



# ENERGY STAR

## Partnership Essentials and Marketing Tools

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

# ENERGY STAR Program Essentials

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## Maintaining Your Partnership

# Maintaining your partnership



## Your partner record (and your builders')

- Your ENERGY STAR partner record includes company name, address, web site, and POC information.
- Option to designate a single POC or multiple individuals from key areas to be ENERGY STAR contacts.
- Review at least annually (and make sure your builders do too!)
- Access your record through My ENERGY STAR Account at [www.energystar.gov/MESA](http://www.energystar.gov/MESA).
- EPA uses this information (esp. e-mail) to send important program announcements, policy clarifications, newsletters, and notifications of new marketing resources.



# Maintaining your partnership

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- **Builder/Rater activity requirements**
  - At least 1 qualified home must be reported to EPA every 12 months to maintain active partnership.
    - Homes are reported by Providers to EPA quarterly.
  - By end of 2011, must complete required ENERGY STAR training.
    - On-line for Builders
    - Through Accredited Training Providers for Raters
  - NOTE: Beginning on 2012, all builders are required to be partners to label homes as ENERGY STAR
    - Sign Partnership Agreements and take on-line builder training
    - On-line reporting system will no longer allow adding non-partner builders

# Maintaining your partnership



- **ENERGY STAR communications**

## Inactivity warning emails

- Sent to partners who have not had qualified homes reported for 9 months.
- Advises that they are still active partners, but will lose status if no homes are reported within 3 months.

## Inactivity notification emails

- Sent to partners who have not had qualified homes reported for 12 months.
- Informs of inactive status and must stop using ENERGY STAR logos.

## Reactivation

- Inactive partners are automatically reactivated once a qualified home is reported to EPA
- Should not submit a new Partnership Agreement.

# Maintaining your partnership

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- **Reporting problems**

- Builders should first contact their raters if they believe that they have not received credit for qualified homes.
- Raters should work with builders and their Providers to resolve.
  - Discrepancy may be caused by lag between when homes are qualified and when they are reported to EPA and processed.
  - Most common cause of reporting error: Homes reported under a name other than the name listed in Partnership Record.
  - If needed, contact the ENERGY STAR for Homes Team at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).

# Maintaining your partnership



- **Homeowner complaints**

- EPA expects builder and rater partners to work in good faith in resolving homeowner complaints.
- EPA or your builder may ask you to provide documentation related to a home's qualification, including completed checklists, data files, labels, and certificates.
- EPA will review documentation to determine whether the complaint has merit.
- If EPA finds possible anomalies, forwards to Provider/RESNET QA committee for additional investigation.
- EPA and RESNET are coordinating closely on QA
  - RESNET's QA processes are being expanded to cover non-rating aspects of ENERGY STAR qualification (i.e., checklists).

# ENERGY STAR Program Essentials

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## Marketing with ENERGY STAR



# Marketing with ENERGY STAR

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- **Marketing tools**

EPA provides ENERGY STAR partners with a number of tools to promote their involvement with the program.

- Logos
- Brochures & Fact Sheets
- Marketing Toolkit
- Partner Locator
- Partner recognition
- Training resources

# Logos



## Brand awareness

- Over 80% of American households now recognize the ENERGY STAR logo – one of the highest levels of brand awareness of any certification.
- The Identity Guidelines explain proper logo use (A MUST READ!)
- Download Logos and Guidelines through MESA and at [www.energystar.gov/logos](http://www.energystar.gov/logos).



## Download ENERGY STAR Marks (Logos)

Partners are required to comply with the [ENERGY STAR Identity Guidelines](#) when the use of these marks by any third party (graphic design firms, printers, etc).

Username: \*

Password: \*

# Logos



## Choosing the right logo

Partners have access to several versions of the ENERGY STAR logos:

- Certification Mark should only be used on ENERGY STAR qualified homes or in advertising about a specific qualified home.
- Use the Partnership Mark to refer to your involvement with ENERGY STAR (but not associated with non-labeled homes).
- 'Ask About' and 'We Sell' are also good options.



Certification  
Mark



Partnership  
Mark

# Marketing Examples



- Print Advertisements
- Collateral
- Web sites
- Signage
- Promo Materials
- Technology Displays



**Turn Green**

Every Built to Order™ home features ENERGY STAR®.

**YOU CAN BE AN ENERGY STAR!**

A Who's Guide To Saving Our Planet for Who's of All Shapes and Sizes!

**KB BUILT TO ORDER**

Get a FREE "Horton Hears A Who" Energy Kids Activity Brochure AND 2 movie tickets just for stopping by.

Let Horton teach your kids about energy conservation. Available at all Phoenix-area KB Home communities.

Brochures provided for you by EPA's ENERGY STAR!

Click here for information on all Phoenix-area KB Home communities.

888-KB-HOMES kbhome.com

**Winton / Flair Custom Homes**

**MASON FARM 2**

180 9001 Certified Quality

CHANGE YOUR MINDSET. CHANGE YOUR HOME.

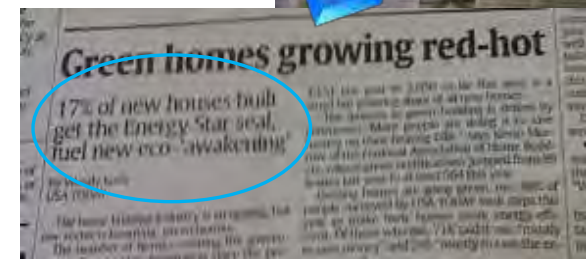
N.M.Lic #54785

*Welcome to an ENERGY STAR home.*

**CHANGE FOR THE BETTER WITH ENERGY STAR**



- In November 2009, EPA initiated a campaign to celebrate the 1 million home milestone, including:
  - Dedicated campaign web site to collect stories from families living in ENERGY STAR Homes (**still active!**)
  - EPA Headquarters Press Release (plus several Regional Offices)
  - Public Service Announcement (PSA)
  - Outreach to national and local press
  - Administrator Lisa P. Jackson satellite media tour
  - Blogs and Twitter feeds
- Results:
  - 14 broadcast placements
  - 10 on-line and print placements
    - including USA Today cover story
  - 37 blog hits and 388 tweets




# New Homes PSA




**Join Leona and Will in the Fight Against Global Warming.**

They're among the one million American families across the country living in ENERGY STAR® qualified homes.

THIS YEAR, THESE FAMILIES WILL SAVE: \$270 million | 4 billion lbs. CO<sub>2</sub>



Homes that earn EPA's ENERGY STAR meet strict guidelines for energy efficiency. They offer greater comfort, lower utility bills, and reduce the greenhouse gas emissions that cause global warming. Learn more at [energystar.gov](http://energystar.gov).



- Placements through Feb 2011:
  - Circulation of 15 million +
  - Advertising equivalency \$2.3 million



# New ENERGY STAR Label



**ENERGY STAR QUALIFIED NEW HOME**

Address:

Built by:

Verified by:

Date:

ENERGY STAR for Homes Version Number:

Optional information:

This home has been independently verified to meet EPA's strict guidelines for energy efficiency.  
Learn more at [energystar.gov](http://energystar.gov)

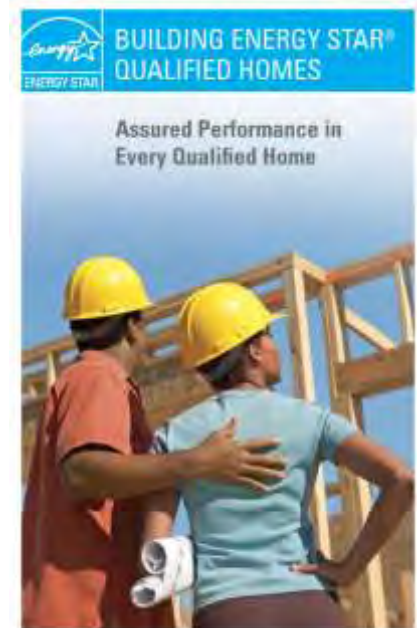
A red arrow points to the "ENERGY STAR for Homes Version Number" field.



# New Marketing Materials In-Development for Version 3



- **Builder Recruitment Brochure**
- **Consumer Brochure**
- **Marketing Toolkit Templates**
- **Home Feature Fact Sheets**
- **Web Site 'Features & Benefits' Page**





# New v3 Consumer Brochure



Assured Performance in Every Qualified Home

## 1. A COMPLETE THERMAL ENCLOSURE SYSTEM

Comprehensive air sealing, properly installed insulation, and high-performance windows work together to enhance comfort, improve durability, reduce maintenance costs, and lower monthly utility bills.



### Air Sealing

We average three quarters of half-inch of cracks and gaps windows and doors—along with incidents of holes for pin vents, lighting, and wiring. Sealing these cracks and holes blocks moisture, dust, pollen, pests, and noise. A tight seal improves comfort and indoor air quality while reducing bill

### Properly Installed Insulation

It's not the amount of insulation, it's the quality of installation makes all the difference. Proper installation includes careful placement to eliminate gaps, voids, and compression; use barriers that prevent air from bypassing the insulation; and techniques that minimize heat flow through framing. This is consistent throughout the house, including in and around the closet.

### High-Performance Windows

Advanced technologies like protective coatings and triple-pane help keep heat in during winter and out during summer. It's damaging ultraviolet sunlight that can dimmer carpets and

## 2. A COMPLETE HEATING AND COOLING SYSTEM

High-efficiency systems are engineered and installed to deliver more comfort, better moisture control, improved indoor air quality, and quieter operation.



### Efficient Heating and Cooling Equipment

Look for higher efficiency equipment that delivers greater performance. This equipment uses less energy, operates at low noise levels, and often comes with extended warranty coverage.

### Proper Design and Quality Installation Practices

The heating and cooling systems in ENERGY STAR qualified homes are fully engineered and tested, including sizing of equipment to ducts, heating and cooling ductwork, verifying proper refrigerant charge (for central air conditioners and heat pumps), and ensuring room-by-room air flow. This is all done in accordance with best practices established by the heating industry association and equipment manufacturers.

### Whole-house Mechanical Ventilation

The living spaces in ENERGY STAR qualified homes have a constant source of fresh, filtered air to circulate pollutants from your home

## 3. A COMPLETE WATER MANAGEMENT SYSTEM

A comprehensive package of best building practices and materials protects roofs, walls, and foundations from water damage and helps ensure durability and superior indoor air quality.



### Water-Managed Construction Details

Time-and-true building practices, such as flashing, moisture barriers, and heavy-duty membranes, are employed to effectively drain water from the roof, walls, and foundations of ENERGY STAR qualified homes.

### Building Materials

Proper storage and selection of materials helps prevent water- and mold-damaged materials in ENERGY STAR qualified homes.

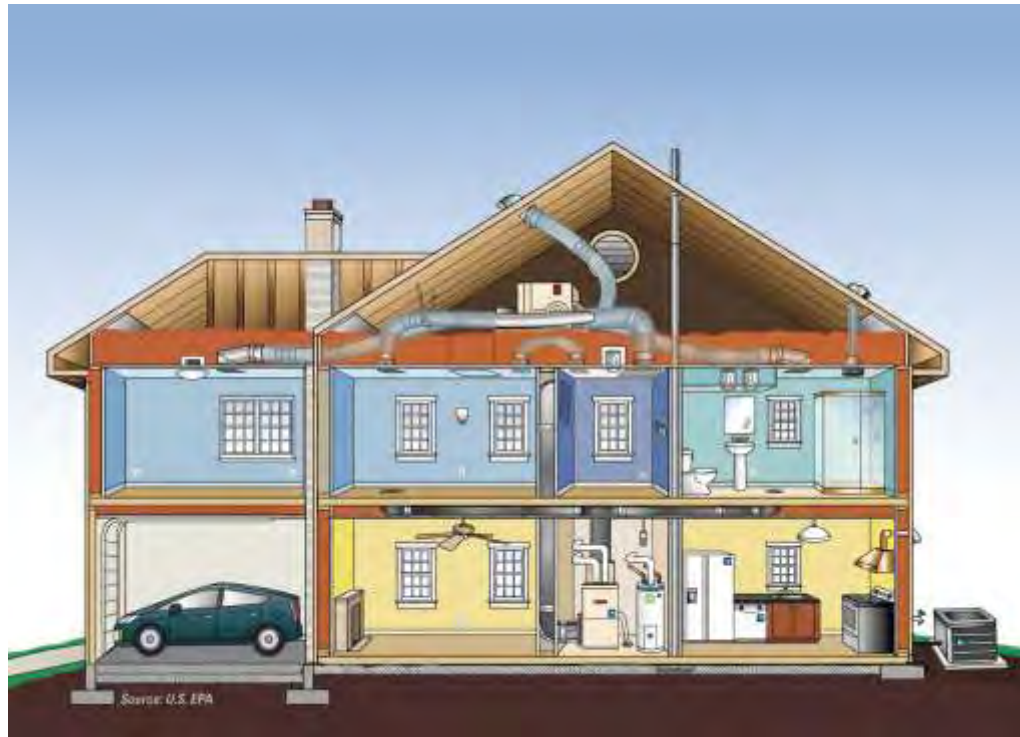
"Choosing an ENERGY STAR home has made a significant difference for us. Our first electric bill was extremely low—we love the savings! And knowing that we have a safe, energy-efficient home we can live in for years is so comforting."

—The Costa Family, Dallas, TX

# New v3 Consumer Brochure



Also coming soon... Brochures with No Basements!



# Marketing Toolkit



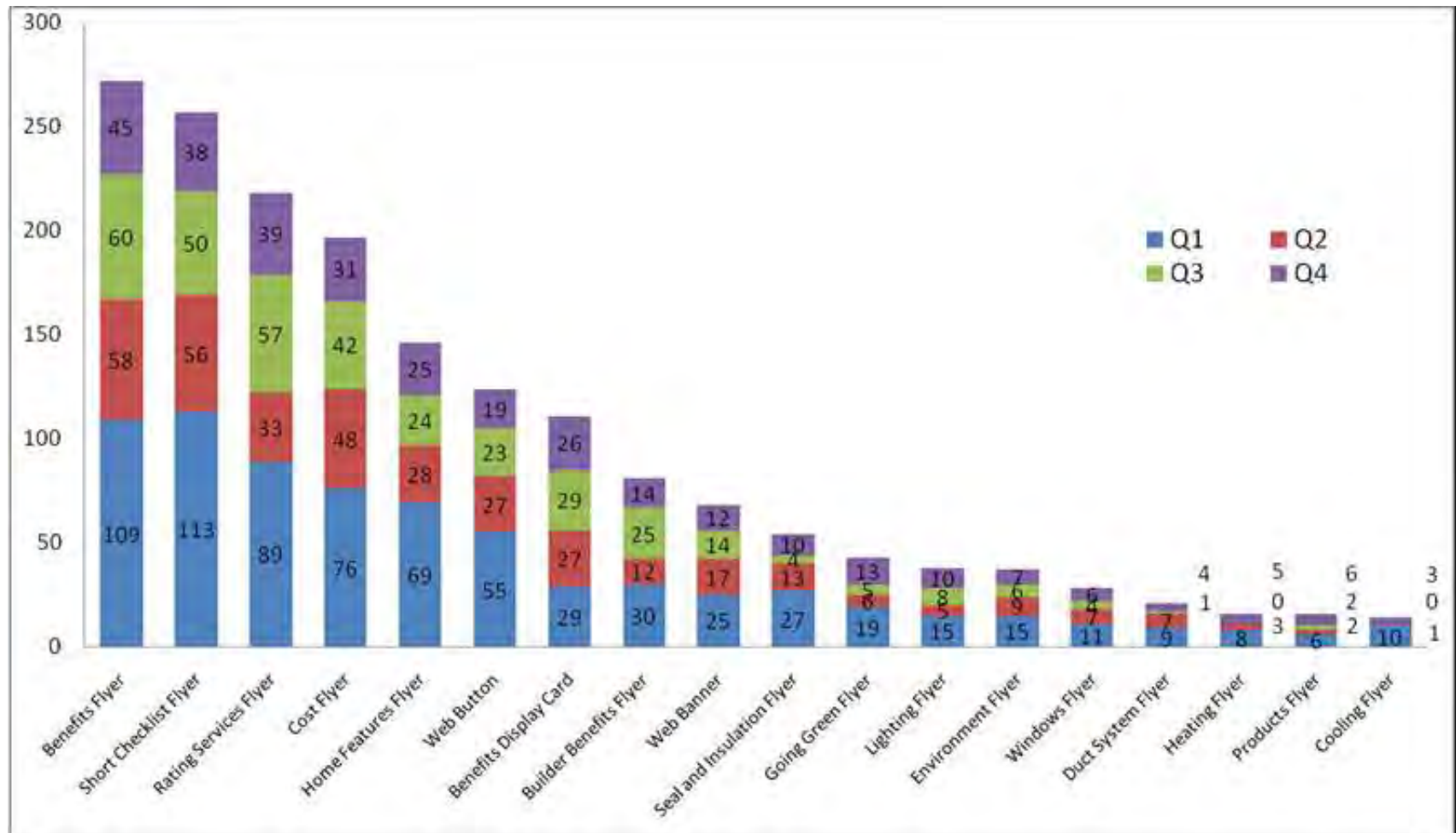
- Quickly create collateral with the look and feel of national ENERGY STAR marketing; co-branded with your (or your builder's) name, logo and website.
- Includes templates for flyers, web banners, model home signage.
- New 'Sales' flyers for Raters too.
- Access the Marketing Toolkit through MESA at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).



# Marketing Toolkit



< 10% of partners used this valuable tool last year!



# Partner Locator

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## Lists all active partners

- Help builders find Home Energy Raters.
- Help consumers find builders and incentives.
- Builders listed by metro area based on office location and where their qualified homes have been reported.
- Raters listed at State level, with service areas based on office location and where their qualified homes have been reported.

# Partner Locator



### New Homes Partner Locator

Search results for additional information about local partners and homes:

**National Program Indicators**

- 1,168,888 ENERGY STAR qualified homes built to date
- 8 ENERGY STAR qualified homes built 2011 to date
- 45,124 ENERGY STAR qualified homes built in 2010
- 3,329 ENERGY STAR for Homes Partners

**ENERGY STAR qualified homes built in 2010 are the equivalent of:**

- Eliminating emissions from 30m, 30,472 vehicles
- Saving 20,620,000 lbs. of coal
- Planting 51,267 acres of trees
- Saving the environment 88,888,141 pounds of CO<sub>2</sub>

Source: www.energystar.gov

Select a state for additional information about local partners and homes:

State:

### New Homes Partners in Florida

**Program Indicators in Florida**

- 27,258 ENERGY STAR qualified homes built to date
- 0 ENERGY STAR qualified homes built 2011 to date
- 5,047 ENERGY STAR qualified homes built in 2010
- 386 ENERGY STAR for Homes Partners

[Compare to other states](#)

[Back to National View](#)

**ENERGY STAR qualified homes built in 2010 are the equivalent of:**

- Eliminating emissions from 2,473 vehicles
- Saving 14,959,388 lbs. of coal
- Planting 4,088 acres of trees
- Saving the environment 29,338,211 pounds of CO<sub>2</sub>

Based on national averages

[Expand All](#) | [Collapse All](#)

▶ [Find Builders in Florida](#)

▶ [Find Incentives in Florida](#)

▶ [Find Raters Serving Florida](#)

▶ [Find Lenders Serving Florida](#)

[Find Incentives in Florida](#)

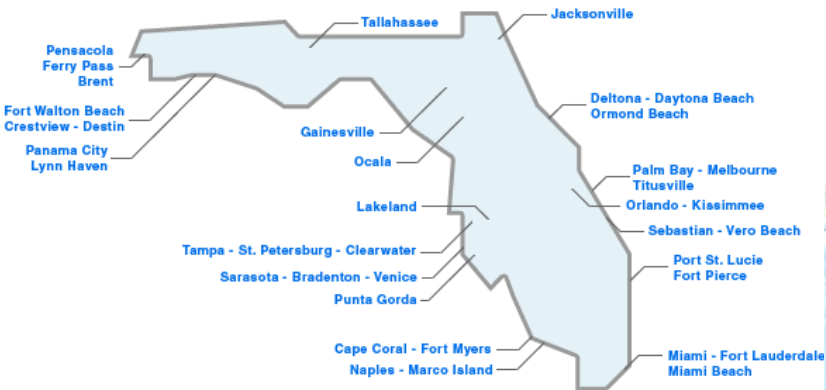
Name	Partner Since	Incentive Description
<b>Progress Energy Florida</b> 677-425-0004	1997	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Additionally, homebuilders can obtain rebates for installing qualified heat pump/HVAC systems, windows, wall insulation and other program energy efficiency measures.
<b>Gulf Power Corporation</b> 850-444-6529	1998	Homebuilder support includes plan analysis, on-site inspections and technical assistance.
<b>Florida Power &amp; Light Company</b> 561-681-3074	1999	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Additional support includes plan analysis, on-site inspections and home qualification.
<b>JEA</b> 904-665-6690	2000	Homebuilders can obtain rebates for qualifying new homes as ENERGY STAR. Additional support includes plan analysis, technical workshops, awards and marketing support.
<a href="#">Central Florida Gas (Chesapeake Utilities Corporation)</a> 863-224-2985	2008	Homebuilders can obtain rebates for installing qualified water heating and appliances in new homes. Additional support includes plan analysis, home qualification and technical training.
<b>TECO Peoples Gas</b> 813-226-4111	2008	Homebuilder incentives available for installing qualified water heating, home heating and appliances in new homes. Additional support includes plan analysis and home qualification.
<a href="#">Central Florida Gas (Chesapeake Utilities Corporation)</a> 863-224-2985	2008	Homebuilders can obtain rebates for installing qualified water heating and appliances in new homes. Additional support includes plan analysis, home qualification and

# Partner Locator



## Find Builders in Florida

View All Builders in FL | View by Metro Area:  SEARCH



[Find Builders outside of these Metro Areas](#)

## Builders in Orlando-Kissimmee

[Back to State View](#)

**Program Indicators in Orlando-Kissimmee**

- 9,900 ENERGY STAR qualified homes built to date
- 0 ENERGY STAR qualified homes built 2011 to date
- 1,542 ENERGY STAR qualified homes built in 2010
- 56 ENERGY STAR Builder Partners

**ENERGY STAR qualified homes built in 2010 are the equivalent of:**

- Eliminating emissions from 995 vehicles
- Saving 4,966,888 lbs of coal
- Planting 1,338 acres of trees
- Saving the environment 9,544,946 pounds of CO<sub>2</sub>

Based on national averages

Filter this list by the type of homes built:

All
  Site-Built
  Manufactured
  Multi-Family
  Affordable

Committed to 100% ENERGY STAR Homes Builders						
Name	Builder Type	Partner Since	Homes Qualified in Orlando-Kissimmee during Oct 2009 - Sep 2010*	Homes Qualified in Orlando-Kissimmee Total*	Homes Qualified Grand Total*	
<b>MI Homes - Orlando Division</b> 407-531-5145	100% Site-Built Homes	2000	293	643	613	
<b>D.R. Horton Inc.-Orlando</b> 407-850-5220	100% Site-Built Homes	2002	376	586	866	
<b>Merritt Homes - Florida</b> 407-712-8640	100% Site-Built Homes	2005	114	183	136	
<b>KB Home - Central Florida</b> 407-567-3400	100% Site-Built Homes	2009	295	295	726	
<b>Ashton Woods Homes - Florida</b> 407-847-3700	100% Site-Built Homes	2010	115	904	804	

More ENERGY STAR Builder Partners						
Name	Builder Type	Partner Since	Homes Qualified in Orlando-Kissimmee during Oct 2009 - Sep 2010*	Homes Qualified in Orlando-Kissimmee Total*	Homes Qualified Grand Total*	

# Partner Locator



## Web linking

- Partners can have their listing hyperlinked to their websites.
- Must meet EPA’s Web Linking Policy, available at [www.energystar.gov/weblinking](http://www.energystar.gov/weblinking).
- Once your website meets the requirements, email [hotline@energystar.gov](mailto:hotline@energystar.gov) to request web linking.

<u>Name</u>	Builder Type
Campbell Homes, LLC 719-266-9780	★100% Site-Built Homes
<a href="#">Keller Homes</a> 719-528-6977	★100% Site-Built Homes



# Partner recognition



## 100% commitment

- Special 100% icon for builders committed to building all of their homes to earn the ENERGY STAR.
- Listed first on Partner Locator
- Builders can make this commitment when they first join or later through MESA at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).
- Commitment recognized once builder has demonstrated progress toward fulfillment based on reported homes.
- Builders must renew their commitment annually.
  - EPA will remove 100% icon if commitment is not renewed.

Committed to 100% ENERGY STAR Homes Builders	
Name	Builder Type
Campbell Homes, LLC 719-266-9780	Site-Built Homes
<a href="#">Keller Homes</a> 719-528-6977	Site-Built Homes
More ENERGY STAR Builder Partners	
Name	Builder Type
Oakwood Homes, LLC 303-486-8500	Site-Built Home

# Awards



## Leadership in Housing Award

- Recognizes partners that reach key milestones for ENERGY STAR homes qualified.
- Sent automatically to qualifying partners.
- NOTE: Certificates this year instead of plaques; Plaques will be available for partners who want to purchase from vendor.



## ENERGY STAR Partner of the Year Awards

- Recognizes small number of partners who have demonstrated exceptional dedication to ENERGY STAR.
  - 3 Builders; 3 Raters; Sustained Excellence Winners
- Details and applications are available at [www.energystar.gov/awards](http://www.energystar.gov/awards).



# Annual 'Thank You' E-mail



LEARN MORE AT [energystar.gov](http://energystar.gov)

## THANK YOU!

**Perry Homes, a Joint Venture,**

Thank you for your continued partnership with ENERGY STAR. By building ENERGY STAR qualified homes, your company is doing its part to help protect the environment while offering consumers new homes that are more comfortable and save money on utility bills.

Our records indicate that your company built a total of:

# 1859

ENERGY STAR Qualified Homes in 2007\*

This is equivalent to:

- Eliminating the emissions from **1,301.30** vehicles
- Saving **713,856** lbs of coal
- Planting **185.90** acres of trees
- Saving homeowners **\$830,973** on their utility bills

We thank you for the important contribution that your organization has made to energy-efficient construction and environmental protection.

Based on the number of qualified homes built last year, we are pleased to inform you that your company had qualified for the **ENERGY STAR for Homes Leadership in Housing Award** for your accomplishment. You can expect to receive your award in the mail in the coming weeks.

\* Your ENERGY STAR Qualified Homes are reported quarterly to EPA by your Home Energy Rating Provider. If you believe that the reported number of homes is not correct, please contact your Provider directly.

2008 New Homes with ENERGY STAR. All Rights Reserved.

- Sent to all active partners.
- Recognizes partner contributions to the program.
- Helps partners confirm numbers.
- Doubles as a nice collateral piece.
- Provides 'environmental equivalent' calculations (cars, trees, utility bills)



ENERGY STAR [About ENERGY STAR](#) • [News Room](#) • [FAQs](#) • [KIDS](#) Search  [Go](#)

### PRODUCTS ▾

Change the world, take the ENERGY STAR Pledge.



- [Explore Products >](#)
- [Appliances](#)
- [Heating & Cooling](#)
- [Home Electronics](#)
- [Lighting](#)
- [Office Equipment](#)
- [Store Locator](#)
- [Rebate Finder](#)

### HOME IMPROVEMENT ▾

**ENERGY STAR HOME ADVISOR**



[Get Customized Recommendations](#)

- [Explore Home Improvement >](#)
- [Common Home Problems](#)
- [Home Energy Audits](#)
- [Air Seal & Insulate](#)
- [Heat & Cool Efficiently](#)
- [Home Performance with ENERGY STAR](#)
- [For Contractors](#)

### HEADLINES

- [New ENERGY STAR Specification for Set-top Boxes](#)
- [ENERGY STAR Leaders Grow in Numbers](#)
- [Agreement with LG Electronics: ENERGY STAR label removed from several refrigerator models](#)
- [ENERGY STAR TVs Now Even More Efficient](#)

### BUILDINGS & PLANTS ▾

Bring your GREEN to work



- [Explore Buildings & Plants >](#)
- [Guidelines for Energy Management](#)
- [Tools & Resources Library](#)
- [Expert Help](#)
- [Commercial Building Design](#)
- [Green Buildings](#)

### NEW HOMES ▾

**ENERGY STAR Qualified Homes**



[Take A Tour Behind the Walls](#)

- [Explore Qualified New Homes >](#)
- [Find an ENERGY STAR Builder](#)
- [ENERGY STAR New Home Features](#)
- [Benefits for Homeowners](#)
- [For Residential Professionals](#)

[More Headlines >](#)



### GO TO PARTNER RESOURCES ▾

**1040** Tax Credits Under the Energy Bill

Heat Smartly with ENERGY STAR @ home

Recursos en Espanol

ENERGY STAR PODCAST

ENERGY STAR in Affordable Housing

### Login

Username:

Password:

[Sign In](#) [Forgot password?](#)

## Benefits of Working with ENERGY STAR



Working with ENERGY STAR can increase revenue, enhance customer satisfaction, and provide national recognition as an industry leader.

- » Builders and Developers
- » Home Energy Raters
- » Utilities , Local Governments , Builder Associations
- » Architects
- » HVAC Contractors **New!**
- » Lenders , Appraisers , and Real Estate Agents

## Features of ENERGY STAR Qualified Homes



ENERGY STAR qualified homes can include a variety of "tried-and-true" energy-efficient features.

- » Learn More about the Features of ENERGY STAR Qualified Homes
- » ENERGY STAR & Green Building
- » Take a Tour "Behind the Walls"

## Program Resources



Resources for program participants and stakeholders.

- » **Updated** ENERGY STAR for New Homes Program Guidelines
- » Marketing Resources ←
- » Educational Resources
- » Free Webinars
- » Program Updates and Communications **New!** ←

## Partnership Information



Information about ENERGY STAR Partnership.

- » Mandatory Training Requirements **New!** ←
- » Join ENERGY STAR
- » My ENERGY STAR Account ←
- » Partner Locator ←
- » ENERGY STAR Awards ←

# Free Webinars on Wednesdays



## ENERGY STAR Webinars

ENERGY STAR offers training live on the Internet to help prospective and veteran partners get the most out of their partnership. To learn more about a particular webinar, click its title. To register, click on the corresponding date and time below and complete the registration form.

Title	Date and time
<a href="#">How to Market ENERGY STAR Qualified Homes</a> – For marketing staff, raters & Providers	<a href="#">Wed. February 25; 11:00 a.m.–12:00 noon EST</a>
<a href="#">Best Practices for Selling ENERGY STAR Qualified Homes: Part I</a> – For sales staff, raters & Providers	<a href="#">Wed. February 25; 2:00–3:00 p.m. EST</a>
<a href="#">ENERGY STAR 101 for Residential Professionals</a> – For real estate agents and home appraisers	<a href="#">Wed. March 4; 11:00 a.m.–12:00 noon EST</a>
<a href="#">What ENERGY STAR Can Do for You: Benefits for Builders</a> – For builders considering partnering with ENERGY STAR; raters and Providers looking to recruit new clients to the program.	<a href="#">Wed. March 4; 2:00p.m.–3:00 p.m. EST</a>

# Questions?

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