td>
<td></td>
<td>➢ Siding*</td>
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<tr>
<td>➢ Pest-Free*</td>
<td></td>
<td>➢ Windows</td>
</tr>
<tr>
<td>➢ Radon-Free*</td>
<td></td>
<td>➢ Termite Damage *</td>
</tr>
</tbody>
</table>

*VOC-Free* ¾ 150,000 CF per Day Fresh/Filtered Air* ¾ Mold-Free* ¾ Combustion Safety * ¾ 90% UV Sunlight Blocked
Why Back Up Performance?

Because **You Can**...

And **They Can’t!**
Biggest Challenges

• Training
• Quality Assurance
• Marketing New Value Proposition
• Transaction Process
ENERGY STAR FOR HOMES VERSION 3

Sponsor Support: Training

• V3 Field Guide Classes for Builders/Trades
• HVAC Contractor Training
• Rater Training
Sponsor Support: Quality Assurance

- HVAC Contractors
- Builders
- Raters
Sponsor Support: Marketing

- Adapt New Value Proposition to Messaging
- Promote Early Adopters
- Promote Actual Billing Data and Costs
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Sponsor Support: Transaction Process

• Support ‘SAVE Act’
• EPA/DOE Leader Letter
• Local Realtors/Appraiser Training