



## ENERGY STAR® RESIDENTIAL NEW CONSTRUCTION PROGRAMS



### DEAR ENERGY STAR RESIDENTIAL PARTNER,

[The future starts here.](#)

Building ENERGY STAR certified homes and apartments is only one part of a successful ENERGY STAR partnership. As an active program partner, you have access to a variety of marketing materials and promotional resources at no cost to help educate home buyers and residents about the value of ENERGY STAR and the importance of your partnership.

EPA recently developed new program positioning, messaging, and refreshed materials to support our partners in marketing and selling ENERGY STAR certified homes to prospective home buyers. The new campaign is based on a foundational message, “The Future Starts in an ENERGY STAR Certified New Home,” which is supported by three central messaging pillars:

#### **A Symbol of Pride ~ A Trusted Legacy ~ The Right Choice**

We’ve updated our [Residential New Construction Marketing Materials](#) page to help you quickly find all the new materials, including flyers, brochures, web buttons, videos, signage, plaques, and a homeowner maintenance guide.

[Access Residential New Construction Marketing Materials](#)

You can find all of our available marketing materials through your [My ENERGY STAR Account \(MESA\)](#) or on the [Residential New Construction Marketing Materials](#) page. Some of these new materials include:



Your apartment is your home, and we are proud to offer new apartments that have earned the ENERGY STAR label. ENERGY STAR certified new apartments are designed and built to provide superior comfort and savings compared to most new apartments currently on the market. Offering more than just efficient appliances, certified apartments integrate energy efficiency from the ground up.

Get comfortable in an ENERGY STAR certified new apartment home.

The right choice, for today and tomorrow.

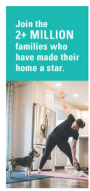
ENERGY STAR certified new apartments are energy efficient by design, with savings that start now and continue into the future. Better systems and construction features make all the difference throughout your apartment.

- Advanced air sealing, high-quality insulation, and high-performance windows work together to minimize air loss, provide better temperature control, and reduce outdoor allergens from entering your apartment.
- High-performance heating and cooling systems for improved comfort and lower bills.
- Ventilation systems freshen your apartment and its common spaces to maintain indoor air quality, whenever you are in the building.

Built on a foundation of trust.

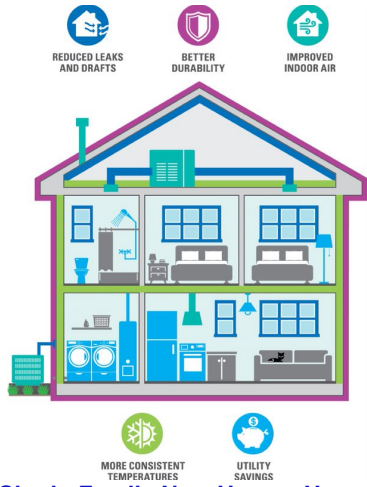
For 25 years, ENERGY STAR certified new apartments have set the standard for quality, efficiency, and lasting value.

- Meets strict requirements set by the U.S. Environmental Protection Agency.
- Third-party tested, inspected, and certified.



### Multifamily Overview Flyer

Provides a high-level summary of all the features and benefits of certified apartments. [Technical flyers & brochures](#) and [single-family materials](#) are also available.



### Single-Family New Homes House Graphic

A stand-alone graphic that can be used on your website or incorporated into other materials.



### Celebrations! Video Shorts

Clips and 'shorts' of our 'Two million homes. Two million reasons to celebrate!' view are available for partners to use on their website and social media.

Please keep in touch with our Communications Coordinator, Marta Montoro ([montoro.marta@epa.gov](mailto:montoro.marta@epa.gov)), with any feedback or questions on these materials. Thank you for your continued support of ENERGY STAR!

Sincerely,  
ENERGY STAR Residential New Construction Team

The future starts here.

— ★ —

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



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