

ENERGY STAR® Home Upgrade Marketing Toolkit





ENERGY STAR Home Upgrade

Marketing Toolkit

Welcome to the ENERGY STAR Home Upgrade partner toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.



Marketing Materials Table of Contents

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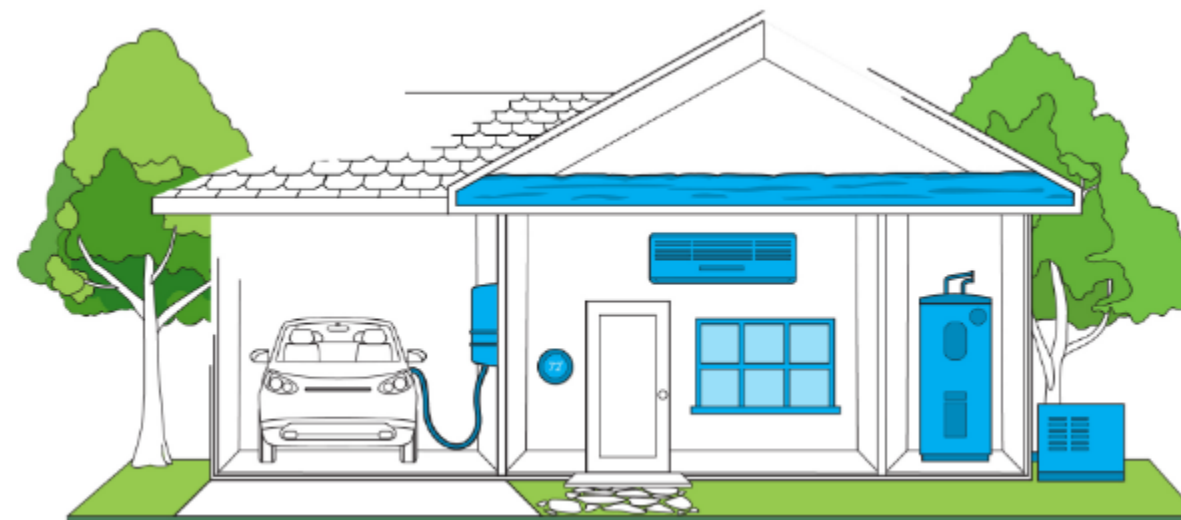


What is the ENERGY STAR Home Upgrade?

The ENERGY STAR Home Upgrade is a set of six generally applicable, electric energy efficiency improvements designed to work together to deliver significant energy and cost savings.

The measures in the ENERGY STAR Home Upgrade include:

- Clean Heat (plus efficient cooling)
- Super-Efficient Hot Water
- Smart Climate Controls
- High-Performing Windows or Storm Windows
- Well-Insulated Attic
- Electric Ready



On average, a homeowner could save approximately \$500 a year on utility bills if installing all measures in the ENERGY STAR Home Upgrade.

Findings Informed Messaging

The ENERGY STAR Home Upgrade is attractive across all target audiences in connection to a clean energy future because it answers the question “What does this mean for me?”

ENERGY STAR HOME UPGRADE

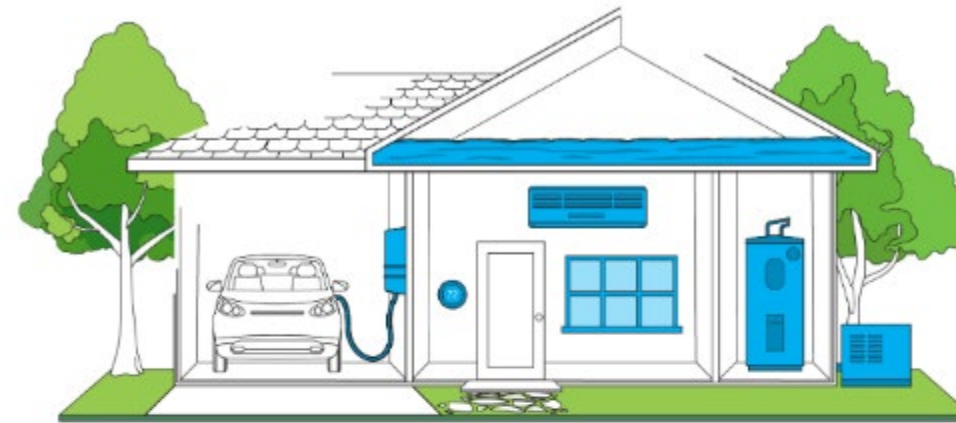
The ENERGY STAR Home Upgrade is a carefully crafted set of six high impact, energy-efficiency improvements for your home. Designed to work together to deliver significant energy and cost savings, these upgrades can also help you transition from fossil fuels for a cleaner, healthier and more comfortable home. You can choose the improvements that make the most sense for your home and implement them at your own pace.

Our energy supply is getting cleaner and more renewable every day. Taking action now can help you prepare for a clean energy future, while enjoying energy savings and a more comfortable home today. Count on ENERGY STAR to help you navigate the process.

ENERGY STAR Home Upgrade Tool

A one-stop-shop for consumers to navigate the upgrade process:

- Learn about the benefits of each potential upgrade
- Find certified models
- Calculate potential savings
- Learn about rebates/financial incentives
- Find manufacturers and service providers
- Acts as a "home" for widely used ENERGY STAR resources



CLEAN HEATING AND COOLING	▶
SUPER-EFFICIENT WATER HEATER	▶
SMART THERMOSTAT	▶
WELL-INSULATED AND SEALED ATTIC	▶
HIGH PERFORMING WINDOWS OR STORM WINDOWS	▶
ELECTRIC READY	▶

ALL ENERGY STAR HOME UPGRADES



CLEAN HEATING AND COOLING

An ENERGY STAR Home Upgrade includes switching to an ENERGY STAR certified heat pump. More efficient than furnaces or boilers, heat pumps serve double duty with heating and cooling, making this investment usable year-round. Combine this upgrade with other high impact energy-efficiency improvements to achieve significant energy and cost savings while transitioning from fossil fuels for a cleaner, healthier, and more comfortable home.



IS IT TIME TO REPLACE MY HVAC SYSTEM?

In most cases, your HVAC equipment shows signs that it is underperforming well before you reach the point of needing an emergency replacement. Recognizing the symptoms early can help you plan for a replacement that will not only keep your home comfortable year-round but will save you money as well.

It May Be Time For A Replacement If: ▶



WHAT KIND OF HEAT PUMP SHOULD I CHOOSE?

If you currently have a furnace or boiler, upgrading to an ENERGY STAR certified heat pump can help you transition from fossil fuels for a cleaner, healthier home. Here are a few different types of heat pump systems you should consider as part of your ENERGY STAR Home Upgrade:

Types Of Heat Pump Systems ▶



HOW CAN I MAKE THIS UPGRADE MORE AFFORDABLE?

Upgrading your HVAC system can be a major investment, even if it is an investment that leads to energy bill savings for years to come. Take advantage of available rebates, tax credits and other special financing to help reduce the upfront cost.

Financial Incentives ▶

Calculate Your Savings ▶



HEAT PUMP BUYING GUIDANCE

Deciding what kind of heat pump is best for your home is the first step in this important element of an ENERGY STAR Home Upgrade. Here are a few additional things to consider before you purchase to help you get the most efficiency and savings out of your new system.



The Value of ENERGY STAR

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
 - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
 - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
 - If no product featured; use the Ask About or Learn More marks [available here](#).

**YOUR
AD**

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ENERGY STAR Home Upgrade Identifier & Other Graphics

- When promoting ENERGY STAR Home Upgrade, we encourage you to use the identifier to the right to leverage the value of the ENERGY STAR brand as part of your marketing efforts.
 - The identifier can be incorporated into your own outreach materials to connect your programs, products and services to the value of the ENERGY STAR Home Upgrade.
 - The below icons represent the six measures included in the ENERGY STAR Home Upgrade. Leverage these to help visually identify the measures you are promoting.



QR code linking to Home Upgrade Landing page

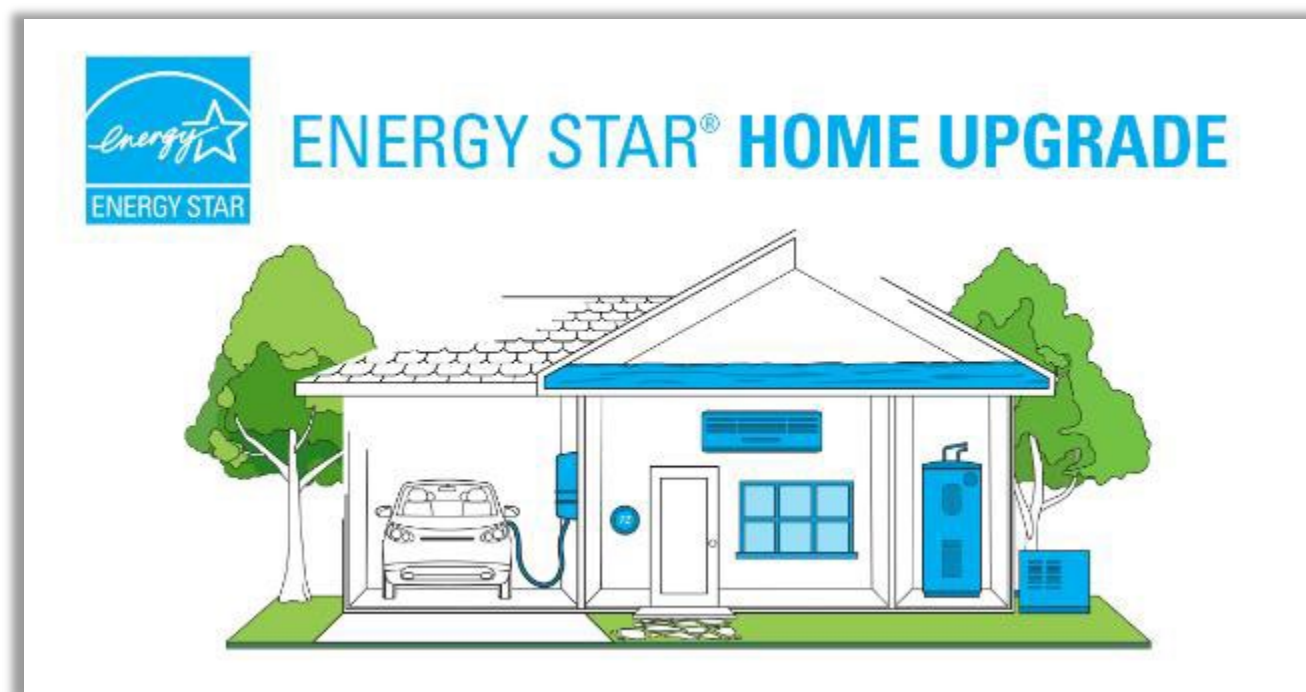




ENERGY STAR Home Upgrade House Graphics

- Leverage these House Graphics to define the measures of the ENERGY STAR Home Upgrade that you are offering/promoting/supporting.
 - These House Graphic files are customizable so you can highlight the relevant measures.
 - When using the house graphic, include the ENERGY STAR certification mark and ENERGY STAR Home Upgrade in text with the graphic.

[Link to Download Graphics](#)



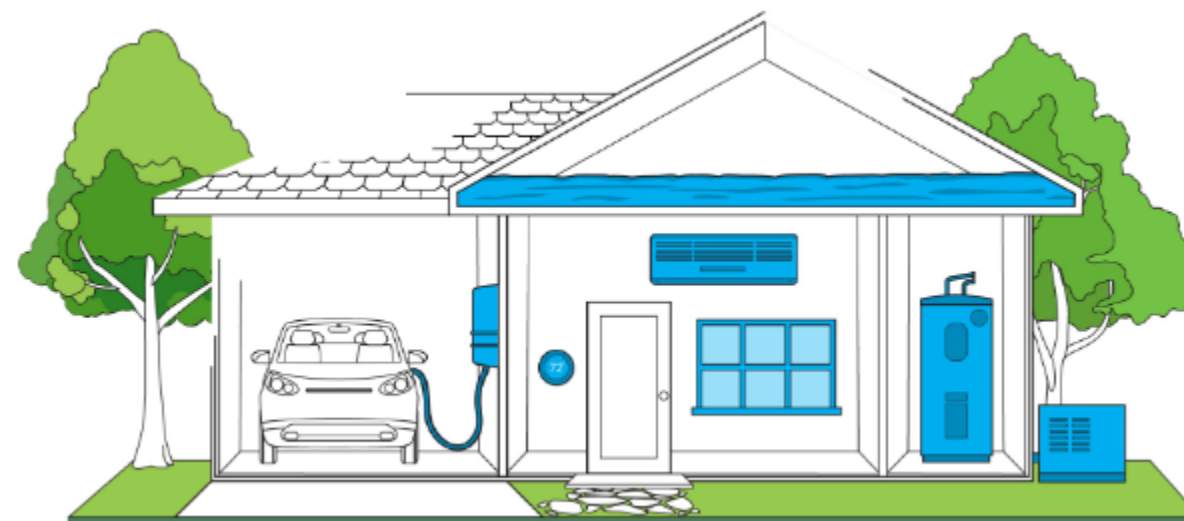
1200x1200



1200x628

ENERGY STAR Home Upgrade Messaging

- The ENERGY STAR Home Upgrade key messaging document includes educational content about the high-impact, energy efficiency improvements that can help your customers prepare for the clean energy future.
- Includes messaging about key:
 - Clean Heat/Efficient Cooling
 - Super-Efficient Hot Water
 - Smart Climate Controls
 - High-Performing Windows or Storm Windows
 - Well-Insulated Attic
 - Electrification Ready
- It also includes how to leverage ENERGY STAR Home Upgrade if you are promoting a subset of measures.



On average, a homeowner could save approximately \$500 a year on utility bills if installing all measures in the ENERGY STAR Home Upgrade

[Link to Messaging](#)



Educational Graphic

- This graphic provides more in-depth education about the best ways to start saving energy at home through ENERGY STAR Home Upgrades.
 - Great for engaging your customers with actionable guidance.
 - Share in an upcoming newsletter or post on your website.

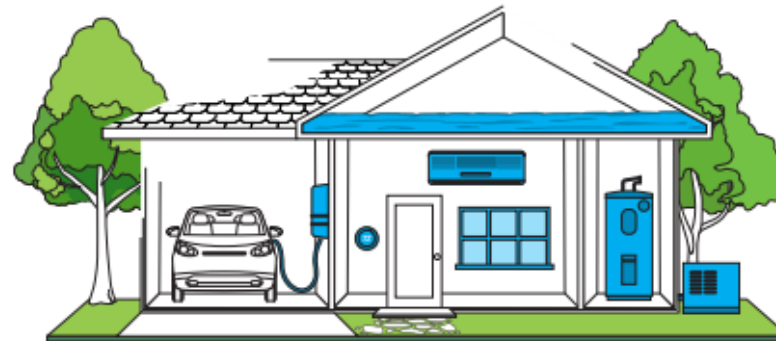
[Link to Educational Graphic](#)



ENERGY STAR® Home Upgrade

An ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home. Designed to work together to deliver significant energy and cost savings, these upgrades can also help you transition from fossil fuels for a cleaner, healthier, and more comfortable home.

You don't have to make all these improvements at the same time—implement them at your own pace as replacements are needed. Explore ways to make them more affordable, including information on federal tax credits and utility rebates available in your area, at energystar.gov/homeupgrade.



Switch to a Heat Pump

For the average American household, almost half the annual energy bill goes to heating and cooling—more than \$900 a year! An ENERGY STAR certified air source heat pump heats and cools, saving you energy and money all year long.



Choose a Heat Pump Water Heater

Your water heater is the second-highest energy user in your home. An ENERGY STAR certified heat pump water heater uses 70% less energy on average and can save a family of four \$550 per year on electric bills compared to a standard electric water heater and more than \$5,600 over its lifetime.



Install a Smart Thermostat

An ENERGY STAR certified smart thermostat takes the guess work out of what settings will optimize for comfort and energy savings, adjusting the temperature in your home throughout the day to fit your needs and save money on energy bills. Families with high energy use can save \$100 per year.



Make Sure Your Attic is Well-Sealed and Properly Insulated

This is one of the most important things you can do as part of your ENERGY STAR Home Upgrade to reduce energy-wasting air leaks and make your home more comfortable.



Replace Old, Drafty Windows

ENERGY STAR certified windows help reduce cold drafts in the winter and block solar heat in the summer lowering household energy bills by a national average of 12%—that's more than \$200—while improving year-round comfort.



Make Your Home All-Electric Ready

Work with an electrician to confirm whether your electric panel can accommodate additional electric loads, such as a heat pump water heater, EV charger, and a heat pump. In some cases, particularly in older homes, electrical upgrades may be required.

Our energy supply is getting cleaner and more renewable every day. Taking action now can help you prepare for a clean energy future, while enjoying energy savings and a more comfortable home today. Count on ENERGY STAR to help you navigate the process.

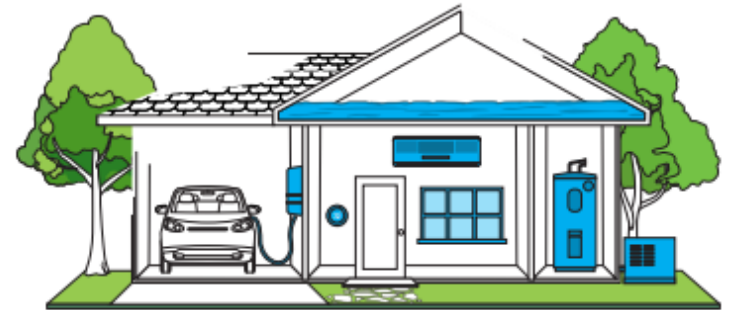


ENERGY STAR® Home Upgrade



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Our energy supply is getting cleaner and more renewable every day. Taking action now can help you prepare for a clean energy future, while enjoying energy savings and a more comfortable home today. Count on ENERGY STAR to help you navigate the process.

PARTNER LOGO
FIG

PARTNERURL.COM



Social Media Graphics and Posts

- Static **social media graphics**, displayed alongside **sample social media posts** for partners to use, are provided on the following slides. Partners can also create their own post text. Options include general messaging and product specific messaging.
- When drafting your own post, be sure to tag ENERGY STAR and use the hashtag **#ENERGYSTARHomeUpgrade**.
 - Twitter: @ENERGYSTAR
 - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public

[Link to Social Media Graphics](#)



6 HIGH-IMPACT IMPROVEMENTS
FOR A CLEAN ENERGY FUTURE



Make Energy Choices that Count with an ENERGY STAR® Home Upgrade

6 HIGH-IMPACT IMPROVEMENTS
TO SAVE YOU THOUSANDS



Make Energy Choices that Count with an ENERGY STAR® Home Upgrade

6 HIGH-IMPACT IMPROVEMENTS
FOR YOU AND THE CLIMATE



Make Energy Choices that Count with an ENERGY STAR® Home Upgrade



Social Media – General

WHO KNEW SAVING ENERGY
COULD FEEL THIS GOOD?




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Social Media – General

6 HOME UPGRADES FOR
SERIOUS ENERGY SAVINGS



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6 HOME UPGRADES FOR
SERIOUS ENERGY SAVINGS





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Social Media – General

**SIX HIGH-IMPACT IMPROVEMENTS
FOR YOU AND THE CLIMATE**




Make Energy Choices that Count with an ENERGY STAR® Home Upgrade

**SIX HIGH-IMPACT IMPROVEMENTS
FOR A CLEAN ENERGY FUTURE**



Make Energy Choices that Count with an ENERGY STAR® Home Upgrade

**SIX HIGH-IMPACT IMPROVEMENTS
TO SAVE YOU THOUSANDS**



Make Energy Choices that Count with an ENERGY STAR® Home Upgrade



Social Media Posts - Utility

Below are suggested Home Upgrade promotional messages for utilities with more than one program. These posts may be paired with any of the provided social images.

Topic	Message
Utilities	Get started on serious energy savings and your #ENERGYSTARHomeUpgrade today with rebates on x, x, and x from [UTILITY]. Save even more with tax credits up to \$2,000! Visit [UTILITY.COM]
	Get started on the clean energy future and your #ENERGYSTARHomeUpgrade today with rebates on x, x, and x from [UTILITY]. Plus up to \$2,000 in tax credits! Visit [UTILITY.COM] to learn more.
	Get started on your #ENERGYSTARHomeUpgrade for a more efficient and comfortable home with rebates on x, x, and x from [UTILITY]. Save even more with tax credits up to \$2,000! Visit [UTILITY.COM]



Social Media Posts – Heat Pump Water Heater



Topic	Message
Heat pump water heater	Save more than \$5,600 over the lifetime of an ENERGY STAR certified heat pump water heater! It's one of six high-impact, energy efficiency improvements in an #ENERGYSTARHomeUpgrade designed to transition your home for the clean energy future. Get started on your big savings today at [PARTNER.COM]
	Want a steady supply of tax credits and rebates with all that hot water? Choose an ENERGY STAR certified heat pump water heater – now up to \$2,000 in tax credits! https://www.energystar.gov/products/energy_star_home_upgrade/super_efficient_water_heater
	An ENERGY STAR certified electric water heaters uses 70% less energy than standard model while helping you transition from fossil fuels to a cleaner, healthier home. Learn more about the benefits of heat pump technology and other high-impact energy efficiency improvements with an #ENERGYSTARHomeUpgrade. https://www.energystar.gov/products/energy_star_home_upgrade/super_efficient_water_heater



Social Media Posts – Heat Pump (HVAC) Cooling



Topic	Message
Heat pump (HVAC)	<p>An ENERGY STAR certified heat pump cools and heats, saving energy all year long. It’s one of six high-impact energy efficiency improvements in an #ENERGYSTARHomeUpgrade designed to transition your home for the clean energy future. Now save even more with up to \$2,000 tax credit! Get started today at [PARTNER.COM]</p> <p>Need new A/C? Replace with heat pump for year-round savings. Save even more with rebates and new tax credits! https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling</p> <p>Upgrading to an ENERGY STAR certified heat pump can help you transition from fossil fuels for a cleaner, healthier, more comfortable home. Learn more about heat pumps and other high-impact energy efficiency home improvements. #ENERGYSTARHomeUpgrade. https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling</p>



Social Media Posts – Heat Pump (HVAC) Heating



Topic	Message
Heat pump (HVAC)	An ENERGY STAR certified heat pumps heat and cool, saving energy all year long. It’s one of six high-impact energy efficiency improvements in an #ENERGYSTARHomeUpgrade designed to transition your home for the clean energy future. Now save even more with \$2,000 tax credit! Get started today at [PARTNER.COM]
	Upgrading to an ENERGY STAR certified heat pump can help you transition from fossil fuels for a cleaner, healthier, more comfortable home. Learn more about heat pumps and other high-impact energy efficiency home improvements. #ENERGYSTARHomeUpgrade. https://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling



Social Media Posts – Smart Thermostats



Topic	Message
Smart thermostats	<p>Installing an ENERGY STAR certified smart thermostat is one of six high-impact, energy efficiency improvements in an #ENERGYSTARHomeUpgrade and an easy first step to transition your home for the clean energy future. Get started today at [PARTNER.COM]</p> <p>A certified smart thermostat will learn your family’s preferences for heating and cooling without you having to lift a finger. It is an easy first step to year-round savings with the six high-impact improvements in an #ENERGYSTARHomeUpgrade</p> <p>https://www.energystar.gov/products/energy_star_home_upgrade/smart_thermostats</p>



Social Media Posts – Insulation



Topic	Message
Insulation	Sealing and insulating your attic saves energy and improves comfort. It’s one of six high-impact, energy efficiency improvements in an ENERGY STAR Home Upgrade designed to transition your home for the clean energy future. Get started today at [PARTNER.COM] #ENERGYSTARHomeUpgrade.



Social Media Posts – Windows



Topic	Message
Windows	<p>ENERGY STAR certified windows save energy and improve comfort. They are one of six high-impact, energy efficiency improvements in an ENERGY STAR Home Upgrade designed to transition your home for the clean energy future. Get started today at [PARTNER.COM] #ENERGYSTARHomeUpgrade.</p> <p>Replacing old, drafty windows with ENERGY STAR certified windows can lower household energy bills by a national average of 12%. Now save eve more with tax credits! Learn about other high-impact energy efficiency improvements included in an #ENERGYSTARHomeUpgrade. https://www.energystar.gov/products/energy_star_home_upgrade/windows_and_storm_windows</p>
Storm windows	<p>ENERGY STAR certified storm windows are an affordable option for homes where full window replacement may be difficult. You can count on ENERGY STAR for expert advice and resources to make high-impact energy efficient improvements that work for your budget and your home. #ENERGYSTARHomeUpgrade https://www.energystar.gov/products/energy_star_home_upgrade/windows_and_storm_windows</p>



Social Media Posts – EV Ready



Topic	Message
EV chargers	Preparing your home to charge an electric vehicle is one of six high-impact, energy efficiency improvements in an #ENERGYSTARHomeUpgrade designed to transition your home for the clean energy future. Get started today at [PARTNER.COM]
	The future of transportation is electric, so even if you don't plan on getting an EV right away, there are things you can do now to make your home electric vehicle ready as well as other high-impact energy efficiency improvements for a clean energy future. Get started today at energystar.gov/homeupgrade . #ENERGYSTARHomeUpgrade.



Home Upgrade Declaration Sheet

- Editable PDF that can be used to record product updates completed at a customer's home as part of the ENERGY STAR Home Upgrade.
- Space is provided to include manufacturer make and model, installation date, as well as other relevant ENERGY STAR certified product information.

[Link to Declaration Sheet](#)



ENERGY STAR® HOME UPGRADE

The ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. These upgrades can also help you transition from fossil fuels for a cleaner, healthier and more comfortable home. Energy supply in the U.S. is getting cleaner and more renewable every day. Congratulations on taking action now to help you prepare for a clean energy future while enjoying a more comfortable home today.

www.energystar.gov/homeupgrade

Customer Name

Customer Address



ENERGY STAR® Certified
Heat Pump

ENERGY STAR® Certified
Heat Pump Water Heater

Date of Install:
Manufacturer:
Model Name/Number:
Uniform Energy Factor (UEF):

ENERGY STAR® Certified
Smart Thermostat or Certified Heat Pump with Recommended Control

ENERGY STAR® Certified
Windows or Storm Windows

Date of Install:
Manufacturer:
Model Name/Number:

Well-Insulated and Sealed Attic

Electric Ready

Products that earn the U.S. Environmental Protection Agency's ENERGY STAR label are independently certified to save energy, save money and help protect the climate. Visit: [Federal Tax Credits for Consumer Energy Efficiency | ENERGY STAR](#) for more information.



Product Factsheets

- Use factsheets to engage your customers and educate them on each of the energy-saving benefits of products featured in the ENERGY STAR Home Upgrade.
- The factsheets are ready to download and print as-is or customize to incorporate your own logo with the ENERGY STAR mark.

[Link to Fact Sheets](#)



A Highly Efficient, Tried-And-True Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. A typical household's energy bill is around \$1,900 annually, and almost half of that goes to heating and cooling! To cut these costs, an air source heat pump (ASHP) can be installed and connected to the conventional forced-air ductwork system that is typical of most American homes. (For homes without ductwork, see www.energystar.gov/minisplit). ASHPs that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

What is an Air Source Heat Pump?

An ENERGY STAR certified ASHP provides highly efficient heating and cooling by extracting heat from outside into your home in winter and heat out of your home in summer. For some, it may be a ducted ASHP or a conditioner that also provides whole-home cooling in winter. See Figure 1.

Benefits of an Air Source Heat Pump

- **Cutting heating costs compared to conventional heating systems.** An ENERGY STAR certified ASHP can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, depending on the climate zone and the efficiency of the heat. An ASHP can also provide cooling. An ASHP can save heat energy possible by extracting heat from fuel, as opposed to generating heat from fuel.
- **Reducing greenhouse gas emissions.** An ENERGY STAR certified ASHP can reduce greenhouse gas emissions by up to 50% compared to traditional electric baseboard heating, depending on the climate zone and the efficiency of the heat.
- **Reducing indoor air pollution.** An ENERGY STAR certified ASHP can reduce indoor air pollution by up to 50% compared to traditional electric baseboard heating, depending on the climate zone and the efficiency of the heat.



ENERGY STAR Certified

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Improving the performance of your windows is an important part of home efficiency because it reduces the energy waste associated with a leaky home and improves overall comfort.

Windows and storm windows that earn the ENERGY STAR label meet performance criteria that are better than basic building code requirements which vary by climate – and they also come in a wide variety of styles, colors, and frame types. Look for the ENERGY STAR label and climate zone map when ordering new windows from a builder, dealer, or contractor to ensure that it's ENERGY STAR certified and provides more comfort and energy savings.

When to Replace Windows

Windows have many uses in your home from adding light to making your home more visually appealing. However, old, poorly made, drafty, or degraded windows can waste lots of energy and leave you very uncomfortable when weather is the most extreme. Here are a few big indicators that it may be time to replace your windows.

- **Single-pane windows (windows with only one layer of glass)** – These windows are poor performers at insulating against cold weather and typically do not have coatings to block solar heat in the summer, increasing air conditioning costs. Single-pane windows are big energy wasters.
- **Windows with air leaks or drafts and degraded sills and sashes** – These windows also waste energy and are very uncomfortable to sit next to when it is cold and windy out. Degraded windows can also leak water into your walls causing more problems and allow insects and other pests to enter your home.
- **Windows that do not open or are painted shut** – Windows that do not open prevent you from enjoying fresh air on a nice day or a cool evening after a hot day which can reduce energy costs. Windows that do not open are also hard to clean and maintain.

ENERGY STAR® is the single choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at energystar.gov/products/ins_windows_door_skylights.



Did you know?

You could save an average of about 12% annually on your energy costs by replacing poor performing windows with ENERGY STAR certified models.

ENERGY STAR® Certified in Highlighted Regions



Above: Example of an ENERGY STAR windows label for certified windows. Below: Example of an ENERGY STAR windows label for certified windows. Below: Example of an ENERGY STAR windows label for certified windows.

Did you know?

Properly sealing and insulating your attic can help improve home comfort and save up to 10% on annual energy costs.

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Save Now with ENERGY STAR Certified Heat Pump Water Heaters!

Your water heater is the second largest energy user in your home, after heating and cooling—using more energy than your refrigerator, clothes washer, dishwasher, and dryer combined. ENERGY STAR certified heat pump water heaters use proven advanced technology to do the job with significantly less energy than standard models, making them the best choice for your home.

Get Convenience, Insight, and Control with ENERGY STAR.

Heat pump water heaters that earn the ENERGY STAR label are independently certified to meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency, saving you energy and money, and protecting the environment. ENERGY STAR certified heat pump water heaters are up to 50% more efficient than conventional water heaters. They can save you approximately \$550 in annual energy savings and extend their lifetime. (See Table 1) They also come with a 5-year warranty and last a long time, providing you with comfort and convenience.

What Makes ENERGY STAR Certified Heat Pump Water Heaters So Efficient?



An Ultra Efficient Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. A typical household's energy bill is around \$1,900 annually, and almost half of that goes to heating and cooling! To cut these costs, an increasingly popular and highly versatile system called a mini split heat pump can be professionally installed to comfortably heat and cool your home. Mini split heat pumps that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

Benefits of a Mini Split Heat Pump

- **Cut heating costs in half compared to conventional electric heating systems.** Because they transfer rather than generate heat, ENERGY STAR certified mini splits use up to 60% less energy than standard home electric radiators.
- **Provide quiet, high efficiency cooling.** ENERGY STAR certified mini splits use more sophisticated compressors and fans that can adjust speeds to save energy and money. They also cool directly from the unit, rather than passing through a network of fabricated ductwork, eliminating energy losses from ductwork which can account for more than 30% of a home's energy use for space conditioning.
- **Reducing greenhouse gas emissions.** A mini split is good for your home and good for the planet. ENERGY STAR certified systems used in a whole house setting avoid more than 4,500lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.
- **Heating and cooling in one device.** Mini split heat pumps offer highly efficient heating and cooling in one integrated system.

What is a Mini Split Heat Pump?

Ductless heat pumps, or mini split heat pumps, are an alternative to radiator or baseboard heating, as well as a replacement for window units for cooling. No duct work is needed. Instead, a head unit, or multiple head units, are mounted on an interior wall or ceiling, with an accompanying unit outside (Figure 1). The outside unit extracts heat from the air, even when it's cold. Refrigerant carries the heat directly to the head(s) inside, which then delivers heated air to occupied space. In warmer months, the system works in reverse for quiet, efficient air conditioning.



Figure 1. Ductless Mini Split Heat Pump Installed

ENERGY STAR® is the single choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at energystar.gov/products/ductless_heating_cooling.





Web Banners & Buttons

- Feature a web banner or button on your product, energy efficiency program, or marketplace pages or in e-blasts and other outreach to highlight the connection to the ENERGY STAR Home Upgrade.
- The following slides contain three sizes of web buttons (250x250, 250x450, and 300x600) and one size of web banners (970x250).

[Link to Web Banners & Buttons](#)

(250x450)



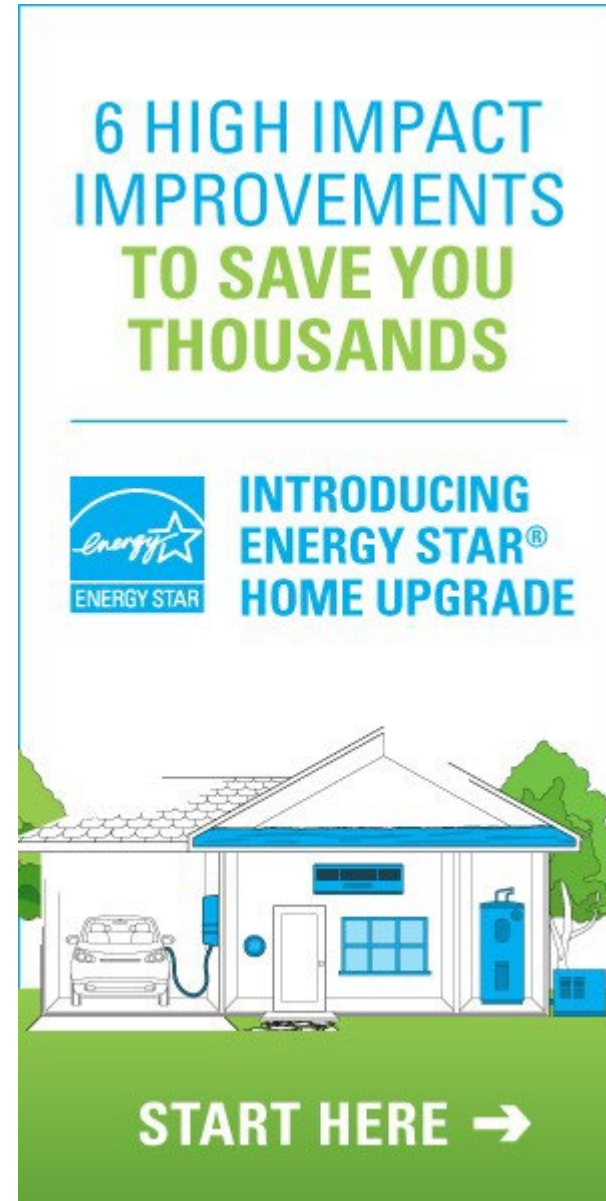


Web Buttons

(250x250)



(300x600)





Web Banners (970x250)



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ENERGY STAR Home Upgrade Videos

- Use this video to engage and educate your customers about how the six high-impact energy efficiency improvements in the ENERGY STAR Home Upgrade can take your home into the clean energy future. Share the videos on social media or embed it on your website!
- ENERGY STAR Home Upgrade featured on **Designing Spaces** - <https://youtu.be/TQdJAtVXtOw>



More videos coming soon!