

## YOUR FEES AT WORK FOR YOU

Smart Investing to Increase Demand for HERS Ratings

Rating fee increases in 2017 enabled RESNET to build up communications staffing and expand resources.

As a result, these efforts continue to garner INVALUABLE coverage for your work in the HERS industry.

#### TWICE-MONTHLY NEWSLETTERS

to raters and partners about RESNET news and media coverage



#### 30 INDUSTRY TRADE PUBLICATIONS

to over 2 million building industry professionals, covering RESNET and HERS, and including a "I'm With HERS" *endorsement* from Builder Magazine



### 20 NEW INFOGRAPHICS, HANDOUTS AND VIDEOS

to showcase HERS and HERS Raters, and to spotlight RESNET as the gold standard for energy efficiency





#### **3** LIVE HERS DEMONSTRATION EVENTS

for industry professionals and students in Las Vegas, Denver and Orlando



# 183M+ IMPRESSIONS AND \$6M+ IN ADVERTISING VALUE

for consumer and industry PR campaigns



#### THIS IS JUST THE BEGINNING!

In 2018 RESNET will make a major investment in a campaign to drive demand for HERS raters. Stay tuned!



RESNET is the independent, national nonprofit organization that homeowners trust to improve home energy efficiency and realize substantial savings on their utility bills. RESNET's industry-leading standards are recognized by the U.S. Department of Energy and the U.S. Environmental Protection Agency, among others.

To learn more about RESNET and the HERS Index, visit www.resnet.us