



# Marketing to Homebuyers: Capitalize on the Value Proposition of ENERGY STAR Certified Homes

Brian Ng, EPA

Jessica Steiner Lorenz, The Cadmus Group



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



# Overview



- The ENERGY STAR Advantage
- The ENERGY STAR Value Proposition
- Materials and Resources for Communicating with Consumers
- Resources for Our Partners

# Strong Stakeholder Interest

---



- More than 1.4 million certified homes built to date
- More than 3,600 builders, 860 verification organizations, 150 sponsors, and 900 HVAC contractors nationwide
- 84% of consumers recognize ENERGY STAR as the symbol of energy efficiency
- EPA has been building consumer's trust in the ENERGY STAR brand for more than 20 years

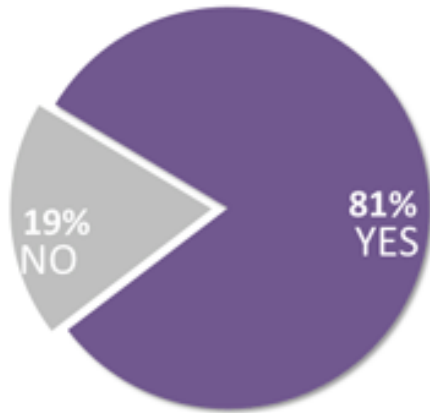


# Americans Still Dream of Owning a Greener Home



## Home Ownership as an American Dream

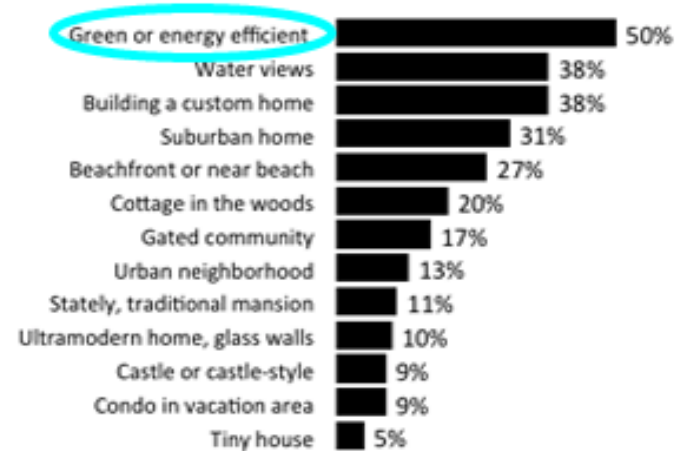
Is home ownership still a part of the American Dream?



Yahoo! Real Estate: Home Horizons 2012 Study of 1,500 US homebuyers, home sellers, homeowners and renters

## Hallmarks of Dream Homes

Would your dream home include one or more of these features?



Yahoo! Real Estate: Home Horizons 2012 Study of 1,500 US homebuyers, home sellers, homeowners and renters | Multiple Responses Allowed





# Our Value Proposition

# ENERGY STAR: Added Value Based on Building Science



If you want your homes to be:

**Affordable**

**Comfortable**

**Durable**

Building science says to have a:

1

**Complete  
Thermal  
Enclosure  
System**

2

**Complete  
HVAC System**

3

**Complete  
Water  
Management  
System**

# ENERGY STAR: Added Value Based on Building Science

---



## Core Efficiency Measures

Guarantees that efficiency measures are included in every qualified home.



## System Inspection Checklists

Sets standards for details that have a critical impact on efficiency, comfort, quality, and durability.



# ENERGY STAR: A HERS Score and More



- ENERGY STAR starts with a HERS score, to provide the consumer with objective information about efficiency.
- ENERGY STAR sets a HERS index target for each home that demonstrates excellence in energy performance. Not just any score will do to earn the ENERGY STAR.

**ENERGY STAR® CERTIFIED NEW HOME**

**ENERGY STAR**

Builder Name: Gamble Builders  
Permit Date/Number: 4 April 2011  
Home Address: 1310 L Street, Washington DC 20005

Rating Company: G Force Testing  
Rater Identification Number: 2345678  
Rating Date: 6 July 2011  
Version: 3.0

**Standard Features of an ENERGY STAR Certified New Home**  
Your ENERGY STAR certified new home has been designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency (EPA), including:

<p><b>Thermal Enclosure System</b> A complete thermal enclosure system that includes comprehensive air sealing, quality-installed insulation, and high performance windows to deliver improved comfort and lower utility bills.</p> <p>Air Infiltration Test: 4 ACH50</p> <p>Primary Insulation Levels: Ceiling: R-38 Floor: R-30 Wall: R19 Slab: R-6</p> <p>Primary Window Efficiency: U-Value: 0.69 SHGC: 0.27</p>	<p><b>Water Management System</b> A comprehensive package of water management system features to protect roofs, walls, and foundations.</p> <p>Flashing, drainage planes, and site grading to move water from the roof to the ground and then away from the home.</p> <p>Water-resistant materials on below-grade walls and underneath slabs to reduce the potential for water entering into the home.</p> <p>Management of moisture levels in building materials during construction.</p>
<p><b>Heating, Cooling, and Ventilation System</b> A high-efficiency heating, cooling system and ventilation system that is designed and installed for optimal performance.</p> <p>Total Dust Leakage: 6 CFM25 per 100 sq. ft.</p> <p>Dust Leakage to Outdoors: 4 CFM25 per 100 sq. ft.</p> <p>Primary Heating (System Type • Fuel Type • Efficiency): Fuel-fired Hydronic Distribution • Natural Gas • 90 AFUE</p> <p>Primary Cooling (System Type • Fuel Type • Efficiency): Ground-source Heat Pump • Electric • 14.5 SEER</p>	<p><b>Energy Efficient Lighting and Appliances</b> Energy efficient products to help reduce utility bills, while providing high-quality performance.</p> <p>ENERGY STAR Qualified Lighting: 75%</p> <p>ENERGY STAR Qualified Appliances and Fans: Refrigerators: 1 Dishwashers: 1 Ceiling Fans: 4 Exhaust Fans: 3</p> <p>Primary Water Heater (System Type • Fuel Type • Efficiency): Electric Resistance Heater • Electric • 0.34 EF</p>

**HERS® Index**

LESS EFFICIENT ← 140 130 120 110 100 90 80 70 60 50 40 → MORE EFFICIENT

**THIS HOME 60**

The certified address location of the home energy efficiency and other certification features that qualify to earn ENERGY STAR, including to receive Energy Star, is shown on the map. The map is not intended to be used for navigation purposes. The Home Energy Rating System is a nationally recognized certification of the energy efficiency of a home. The Home Energy Rating System is a nationally recognized certification of the energy efficiency of a home. The Home Energy Rating System is a nationally recognized certification of the energy efficiency of a home. The Home Energy Rating System is a nationally recognized certification of the energy efficiency of a home.







# ENERGY STAR: The Value for Builders



- **Leverage the ENERGY STAR Brand**

- 20<sup>th</sup> Anniversary of the ENERGY STAR brand.
- 84% of consumers recognize and trust ENERGY STAR as the government-backed symbol for energy efficiency.



- **Market Leadership and Differentiation**

- Be among a select group of builders.
- Be proactive in complying with pending new code requirements.

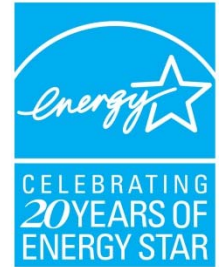
- **Lower Warranty Issues and Complaints**

- Utilize cost-effective building techniques and materials for a more efficient construction process.
- Inspection checklists offer an unmatched process control with a higher return on investment, better quality homes, and more satisfied customers.





# ENERGY STAR: The Value for Raters



- **Position Clients for Success**

- A well thought out package of critical, integrated building science-based branded and backed by the EPA.
- Position builders to provide a better built home and a more satisfied client.

- **Fully Deploy Your Services**

- Working with ENERGY STAR can lead to the opportunity to offer other rater services (duct testing, training, etc.)

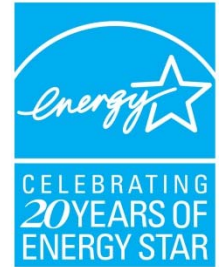
- **Work with the Best**

- Partner with builders that understand the value that ENERGY STAR brings and not builders just wanting a label to sell.





# ENERGY STAR: The Value for HVAC Contractors

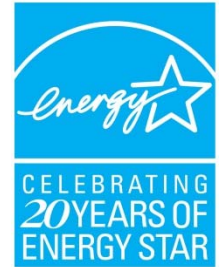


- **Demonstrate Leadership**
  - Be allied with one of the best known consumer brands around
- **Lower Risk**
  - Work on the best homes, with a complete thermal enclosure system
- **Increase Profits**
  - Reduce complaints and warranty claims and improve customer comfort
- **Expand Business**
  - Serve more than 3,600 ENERGY STAR builder partners that need a credentialed contractor
- **Future-Proof Your Business**
  - Prepare for more stringent codes and enforcement related to HVAC systems





# ENERGY STAR: The Value for Home Buyers

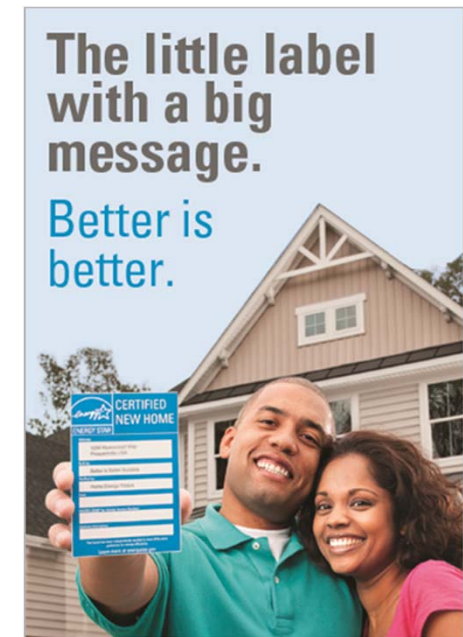


- **A Simple Solution for Homebuyers**

- A home that is efficient without sacrifice, just by looking for the label.
- Consumers don't need to understand all the details of a scoring system or the building techniques and energy-efficiency features.

- **A Better Home**

- Certification means an efficient home that provides better quality, better comfort, better value, and peace of mind for years to come.





# Consumer Marketing Materials and Resources

# New Consumer Messaging Platform Launched in 2012

---



- Marketing Objective
  - Aspirational and Emotional Appeal
    - Tie into the home ownership desire for performance, durability, and comfort with an emotional hook.
  - Rational Appeal
    - Make a rational case for energy efficiency that builds on building science, quality assurance, third party verification.
  - Leverage the ENERGY STAR Brand
    - Develop a look and feel that falls within the guidelines of the ENERGY STAR brand.

# New Consumer Messaging Platform Launched in 2012

---



Creative Concept: *Better is better.*

- Differentiation

- An ENERGY STAR certified new home is simply better.

- It supplies the peace of mind because genuine quality is built-in and will last for years to come.
    - It provides added comfort.
    - It meets rigorous new government-backed requirements for energy efficiency.

# New Consumer Messaging Platform Launched in 2012

---



- Hook: *Better is better.*
  - An ENERGY STAR certified home is always built better and built to last because the best, tried-and-true, integrated construction practices are used from the ground up.
- Four Pillars
  1. Peace of Mind
  2. Enduring Quality
  3. Wall-to-Wall Comfort
  4. Proven Value



# Consumer Outreach Materials and Resources



01

**The little label with a big message.  
Better is Better.**

At first glance, it may seem like a small thing. Your new home's ENERGY STAR label measures just three by five inches. But what it stands for is really big.

The ENERGY STAR label means that your new home has been designed and built to standards that allow most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

New homes that earn the ENERGY STAR label deliver energy efficiency savings of up to 35 percent when compared to typical new homes—and the difference is even more striking when put side-by-side with most resale homes.

Every ENERGY STAR certified new home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 850,000 vehicles.

The better approach to building results in a new home that brings peace of mind, enduring quality, and overall comfort, and proven value. Your ENERGY STAR certified new home has simply been built better in every way.

ENERGY STAR. It's the little label with a big message. **Better is Better.**

Order online at [energystar.gov/publications](http://energystar.gov/publications)



# Consumer Outreach Materials and Resources



## ENERGY STAR® Certified Home Features

Energy efficiency guidelines set by the U.S. Environmental Protection Agency (EPA)

### A COMPLETE THERMAL ENCLOSURE SYSTEM



You want your home to be comfortable no matter what room you're in or what the weather is outside. Comprehensive air sealing, properly installed insulation, and high-performance windows work together in an ENERGY STAR certified home to deliver better comfort, better durability, reduced maintenance costs, and lower monthly utility bills. During construction, ENERGY STAR builder partners must meet all of the requirements of EPA's comprehensive thermal enclosure system inspection to ensure that—

- Your new home is tightly sealed to reduce leaks and drafts; and then
- Correct levels of insulation are installed for whole-house comfort.
- Insulation is installed in the best performance.

When builders meet the home with a complete thermal enclosure system approach to building a better home, you get the best of both worlds.

#### AIR SEALING

A typical home contains a half-mile of cracks and gaps behind walls and around windows and doors, along with dozens of holes for pipes, vents, ducts, lighting, and wiring. Sealing these openings with a comprehensive air sealing package helps to significantly reduce drafts, moisture, dust, pollen, pests, and noise. The best time to seal these is during the construction process because access to critical areas can be limited once the house is completed.

ENERGY STAR builder partners seal the holes using caulks, foams, and other techniques—paying particular attention to those areas between the conditioned (heated or cooled) and unconditioned space of your home. One great example of this is found at the attic access panel, where ENERGY STAR certified homes feature a gasket to create a tight seal around the panel. This is a detail that is commonly missing in many other homes and can have a real impact on your comfort and utility bills. The energy savings from comprehensive air sealing can quickly add up when you consider all the places hot or cool

air can enter or escape sealed home also mean pollen, pests, and moisture damage to your home.

#### REDUCED THERMAL ENCL

Walls in homes are typically support the weight of the home stand up to wind, "bones" of the home. V to making a durable high R-value (resistance to heat flow) "bridges"—uninsulate comfort and efficiency partners select one of continuous layer of rigid studs, to minimize their

#### PROPERLY INSTALLED INSULATION

While it's important to have the right amount of insulation in your home, it's the quality of the installation that makes all the difference in getting the best performance. ENERGY STAR builder partners can choose from many different types of insulation—including fiberglass batts, dense-packed cellulose, sprayed foam, and rigid foam sheaths—to ensure that you get a blanket of comfort around your new home. Insulation levels are commonly rated by R-value, or resistance to heat flow; the higher the R-value, the more resistance. Insulation levels in ENERGY STAR certified homes are independently verified by Home Energy Raters to ensure that they match the levels selected during the design of the home.

For insulation to deliver its rated R-value, it has to be installed properly. ENERGY STAR builders install the insulation with minimal gaps or compressions and aligned with air barriers to improve performance. Imagine wearing a down jacket that's two sizes too big on a winter day—the cold air comes right up under the coat and chills your skin. ENERGY STAR builder partners also fit the insulation around wires, plumbing, and piping inside the walls to not leave empty, uninsulated spaces that could lead to hot or cold spots. These practices help maintain consistent temperatures

#### Improper Installation



Insulation has misalignment, compression, and gaps.

#### Proper Installation



Insulation is fully aligned with air barrier with no compressions or gaps.

throughout your house, reduce energy use, and improve comfort, especially on the hottest and coldest of days.

#### HIGH-PERFORMANCE WINDOWS

ENERGY STAR certified homes feature windows that meet or exceed national performance standards. To satisfy this requirement, many builders choose to install ENERGY STAR qualified windows in their homes. These qualified windows use advanced technologies, such as protective coatings and improved frames, to help keep heat in during winter and out during summer—translating into real savings for you. They also often block damaging ultraviolet sunlight that can discolor photographs, carpets, and furnishings. Qualified windows can also help reduce the potential for condensation, which can damage window sills, cause paint to crack, and encourage mold growth.

#### BUILDING A BETTER FUTURE

An ENERGY STAR certified new home delivers better energy efficiency and so much more. An ENERGY STAR certified home is built better and built to last because the best, tried-and-true, integrated construction practices are used from the ground up. The result is better quality and durability, better comfort, better systems, a better value for today, and a better investment for tomorrow—plus a label backed by EPA. In short, better is better.

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a market-based partnership to reduce greenhouse gas emissions through energy efficiency. ENERGY STAR offers businesses and consumers energy-efficient solutions to decrease energy consumption, save money, and help protect the environment for future generations. Nearly 20,000 organizations are ENERGY STAR partners, committed to improving energy efficiency in homes, products, and businesses.

#### ENERGY STAR Certified Home Features

- A Complete Thermal Enclosure System
  - A Complete Heating, Ventilation, and Cooling System
  - Efficient Lighting and Appliances
  - Independent Inspections and Testing
- Ask your builder for more information.

Homes that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency. [www.energystar.gov](http://www.energystar.gov)



- Factsheets
  - Thermal Enclosure
  - Water Management
  - Heating and Cooling
  - Lighting and Appliances
  - Independent Testing and Verification



# Consumer Outreach Materials and Resources



## ENERGY STAR® CERTIFIED NEW HOME

**Builder Name:** Gamble Builders  
**Permit Date/Number:** 4 April 2011  
**Home Address:** 1310 L Street, Washington DC 20005

**Rating Company:** G Force Testing  
**Rater Identification Number:** 2345678  
**Rating Date:** 6 July 2011  
**Version:** 3.0

**Standard Features of an ENERGY STAR Certified New Home**  
 Your ENERGY STAR certified new home has been designed, constructed, and independently verified to meet rigorous requirements for energy efficiency set by the U.S. Environmental Protection Agency (EPA), including:

<p><b>Thermal Enclosure System</b>                  A complete thermal enclosure system that includes comprehensive air sealing, quality-installed insulation, and high performance windows to deliver improved comfort and lower utility bills.</p> <p><b>Air Infiltration Test:</b> 4 ACH50</p> <p><b>Primary Insulation Levels:</b>                  Ceiling: R30    Floor: R-10                  Wall: R19    Slab: R-6</p> <p><b>Primary Window Efficiency:</b>                  U-Value: 0.60    SHGC: 0.27</p>	<p><b>Water Management System</b>                  A comprehensive package of water management system features to protect roofs, walls, and foundations.</p> <p>Flashing, drainage planes, and site grading to move water from the roof to the ground and then away from the home.</p> <p>Water-resistant materials on below-grade walls and underneath slabs to reduce the potential for water entering into the home.</p> <p>Management of moisture levels in building materials during construction.</p>
<p><b>Heating, Cooling, and Ventilation System</b>                  A high efficiency heating, cooling system and ventilation system that is designed and installed for optimal performance.</p> <p><b>Total Duct Leakage:</b>                  6 CFM25 per 100 sq. ft.</p> <p><b>Duct Leakage to Outdoors:</b>                  4 CFM25 per 100 sq. ft.</p> <p><b>Primary Heating (System Type • Fuel Type • Efficiency):</b>                  Fuel-fired Hydronic Distribution • Natural Gas • 90 AFUE</p> <p><b>Primary Cooling (System Type • Fuel Type • Efficiency):</b>                  Ground-source Heat Pump • Electric • 14.5 SEER</p>	<p><b>Energy Efficient Lighting and Appliances</b>                  Energy-efficient products to help reduce utility bills, while providing high-quality performance.</p> <p>ENERGY STAR Qualified Lighting: 75%</p> <p><b>ENERGY STAR Qualified Appliances and Fans:</b>                  Refrigerators: 1    Dishwashers: 1                  Ceiling Fans: 4    Exhaust Fans: 3</p> <p><b>Primary Water Heater (System Type • Fuel Type • Efficiency):</b>                  Electric Resistance Heater • Electric • 0.94 EF</p>

**HERS® Index**

LESS EFFICIENT ← 140 130 120 110 100 90 80 70 60 50 40 → MORE EFFICIENT

TYPICAL EXISTING HOMES    TYPICAL NEW HOMES    THIS HOME 60

\*This certificate provides a summary of the major energy efficiency and other construction features that contribute to this home earning the ENERGY STAR, including its Home Energy Rating System (HERS) score, as determined through independent inspection and verification performed by a trained professional. The Home Energy Rating System is a nationally-recognized uniform measurement of the energy efficiency of homes. Note that when a home contains multiple performance levels for a particular feature (e.g., window efficiency or insulation levels), the predominant value is shown. Also, homes may be certified to earn the ENERGY STAR using a sampling protocol, whereby one home is randomly selected from a set of homes for representative inspections and testing. In such cases, the features found in each home within the set are intended to meet or exceed the values presented on this certificate. The actual values for your home may differ, but offer equivalent or better performance. This certificate was printed using REDUX™ (version 10.0.0).  
[Learn more at www.energystar.gov/homefeatures](http://www.energystar.gov/homefeatures)

- Homeowner Certificate
  - Details the standard features of an ENERGY STAR Home
  - Includes a HERS Index that shows a homes HERS score



# Consumer Outreach Materials and Resources



- New Consumer Web Site Design

ENERGY STAR

U.S. ENVIRONMENTAL PROTECTION AGENCY

PRODUCTS HOME IMPROVEMENT **NEW HOMES** BUILDINGS & PLANTS PARTNER RESOURCES

### The little label with a big message. Better is Better

The blue ENERGY STAR label on a new home means:

- Peace of Mind
- Enduring Quality
- Walk-In-Wall Comfort
- Proven Value

ENERGY STAR certified new homes are designed and built to standards well above most other homes on the market today, delivering energy efficiency savings of up to 20% when compared to typical new homes. Only home builders earned the ENERGY STAR label have undergone a process of inspections, testing and verification to meet strict requirements set by the U.S. Environmental Protection Agency (EPA), delivering better quality, better comfort and better durability.

**FIND A BUILDER**

Map of the United States with green location markers.

**Related Resources**

- Advanced Lighting Package
- Affordable Housing
- Designated Plus for ENERGY STAR
- Energy Efficient Mortgage Program
- Green Homes & ENERGY STAR
- Walk-In-Wall Package
- Weatherstripping Windows
- Reverse Plug-and-Play (RPP)
- Tip to Green ENERGY STAR Homeowner (PDF)
- Walk-Through EPC

Follow us: Facebook, Twitter, YouTube, LinkedIn, RSS

ENERGY STAR

U.S. ENVIRONMENTAL PROTECTION AGENCY

PRODUCTS HOME IMPROVEMENT **NEW HOMES** BUILDINGS & PLANTS PARTNER RESOURCES

## Peace of Mind. The result of a home that's built better.

When ENERGY STAR requirements are applied to new home building practices, the result is a home with:

- Better durability
- Better comfort
- Reduced utility and maintenance costs

ENERGY STAR certified homes undergo more inspection than typical new homes. To earn the ENERGY STAR label, a home must meet strict requirements set by the U.S. Environmental Protection Agency (EPA), delivering better quality, better comfort and better durability.

**Peace of Mind. The result of a home that's built better.**

**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. Learn more about a complete thermal enclosure system in this fact sheet (1.55MB).

**Air Sealing**

By using less energy for heating, cooling, and water heating, ENERGY STAR certified homes deliver approximately 20% savings on annual utility bills. Over the 1 to 2 years that a typical family lives in a home, you can save thousands of dollars in maintenance costs.

**Properly Installed Insulation**

It's not just the amount of insulation, it's the quality of installation that makes all the difference. Proper installation includes careful placement to eliminate gaps, voids, and compression, complete air barriers that prevent air from bypassing the insulation, and building techniques that minimize heat flow through framing. The result: consistent temperatures throughout the house, reduced energy use, and increased comfort.

**High-Performance Windows**

Advanced technologies, like protective coatings and improved frames, help keep heat in during winter and out during summer. They also block damaging ultraviolet light that can discolor carpets and furnishings.

**Explore ENERGY STAR Certified Home Features**

- Complete Thermal Enclosure System
- Complete Heating and Cooling System
- Complete Water Management System
- Energy-Efficient Lighting and Appliances
- Independent Inspection and Testing

**We love the style, feel and location of our new home. When we learned it was an ENERGY STAR home, it was the icing on the cake. Saving money is what got us here. We doubled the size of our home, but our energy bills were comparable. Plus, the temperature throughout the house is consistent and we're always comfortable.**

—The Reagan Family, College Grove, VA

Follow us: Facebook, Twitter, YouTube, LinkedIn, RSS



# Consumer Outreach Materials and Resources



- New ENERGY STAR for Homes Newsroom Web page

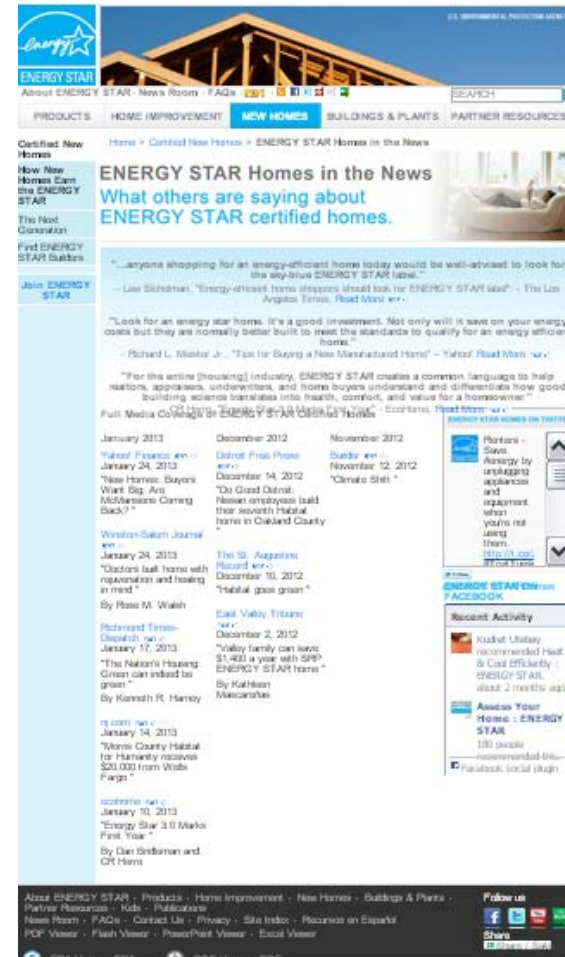
- View current media coverage
- See “live” newsfeeds for



@energystarhomes



facebook.com/energystar





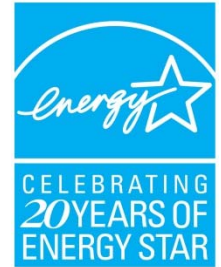
# New Consumer Video



- Available for partner download at [energystar.gov/mesa](http://energystar.gov/mesa)
- To be on YouTube at [YouTube.com/epaenergystar](http://YouTube.com/epaenergystar)
- Will be made into a TV PSA



# New Print PSA

A man in a teal polo shirt and a woman in a pink top are smiling and holding a blue Energy Star Certified New Home label in front of a large, modern house. The label has the Energy Star logo and the text "CERTIFIED NEW HOME".


**"This label sealed the deal on our new home."**

**NAME:** Jesse and Melissa Gallo

**THEIR DREAM HOME:** Efficient, comfortable, and ENERGY STAR® certified

**THEIR SAVINGS:** More than \$550 off their energy bills and more than 11,000 lbs. of greenhouse gases each year

EPA's blue ENERGY STAR label on the Gallos' new home means a lot. It means their home was designed and built to standards of quality and durability well beyond most others on the market today. It also means that they will save energy and reduce the greenhouse gases that cause climate change for years to come. Visit [energystar.gov](http://energystar.gov).

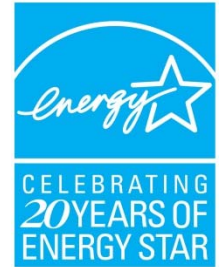


ENERGY STAR

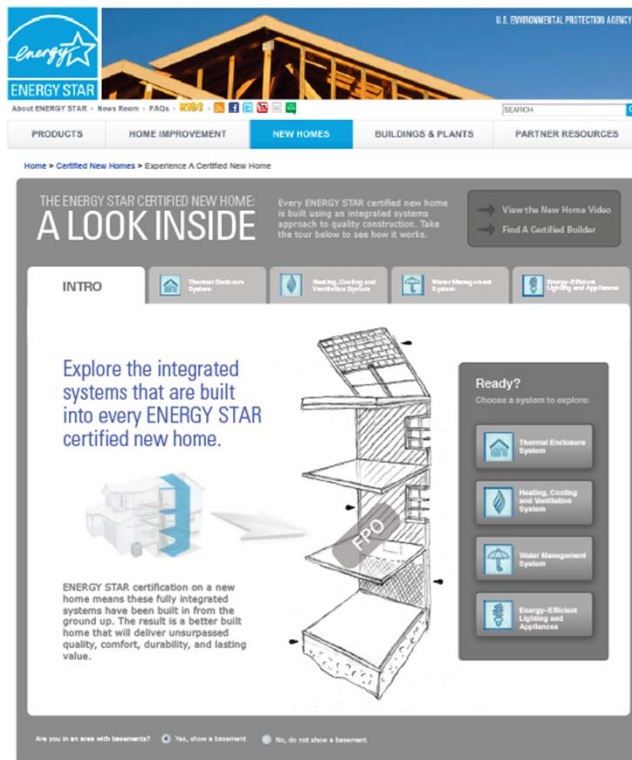
## New Print PSA

- Increasing Consumer Awareness
- Pitching to Magazine Publications to begin March 2013
- Exploring other PSA opportunities in 2013

# New Consumer Materials Under Development



- Online House Illustration
  - Draft Concept Wireframes





# Promoting the Value of ENERGY STAR via Trade Media



## Trade Media Placements

- Three print and online placements in *Green HomeBuilder*
  - 213,000 Impressions and \$54,855 Ad Value
- One online placement in *EcoHome*
  - 54,735 Impressions and \$3,000 Ad Value



### Sustainable Success in 2012

How excited for thousands of White House occupants energy and water savings and healthy air?

**IN WASH DC**

The White House is the most energy-efficient building in the world. The new ENERGY STAR Certified Home program is available through the partnership with the U.S. Environmental Protection Agency (EPA), ENERGY STAR Certified Home program.

In 2012, we successfully completed 30 new energy-efficient homes, providing permanent and affordable housing to more than 120 adults and children.

Head of the White House Energy Efficiency Program, Deputy Assistant Secretary for Energy Efficiency, U.S. Environmental Protection Agency (EPA), ENERGY STAR Certified Home program.

**In 2012, we successfully completed 30 new energy-efficient homes, providing permanent and affordable housing to more than 120 adults and children.**

The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.

During the year, we also completed a pilot partnership with EPA to build the new program to help more energy-efficient homes in the nation. This pilot program is now available in the White House Energy Efficiency Program (EHP) and will be available in the White House Energy Efficiency Program (EHP) and will be available in the White House Energy Efficiency Program (EHP).

The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.

**White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.**

**White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.**

**White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.**

### Build Tight, Build Right

ENERGY STAR certified new homes help set the standard for HVAC and ventilation.

**BY CHADWILL**

The average household spends more than \$5,000 a year on energy bills, with nearly half of that going to heating and cooling costs, according to the U.S. Environmental Protection Agency (EPA). As one of the nation's largest and most successful home builders, Heritage Homes has remained competitive by offering customers better value using homes that do only provide more comfort, but also the opportunity of the lower cost and energy efficiency.

Strategies to give homes the most energy savings possible include the installation of energy efficient HVAC systems, but going a step further with spray foam insulation and specifying low air drift to date based and conditioned outside the home. The proper installation of an HVAC system can also lower utility bills and reduce date based and conditioned indoor air.

The green home owner can reduce energy costs within the home. If there is a leak in the ceiling or the roof side of the house and water is allowed to enter the ceiling, it can lead to mold and other health issues.

Another strategy is picking an HVAC system that is the right size for the home. If the HVAC system is too large, it will run more often and use more energy. If the HVAC system is too small, it will not heat or cool the home properly.

Finally, the new ENERGY STAR HVAC program includes a fresh air ventilation system to reduce indoor air pollution and improve indoor air quality.

There are many advantages to building an ENERGY STAR certified new home. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance.

The new ENERGY STAR Certified Home program offers specific prescriptive paths to ensure a home is built tightly with the proper amount of ventilation. ENERGY STAR goes a step further by offering homeowners the opportunity to build an ENERGY STAR certified new home. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance.

There are many advantages to building an ENERGY STAR certified new home. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance.

There are many advantages to building an ENERGY STAR certified new home. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance. The benefits of building an ENERGY STAR certified new home include lower energy bills, better indoor air quality, and better overall home performance.

### White House Energy Efficiency Program (EHP)

Head of the White House Energy Efficiency Program, Deputy Assistant Secretary for Energy Efficiency, U.S. Environmental Protection Agency (EPA), ENERGY STAR Certified Home program.

During the year, we also completed a pilot partnership with EPA to build the new program to help more energy-efficient homes in the nation. This pilot program is now available in the White House Energy Efficiency Program (EHP) and will be available in the White House Energy Efficiency Program (EHP).

The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.

During the year, we also completed a pilot partnership with EPA to build the new program to help more energy-efficient homes in the nation. This pilot program is now available in the White House Energy Efficiency Program (EHP) and will be available in the White House Energy Efficiency Program (EHP).

The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.

During the year, we also completed a pilot partnership with EPA to build the new program to help more energy-efficient homes in the nation. This pilot program is now available in the White House Energy Efficiency Program (EHP) and will be available in the White House Energy Efficiency Program (EHP).

The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED. The White House Energy Efficiency Program (EHP) is proud to lead the nation's energy efficiency effort, especially when combined with ENERGY STAR and LEED.



# Additional Resources for Partners

# ENERGY STAR Logos



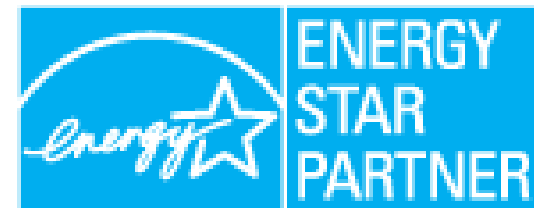
- Partners can download logos via their My ENERGY STAR Account (MESA) [energystar.gov/mesa](https://energystar.gov/mesa):



Certification Mark



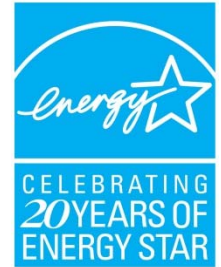
Promotional Mark



Partnership Mark

Partners must use logos in accordance with our  EPA logo guidelines ([energystar.gov/logos](https://energystar.gov/logos))

# ENERGY STAR Logos (cont.)



**Committed to Building  
100% ENERGY STAR**



**NEW 100% Commitment Logo – Available for Download**



Ask About ENERGY STAR Certified Homes Logo

Partners must use logos in accordance with our logo guidelines ([energystar.gov/logos](http://energystar.gov/logos))



# ENERGY STAR Logos (cont.)



Designed to Earn logo – for verified home plans

Partners must use logos in accordance with our logo guidelines ([energystar.gov/logos](http://energystar.gov/logos))

# ENERGY STAR Logos (cont.)

- Using the ENERGY STAR Marks: Quick Reference Guide for New Homes Partners

## Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

The purpose of this document is to provide clarification on how the ENERGY STAR marks should be used by partners participating in EPA's ENERGY STAR Certified Homes program. This document provides a partial list of guidelines and is intended to supplement, not replace, the ENERGY STAR Identity Guidelines. Please review the ENERGY STAR Identity Guidelines in their entirety at [www.energystar.gov/logos](http://www.energystar.gov/logos).

**CORRECT USE**

Examples of common uses of the marks are illustrated below:

- 1 Linkage Phrase Mark on websites to educate the public about the ENERGY STAR Certified Homes program.
- 2 Partner Mark on annual reports promoting an organization's ENERGY STAR partnership.
- 3 Designed to Earn Mark on home plans, once verified by a third-party Home Energy Rater.
- 4 Certification Mark on plaques or signage in front of or on ENERGY STAR certified homes.

**INCORRECT USE**

- Do not use the ENERGY STAR marks or name to imply EPA or federal government endorsement of a partner's organization.
- Do not use the ENERGY STAR marks or name in any other company name, domain name, or website title.
- Do not use the ENERGY STAR marks or name in association with homes that are not built to ENERGY STAR specifications.
- Do not alter, cut apart, separate, or otherwise distort the ENERGY STAR marks or name in perspective or appearance. This includes removing the words ENERGY STAR from the mark.
- Do not use the ENERGY STAR marks in an unapproved color. The preferred color for the mark is ENERGY STAR blue (100% Cyan). Alternate versions in black or reversed out to white are allowed.
- Do not use the ENERGY STAR marks in an unapproved size; marks must be legible and proportions must be maintained. Please see the ENERGY STAR Identity Guidelines for specific mark size requirements.

**QUESTIONS/COMMENTS**

If you have specific questions regarding the use of the ENERGY STAR marks, please contact your Account Manager or [logos@energystar.gov](mailto:logos@energystar.gov).

## Using the ENERGY STAR® Marks: A Quick Reference Guide for New Homes Partners

Learn more about the ENERGY STAR marks by clicking the images below to jump to a description of the various marks and their uses. To return to this menu, click on the ENERGY STAR mark in the top-left corner of each page. The horizontal version of each mark is the preferred version.

<p><b>LINKAGE PHRASE MARK</b></p>	<p><b>LINKAGE PHRASE MARK (100% COMMITMENT)</b></p>
<p><b>PROMOTIONAL MARK</b></p>	<p><b>PROMOTIONAL MARK (REGIONAL/STATE)</b></p>
<p><b>PARTNER MARK</b></p>	<p><b>DESIGNED TO EARN MARK</b></p>
<p><b>CERTIFICATION MARK</b></p>	<p><b>DESIGNED TO EARN THE ENERGY STAR</b></p>

# Partner Resources on the ENERGY STAR Website



- Partner Landing Page

The screenshot shows the ENERGY STAR website's Partner Resources page. At the top, there is a navigation bar with the ENERGY STAR logo and a search bar. Below the navigation bar, the page is titled "For New Home Industry Professionals" and features a main heading "Are You 'In' for the Next Generation of ENERGY STAR Qualified Homes?". A "BECOME A PARTNER" button is prominently displayed. The page is divided into several sections: "WORKING WITH ENERGY STAR" (listing various partners like Architects & Designers, Builders, etc.), "PROGRAM FEATURES AND RESOURCES" (highlighting "ENERGY STAR for New Homes Requirements" with a "Learn More" link), "Partnership Information" (listing options like "Join ENERGY STAR", "My ENERGY STAR Account", etc.), and "Related Programs" (listing programs like "Advanced Lighting Package", "Affordable Housing", etc.). The footer contains the EPA logo, navigation links, and social media icons.



# New Marketing Resources Web Page



- Find marketing tools and materials
- Social media Links
- Promotional opportunities

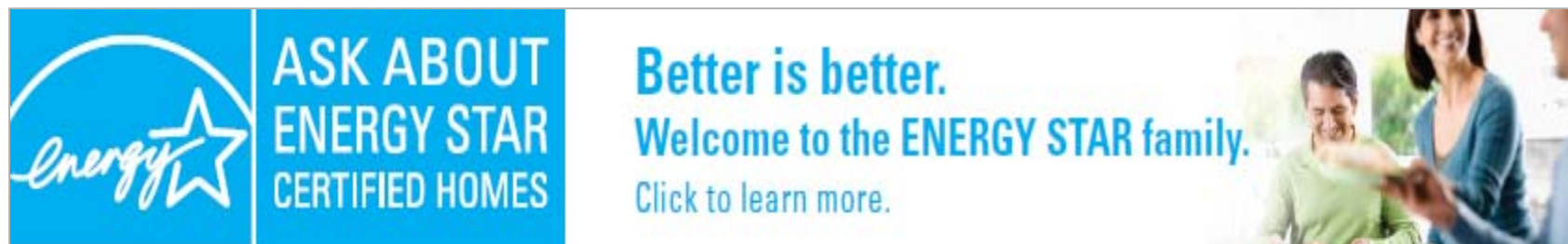
The screenshot shows the 'Marketing Resources for Partners' page on the ENERGY STAR website. The page features a navigation menu with categories like PRODUCTS, HOME IMPROVEMENT, NEW HOMES, BUILDINGS & PLANTS, and PARTNER RESOURCES. The main content area is divided into three sections: 'Marketing Resources for Partners', 'Marketing Tools and Materials', and 'Promotional Opportunities'. The 'Marketing Resources for Partners' section includes a sub-section for 'Marketing Tools and Materials' with links to 'ENERGY STAR Marks', 'Consumer Brochures', 'Eco-Check', 'ENERGY STAR Linking Opportunities', 'Additional Resources or Examples', and 'The and Maintenance Guide for New ENERGY STAR Homes'. The 'Promotional Opportunities' section includes links for 'Partner Locator', '100% Builder Commitment', 'Recognition and Awards', and 'ENERGY STAR National Campaigns'. A 'Social Media' section at the bottom provides links to follow ENERGY STAR on Twitter and Facebook. The footer includes the EPA logo, navigation links, and social media icons.





# Other Marketing Efforts

- Linking Opportunities
  - New web banners and buttons and coding instructions



# Partner Locator



- <http://energystar.gov/partnerlocator>

The screenshot shows the Energy Star Partner Locator page. At the top, there is a navigation bar with the Energy Star logo and the text 'U.S. ENVIRONMENTAL PROTECTION AGENCY'. Below this is a search bar and a menu with options: PRODUCTS, HOME IMPROVEMENT, NEW HOMES (selected), BUILDINGS & PLANTS, and PARTNER RESOURCES. The main content area is titled 'New Homes Partner Locator' and includes a section for 'National Program Indicators' with the following data:

National Program Indicators	ENERGY STAR qualified homes built in 2011 are the equivalent of:
<ul style="list-style-type: none"><li>1,318,306 ENERGY STAR qualified homes built to date</li><li>0 ENERGY STAR qualified homes built 2012 to date</li><li>129,098 ENERGY STAR qualified homes built in 2011</li><li>5,520 ENERGY STAR for homes Partners</li></ul>	<ul style="list-style-type: none"><li>Eliminating emissions from 63,258 vehicles</li><li>Saving 382,646,472 lbs of coal</li><li>Planting 184,569 acres of trees</li><li>Saving the environment 750,446,674 pounds of CO<sub>2</sub></li></ul> <p><small>Based on national averages</small></p>

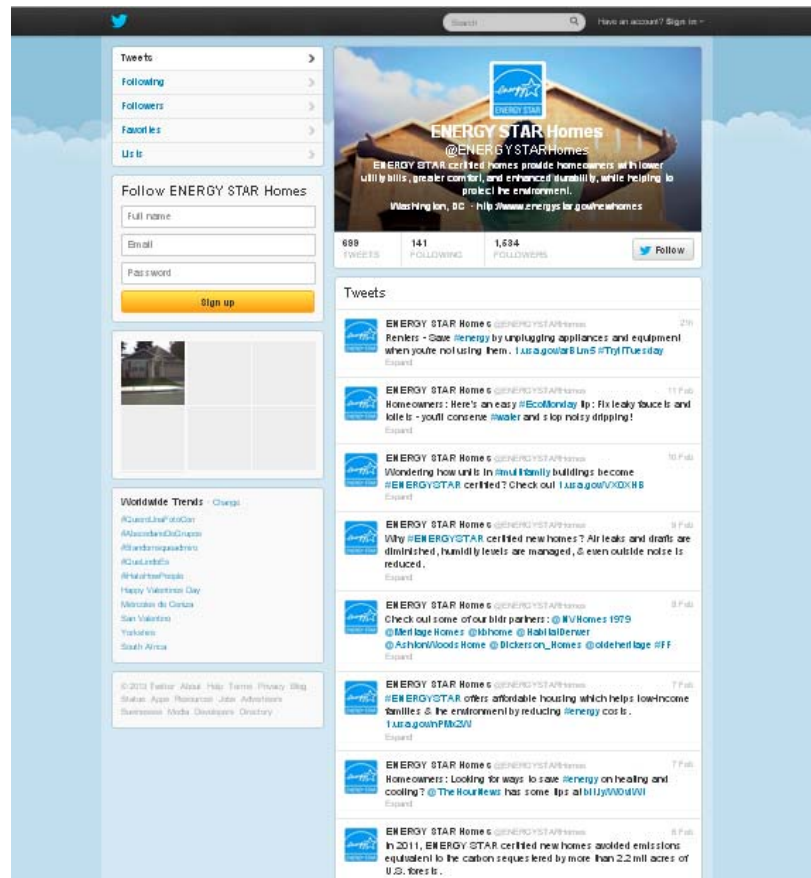
Below the indicators is a section titled 'Select a state for additional information about local partners and homes:' with a dropdown menu for 'State:' and a 'SEARCH' button. A map of the United States is displayed below, with state abbreviations labeled. The footer contains navigation links, social media icons, and logos for EPA and DOE.



# Stay Connected



- Follow us on Twitter:  
<http://twitter.com/energystarhomes>



# Stay Connected



- Follow us on Facebook:

<http://www.facebook.com/energystar>

A screenshot of the Energy Star Facebook page. The page header includes the Facebook logo, a search bar, and the user's name "Jess Steiner Lorenz". The main content area features a large banner with the text "CELEBRATING 20 YEARS OF ENERGY STAR" and a collage of images. Below the banner is the Energy Star logo and the text "Energy Star 18,480 likes · 565 talking about this". There are buttons for "Liked" and "Message". The page also shows a "Post" section with a "Write something..." input field, a recent post from Energy Star about CFL vs. LED lighting, and a "Friends" section showing 25 friends who like the page. The right sidebar contains a "Create Page" button and a year selection menu.



# Free Webinars

---



- EPA will continue to offer free training via webinars including topics on:
  - The Guidelines and Checklists
  - Regional Specs
  - Special Interest Topics
  - Next Marketing Webinar: April 2<sup>nd</sup>

# ENERGY STAR Certified Homes – Better is Better

---



ENERGY STAR Partner Web Site

[www.energystar.gov/newhomespartners](http://www.energystar.gov/newhomespartners)

ENERGY STAR Consumer Web Site

[www.energystar.gov/newhomes](http://www.energystar.gov/newhomes)

Email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov)



@energystarhomes



facebook.com/energystar

