

2013 RESNET BUILDING PERFORMANCE CONFERENCE BUILDERS TRACK



Across the nation homebuilders are using the HERS Index Score to inform consumers of the energy performance of their homes and provide a marketing edge over existing homes in the market. To date over 200 builders have committed to having all their homes energy rated and have been designated as RESNET Energy Smart Builders. The demand for energy efficient homes promises to grow as the economy

picks up and energy costs rise.

The 2013 RESNET Conference will offer a special track for home builders. These sessions will focus on the wide range of issues of interest to builders in terms of building science and marketing.

The following are the sessions that will be offered at the Builders Track of the 2013 RESNET Conference:

The Power of the HERS Index in Marketing New Homes

Across the nation homebuilders are committing to having all of their homes energy rated and marketing the homes' HERS Index. Why are buildings making this investment in these economic tough times? This session will feature representatives of the nation's largest homebuilders to discuss this question.

Presenters: Jim Petersen, Pulte Group; Jacob Atalla, KB and C.R. Herro, Meritage Homes

The Role of a Homebuilders Association in Fostering High Performance Homes

The Home Builders Association of Lexington has taken a leadership position in promoting the HERS Index. The builder association has entered into an agreement with RESNET in which it commits to have all of its builders to have all their homes energy rated and market their HERS Index Score. The association also works closely with its allied utility programs. The Home Builders Association of Lexington is also partnering with RESNET to host a regional residential energy efficiency conference. This session will demonstrate the leadership role that a homebuilder association can play.

Presenters: Sandy Beck, Home Builder Association of Lexington; Roy Honican, Blue Grass Energy and Bill Cooper, LG&E/KU

Do You Want To Eliminate the “Small Print” in Your Marketing of Your Energy Efficient Homes?

You invest in building and marketing energy efficient homes. Homes that give your home buyer comfort, enjoyment, and savings on their utility bills. You promote your commitment to energy saving building methods and materials, and project the savings to be had in utility bills when buying your home over anyone else's. Then your attorney writes the disclaimer that waters down the reliability of your projections in the “small print”. Wouldn't it be great if you could eliminate the uncertainty and the “small print”? This session will tell you how you can replace the “small print” with a revolutionary new benefit for you and your home buyer.

Presenter: Roger Lange, Bonded Builders Warranty Group

Cost Effective Ways to Help Builders Achieve Their Home's Desired HERS Index Score

During SkyeTec's presentation, builders will learn simple to more complex methods for lowering their home's HERS index score. These methods will involve performance, as well as specification recommendations. The methods discussed in this session will also be beneficial to builders and HERS Raters using RESNET approved software to achieve Florida Energy code compliance.

Presenters: Ryan McCracken, Tommy Spain and Frank Ferrentino, SkyeTec

Marketing Insight for Builders & Raters

Builders, raters, architects and building professionals all share a common goal and role – to help sell homes. It's one thing to build high-performance homes but how do you communicate its real value? This requires linking advanced technologies seamlessly – building science with powerful effective marketing. We will focus on critical marketing and communication tools, techniques and tactics for the building industry. Aspirational and emotional reasons for consumer home buying will be addressed as well as the rational and technical reasons. We will surprise you with concepts, strategies and perceived demographics. Topics discussed will include branding, social media distinctions and nuances, website development, print collateral, dynamic emails, and how they all should work together as an integrated team, much like on a building project.

Suggested Presenter: Rick von Schnier, Green Building Authority

The Cross-Border Challenge “Are Canadian Builders Better Than US Builders?”

With the HERS industry growing rapidly in Canada, CRESNET (Canadian RESNET) is challenging US home builders to see who can build more homes with a HERS Index of 50 or below. CRESNET president John Godden presented the idea to RESNET executive director Steve Baden at USGBC's GreenBuild in Toronto in September 2011. Basing the idea on the US DOE's Builders

Challenge and adding a friendly competition between US and Canadian home builders, the CRESNET/RESNET sponsored event will culminate with awards given at the 2014 RESNET conference in Atlanta. The Challenge will run from June 2012 through the end of 2013, with awards for best Canadian builder, best American builder, and best international builder, based on the percentage of houses with a HERS Index below 50. The session also will discuss the emerging need for a North American rating system as well as the opportunities that exist for all North American builders.

Presenters: John Godden, Canadian Residential Energy Services Network and Steve Baden, RESNET

Build a Better House at Lower cost by Controlling Infiltration

By using products and systems that provide effective control of air infiltration, builders can build homes that are more energy-efficient, meeting more stringent energy codes, but cost less. When builders use the prescriptive option to meet energy codes, the prescriptive list determines their cost. The prescriptive option is rarely, if ever, the most cost effective way to achieve the required energy performance. Increases in insulation levels required in the recent, more stringent energy codes, especially the 2009 and 2012 IECC, are often very poor economic choices. They provide little value in return for the required investment. Rather than investing construction resources in poor value items, builders should focus their resources on those areas providing the most value. Controlling air infiltration is shown to provide the highest value for funds invested to gain additional energy efficiency and meet the more stringent codes. Builders using the design and testing services provided by HERS Raters can take advantage of the performance path to meet energy codes at the lowest cost by receiving the proper credit for the enhanced energy performance provided by a reduction in air infiltration. Specific examples are provided that show homes that cost less to construct but offer the same or better energy performance, along with specific ways to control air infiltration.

Presenter: Dr. James Wells PhD, Tremco Inc

Air Infiltration- Products Demonstration

Air infiltration is widely regarded as one of the largest sources of energy loss in residential constructions. The 2012 International Energy Conservation Code (IECC) requires much reduced air infiltration rate compared to previous versions. How to choose a wall or building assembly with minimum air infiltration plays a vital role for a particular home to meet IECC, achieve ENERGY STAR Version 3 program requirements, or other energy efficiency programs.

This presentation will review the commonly used products to achieve reduced air sealing performance – Rigid foam insulation, one-component and two-component polyurethane foams for gaps, cracks, penetrations and hard-to-reach areas. Most of the session will be spent for hands-on demonstrations. The

participants will have a chance themselves to feel, touch and apply the products so they can feel comfortable using these products in their future projects. After this presentation, participants should be able to understand the product choices in the market to reduce air infiltration. The participants will also gain hands-on experience to apply different potential products to achieve the best air infiltration performance.

Presenters: Devin Marino, and Chunlin Cao, Dow

In addition there will be tracks offered by the Environmental Protection Agency on the ENERGY STAR Homes program and the U.S. Department of Energy on the Building America and DOE Building Challenge.

The 2013 RESNET Conference offers an unique opportunity for builders to network with the nation's leading home energy raters and HVAC contractors. The admission to the Builders Track sessions is covered by the 2013 RESNET Conference registration.

Do not miss this opportunity register for the 2013 RESNET Conference today by going to [2013 RESNET Conference Registration](#)