ENERGY STAR in 2012: Looking Forward

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U.S. Environmental Protection Agency
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Thanks to our Hosts
An important program milestone…
Tremendous Purchasing Influence

SOURCE: Fairfield Research, July 2011
Homes Program:
Strong numbers in 2011

- 127,000 homes labeled in 2011
  - Market share could rise to 30%

- 4,500 active builder partners

- 800 active rating company partners
Another important program milestone...
### QA Contractor Applicants by State

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**Grand Total** 500
EPA’s HVAC Engagement Activities

- Updated HVAC contractor website, with renewed focus on value of credentialing
- Presentation and speaker notes to help with contractor recruitment
- New HVAC-focused webinars
- Training videos on completing HVAC Contractor Checklist
Focus Areas for 2012 and Beyond

- Continued HVAC contractor engagement
- Transparency and responsiveness to partners
- New marketing resources
- New training resources and webinars
- Quality Assurance
This Year’s Sponsor Meeting

- Consumer attitudes & marketplace trends
- Lessons learned from transitioning to v2.5
- New marketing messages and innovative strategies
- Evolving program designs and implementation approaches
- Data management tools
- Best practice roundtables (choose two!)
- Tour of KB Homes’ Zero House 2.0 at Whisler Ridge community
- Networking, schmoozing, and....
This Year’s Sponsor Meeting
Introductions

• Who’s in the room?
Keynote

Suzanne Shelton
CEO, Shelton Group