



Setting the Standards for  
Home Energy Efficiency

## Results of Reconsideration Ballot of the RESNET Board of Directors on the Adoption of the 2021 RESNET Essential Activities, Goals and Priorities

September 23, 2020

The following are the results of the RESNET Board original electronic ballot:

***Shall the RESNET Board of Directors adopt the September 9, 2020 version of the proposed 2021 RESNET Essential Activities, Goals and Priorities (Attachment A)?***

Yes (16)	No (1)	Abstain (0)	Not Voting (3)
Jim Amarin	Chris McTaggart*		Theil Butner
Jacob Atalla			Clayton Morris
David Beam			Clayton Traylor
Dave Bell			
Philip Fairey			
Matt Gingrich			
Emily Glitch			
David Goldstein			
John Hensley			
Roy Honican			
Mark Johnson			
Cy Kilbourn			
Abe Kruger			
Paulette McGhie			
Curt Rich			
Brian Shanks			

\*Chris McTaggart gave the following reason for his no vote:

***I support this list as provided by RESNET staff as a whole, but believe that Communication & Advocacy, or “growing the demand” for HERS ratings, should be prioritized higher. I would place it above Standards Development and the RESNET website as a priority. Our Standards are a major intellectual product of the industry but have just recently underwent dramatic revisions in 301-2019, 380-2019, and updated QA standards, as well as finalization of 310 and the HERS H2O standard. Its time to let these updates take root and be fully understood and utilized by the industry.***

***At this point, most of the direct advocacy and marketing for HERS ratings is done by Providers and raters. This is without a robust, uniform industry tool-kit of ready-built graphical and communications solutions to help providers and raters sell the value of our systems. As a***

**result, Providers and raters mostly have to create their own content, which is not only costly and time-intensive but it also leads to potentially reduced consistency in messaging and branding. RESNET as an organization needs to take the clear leadership role in promoting the value of its own systems, and creating clear and consistent branding and marketing of what we stand for. Much progress has been made in the past few years in this regard, with improvements to the website and various infographics, but in order for our industry to break the 25% market-share plateau, we need to go “all-in” as a group on marketing and promotions, with RESNET as an organization taking the lead role in this cause.**

**I would promote a concept that Clayton Morris has previously championed, which is for RESNET to hire a sales and marketing manager. This combined with more intensive marketing campaigns may help us grow more quickly as an industry. It should also be noted that in order for the RESNET/ICC code verification program and HERS H2O to fully achieve their goals, this kind of intensive marketing and sales campaign will also be necessary to achieve these goals.**

Since there was a negative ballot cast, the RESNET Board proceeded to a reconsideration ballot in which Board members who voted can change their votes.

Below is result of the electronic reconsideration ballot:

**Shall the RESNET Board of Directors adopt the September 9, 2020 version of the proposed 2021 RESNET Essential Activities, Goals and Priorities?**

<b>Yes (16)</b>	<b>No (0)</b>	<b>Abstain (1)</b>	<b>Not Voting (3)</b>
Jim Amarin		Chris McTaggart	Theil Butner
Jacob Atalla			Clayton Morris
David Beam			Clayton Traylor
Dave Bell			
Philip Fairey			
Matt Gingrich			
Emily Glitch			
David Goldstein			
John Hensley			
Roy Honican			
Mark Johnson			
Cy Kilbourn			
Abe Kruger			
Paulette McGhie			
Curt Rich			
Brian Shanks			

The proposed 2021 RESNET Essential Activities, Goals and Priorities was adopted.

# 2021 Proposed RESNET Essential Activities, Goals and Priorities

## RESNET's Essential Activities

The RESNET Board has identified the following as RESNET's essential activities:



### National Registry

The registry is the hub of rating activity. A home must be entered into the registry in order to print the HERS® score and reports. The automated HERS Rating Quality Assurance Engine is fed through the registry. The data contained in the registry is invaluable for analysis, RESNET billings, reporting to policy makers and for the real estate industry to find rated homes. The RESNET registry is essential to RESNET's relationship with the Appraisal Institute. Residential real estate appraisers are using the registry in crediting a home's HERS Index Score in the appraisal. The registry is also invaluable to code officials to track and monitor compliance to the IECC verified by certified RESNET HERS Raters.



### Effective and Efficient Quality Assurance Oversight

The end users of HERS ratings (builders, program sponsors, suppliers, etc.) rely on the national consistency of ratings. The RESNET Board has adopted an ambitious policy on enhancing the national consistency of HERS Index scores.



## **Certified HERS Raters Verification of Compliance to the IECC**

HERS Raters have the technical knowledge, practical experience and tools to be the “go-to-option” for code officials for verification of compliance to the IECC. RESNET has entered into a dramatic collaboration with the International Code Council to position HERS Raters to meet this opportunity.



## **Standards Development**

RESNET is recognized for the standards it develops and HERS credibility is based on the technical basis of its consensus based standards. The rating industry, home builders, utilities, program sponsors, code officials and other RESNET stakeholders depend on RESNET’s standards. All business models of the HERS industry are built on our standards.



## **The RESNET Web Site**

RESNET’s web site is the face of RESNET. It is the touchstone for our industry. The rating industry relies on the site to find standards, interpretations, programs and policies. Consumers use the site to understand the HERS Index, find raters and RESNET Energy Smart Builders.



## **Communications and Advocacy**

Effective communication is essential in educating consumers, builders, program sponsors, suppliers and stakeholders on the HERS Index and drive demand for RESNET professionals. RESNET has a representative in Washington that looks out for RESNET’s interests to the White House, Congress and federal agencies.



## **Labelling the Water Efficiency of Homes Through the HERS<sub>H2O</sub>® Water Efficiency Rating System**

After four years of work the ANSI RESNET-ICC Water Efficiency Rating Index Standard has been adopted. The RESNET HERS<sub>H2O</sub> water efficiency rating system is based on the ANSI RESNET/ICC Standard 850. Certified RESNET HERS Raters will conduct the inspection and testing that will be fed into accredited RESNET HERS<sub>H2O</sub> rating software programs to calculated HERS<sub>H2O</sub> Index Scores.



### Annual RESNET Conference

The RESNET Conference is vital to RESNET both in terms of its financial solvency, building cohesion in the industry and providing the cutting-edge information affecting HERS ratings.



### Administration and Management

These activities are required to keep the organization operating.

## Proposed Goals to Accomplish Our Mission



RESNET and HERS® Raters Recognized as the **Gold Standard for Measuring and Labeling Home Performance**



**Maintain and Enhance Credibility of HERS Index Scores** Through Comprehensive Quality Assurance Oversight



**Grow Business Development**  
Opportunities for HERS Raters



**Increase Demand** for HERS Ratings



**Launch HERS<sub>H2O</sub>®** Water Efficiency Rating System





26

14

## Proposed 2021 RESNET Priorities

- ✓ Enhance the Transparency of HERS Ratings & Code Compliance
- ✓ Maintain and Enhance the RESNET National Registry as a Tool for Quality Assurance & Research
- ✓ Maintain the Credibility of HERS Ratings & HERS Raters
- ✓ Increase the Accuracy & Consistency of HERS Ratings
- ✓ Position HERS Ratings as the Go-to Method for Verification of IECC Compliance to Code Officials & Builders
- ✓ Maintain the RESNET Standards of Quality as the Gold Standard for Home Performance
- ✓ Maintain the RESNET Web Site – Our Face & Touchstone
- ✓ Grow the Demand for HERS Raters; Services Through Communications and Advocacy
- ✓ Improve Home Performance via the RESNET Water Efficiency Standard & HERS<sub>H2O</sub> Program Delivery
- ✓ Build Cohesion in the HERS Industry through the RESNET Building Performance Conference
- ✓ Maintain RESNET Financial & Management Integrity, and Sustainability