

RESNET Annual Conference
February 28, 2011

ENERGY STAR Version 3: Myths vs. Reality

Myth from numerous builders...



**“Homebuyers don’t care
about
assured performance.”**

Reality...



**Builders are not asking
the right questions.**

Proposed Customer Survey:
Question No. 1:



The average existing home has construction penetrations and cracks that add up to a large gaping hole the size of a large open window. How big of a gaping hole do you want in your home that allows bugs, dust, and pollen to get inside at all times along with heat gain in summer and heat loss in winter?

Tiny Small Medium Large Huge

Proposed Customer Survey:
Question No. 2:



Standard insulation installation practices can reduce
the effective R-value 70% or more.

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

All Large Medium Small

Proposed customer survey:
Question No. 3:



Typically poor heating cooling system installation practices can reduce the rated equipment performance as much as 30% or more. How much of the rated performance of your heating and cooling system do you want to waste due to poor installation practices?

0% 5% 10% 20% 30%

Proposed customer survey:
Question No. 4:



Common leaky duct installation practices can result in as much as 30% heating and cooling losses. How much of the air flowing through heating and cooling ducts do you want to get to intended rooms?

All Some

Proposed customer survey:
Question No. 5:



The average home relies on accidental air leakage through walls, crawl spaces, and attics for fresh air. How much controlled fresh, filtered air do you want in your home each day?

~~✗~~ Nat'l Std. ~~✗~~ None

Proposed customer survey:
Question No. 6:



Particulates are widely associated with respiratory illnesses. What amount of particulates do you want to effectively remove from the air flow in your heating and cooling system?

 99%  10%

Proposed customer survey:
Question No. 7:



Homes are commonly constructed with minimal or missing water protection details. What part of your home do you want constructed with incomplete water protection details?

None Roof Walls Open'gs Fndn.

Proposed customer survey:
Question No. 8:



Every home has drain tile around the foundation to collect and remove water from accumulating next to the foundation. After how many years should this drain tile clog with sediment?

Never 100 yrs. 30 yrs. 7 yrs.

Proposed customer survey:

Question No. 9:



In a high-performance home:

- holes are eliminated,
- insulation performs at full rated R-value,
- heating/cooling equip. performs at full efficiency,
- ducts have very small leakage,
- a fresh air system assures filtered outdoor air required by national standard,
- filtration removes particulates < 3 microns,
- water protection is complete,

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

0\$ 20\$ 40\$ Don't Believe Less \$

Proposed customer survey:
Question No. 10:



Will you believe our homes are better and cost less to own, if we guarantee it?

Yes No

Myth: Version 3 requires a lot more bureaucratic forms.

Myth: HERS Raters have more liability for the HVAC installation.

Myth: HERS Raters cannot perform HVAC equipment and duct sizing.

Myth: HERS Rating is not important without a 'fixed' HERS Index threshold.

Myth: New ENERGY STAR Training requirements are onerous.

Myth: Water management does not contribute to energy efficient performance.

Myth: ENERGY STAR Version 3 does not yield strong cost-benefit results for utility programs.

Myth: The additional construction cost to achieve ENERGY STAR Version 3 is too high.

Myth: EPA will lose a tremendous amount of builder participation due to Version 3's rigorous requirements that will hurt Raters' business.

Myth: The size adjustment factor will make the program impossible for luxury home builders.

Myth: Field verifiers will not be required to take the V3 training.

Myth: EPA will be requiring all members of a home builder organization to take online Builder V3 training.

Myth: EPA will continue to accept non-partners to
beyond 2012.