

Achieving a Marketing Edge in Today's Economy

Roy Honican

- HBAL actively promotes its members and brand
 - NAHB Green Build
 - Green Build Council
 - ENERGY STAR
 - ENERGY STAR Builder Program
 - New Home & Remodeling Marketplace
 - Grand Tour of Homes
 - Home of Excellence
 - Tour of Remodeled Homes

- NAHB Green Build
 - Increased cost of verification reduced interest

- ENERGY STAR
 - Increased cost of 3.0 reduced interest

- 2009 IECC adoption
 - Builders prefer the performance path
- Utilities used HERS index in the ENERGY STAR program to document KW reduction

Utility Council

- Closed council made up of key Builder's, Remodeler's and Utilities
- Goal
 - Create a united front for common interest (code, legislation..)
 - Review proposed Utility programs
 - Address training needs

Utility Council

- Objectives
 - Builders & Remodeler's
 - Utility programs need to be uniform and provide common training
 - Utilities
 - Participation

Utility Council

- Goal
 - Create a program using the HERS index and ENERGY STAR v2 thermal bypass that supports the 2009 IECC performance path and lowers construction cost compared to the standard code home.

Utility Council

- Solution
 - RESNET Energy Smart Builder program
- Challenges
 - Co-Branding
 - How do you maintain the individuality of each corporation

Solution

HB+RESNET.
RESIDENTIAL ENERGY SERVICES NETWORK
ENERGY SMART BUILDER

Know Your Home's Energy
Performance With Professional
Builders Committed to Energy
Efficiency



MOUs

- Home Builders Association of Lexington
 - Encourage 100% of builder members to sign RESNET MOU
 - Only HBAL Builder members can use HBA+RESNET logo
 - Midwest Residential Energy Conference



2013 MIDWEST RESIDENTIAL
ENERGY CONFERENCE

HOSTED BY  & 
ASSOCIATION OF LEXINGTON RESIDENTIAL ENERGY SERVICES NETWORK

MOU

- Utilities
 - LG&E KU
 - Signed MOU as an Energy Smart Builder program
 - Blue Grass Energy
 - Committed to promote the HERS Index with its Touchstone Energy Home
- Both Utilities have rebate programs that support HERS Ratings

Home of Excellence



Website



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HBA
HOME BUILDERS
ASSOCIATION OF LEXINGTON
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Consumer Resources

I'm Interested In...

Why Use an HBA Member?

Financing Options

ENERGY STAR Builders

Dispute Resolution

RESNET Energy Smart Builders

HBA Energy Smart Builders

HBA Energy Smart Builders

HBA+RESNET
RESIDENTIAL ENERGY SERVICES NETWORK
ENERGY SMART BUILDER

Home Builders Association of Lexington + RESNET Energy Smart Builder Participants:

Jimmy
NASH
HOMES

Lessons Learned

- Minimal cost
- Immediate results
- Launched without a strategic promotional plan
- Under estimated training needs for Code officials and Realtors
- Builders recognize the value of being able to show consumers how to save money

Questions

