

ENERGY STAR Certified Homes

Grow Your Business with Additional Certification

EEBA High-Performance Home Summit 2019

Dean Gamble

October 01, 2019

STAR. The simple choice for energy efficiency.



STAR. The simple choice for energy efficiency.

Every single day,
consumers choose
ENERGY STAR
products more than

800,000 times



STAR. The simple choice for energy efficiency.

Reducing
the complexity
of energy efficiency
to a **simple choice.**



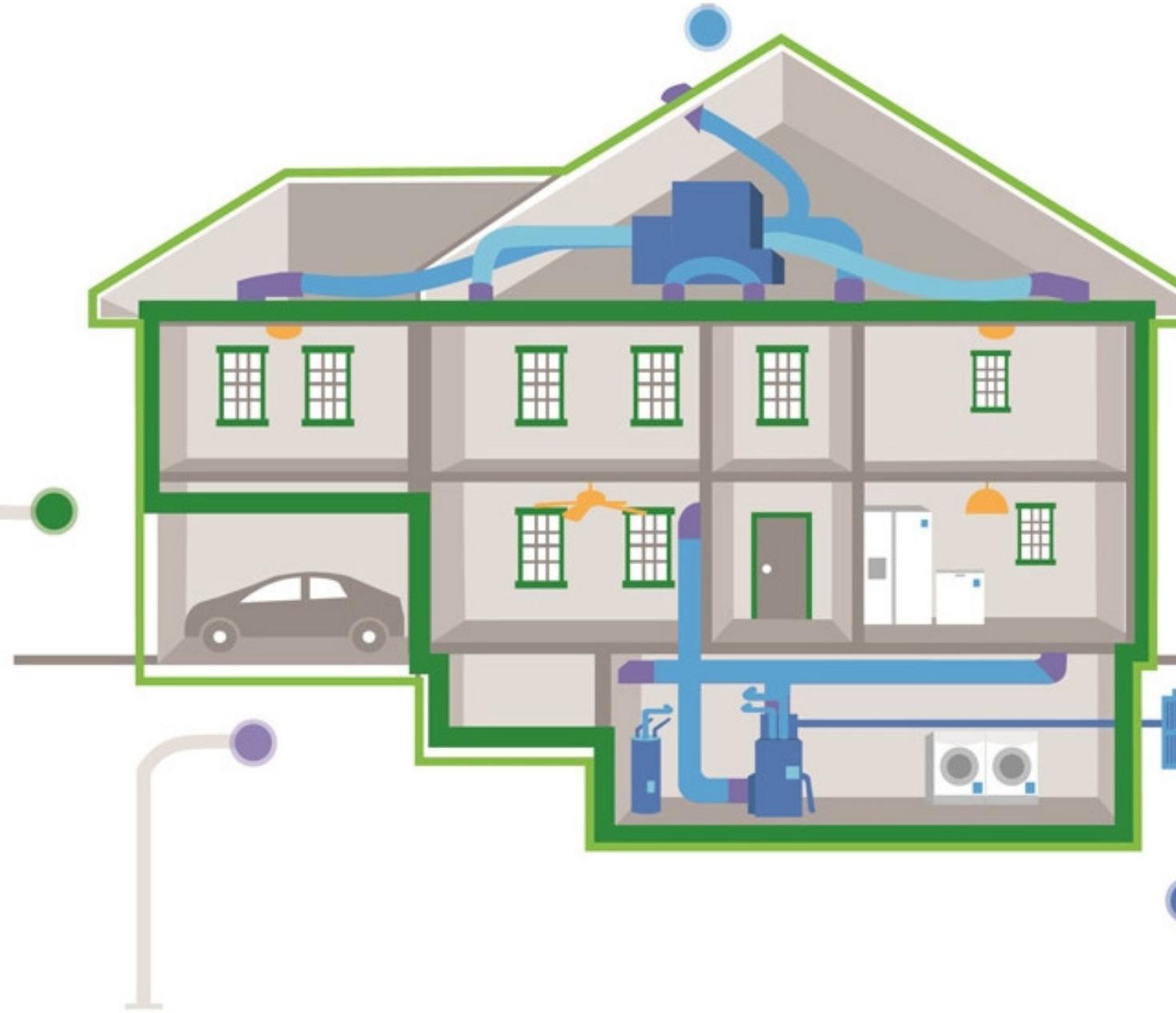
STAR. The simple choice for energy efficiency.



Over **2,000,000** ENERGY STAR certified homes

ENERGY STAR. The simple choice for energy efficiency.

ENERGY STAR is
applying science,
applied to the
essential features



STAR. The simple choice for energy efficiency.

ENERGY STAR Way

osing your own adventure' - you don't have to select your tier.

rogram – you're either certified or you're not.

irements are essential.



Two Key Components to **ENERGY STAR Certified Homes**

**Efficiency
Target**



**Mandatory
Features**

**HERS/ERI target
at least 10% more stringent
than code**

**To ensure efficiency does not
come at the expense of
comfort, quality, or
durability.**

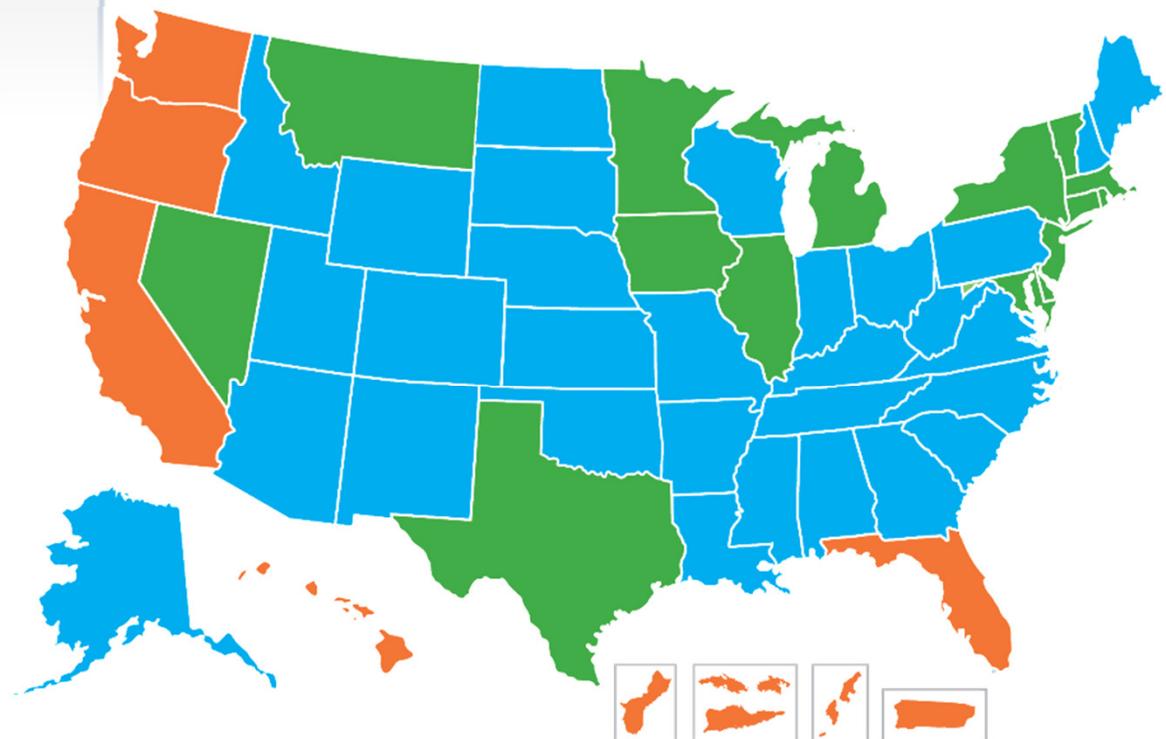
ENERGY STAR Certified Homes

Efficiency Target

Efficiency Target

Version 3: ~ 65 - 75 HERS Index Target

Version 3.1: ~ 55 - 65 HERS Index Target



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[RESNET Conference](#) [HERS Index](#) [REStalk Podcast](#)

**Demand for HERS® Continues to Grow:
Over 236,000 Homes HERS Rated in 2018**



“It is particularly encouraging that the average HERS Index Score was 61.”

ENERGY STAR Certified Homes

Mandatory Features

**Thermal
Enclosure
System**

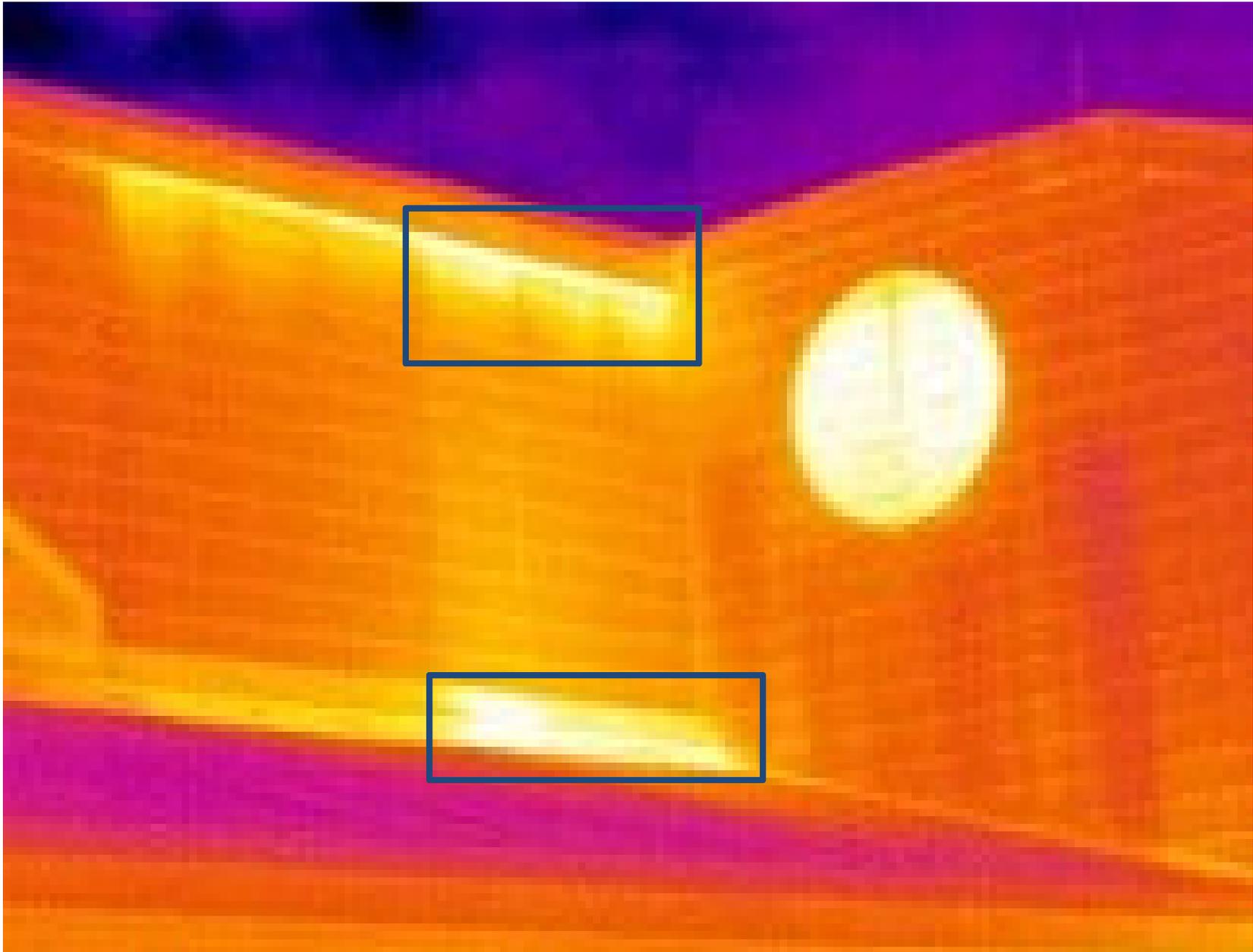
System
Enclosure
Thermal

High-performance insulation, windows, & doors

Tightly-sealed home

Reduced thermal bridging

What we're avoiding..



ENERGY STAR Certified Homes

Mandatory Features

- Right-sized heating & cooling, quality-installed
- Whole-house fresh air system
- Effective kitchen and bath fans
- Upgraded air filter
- Combustion safety features

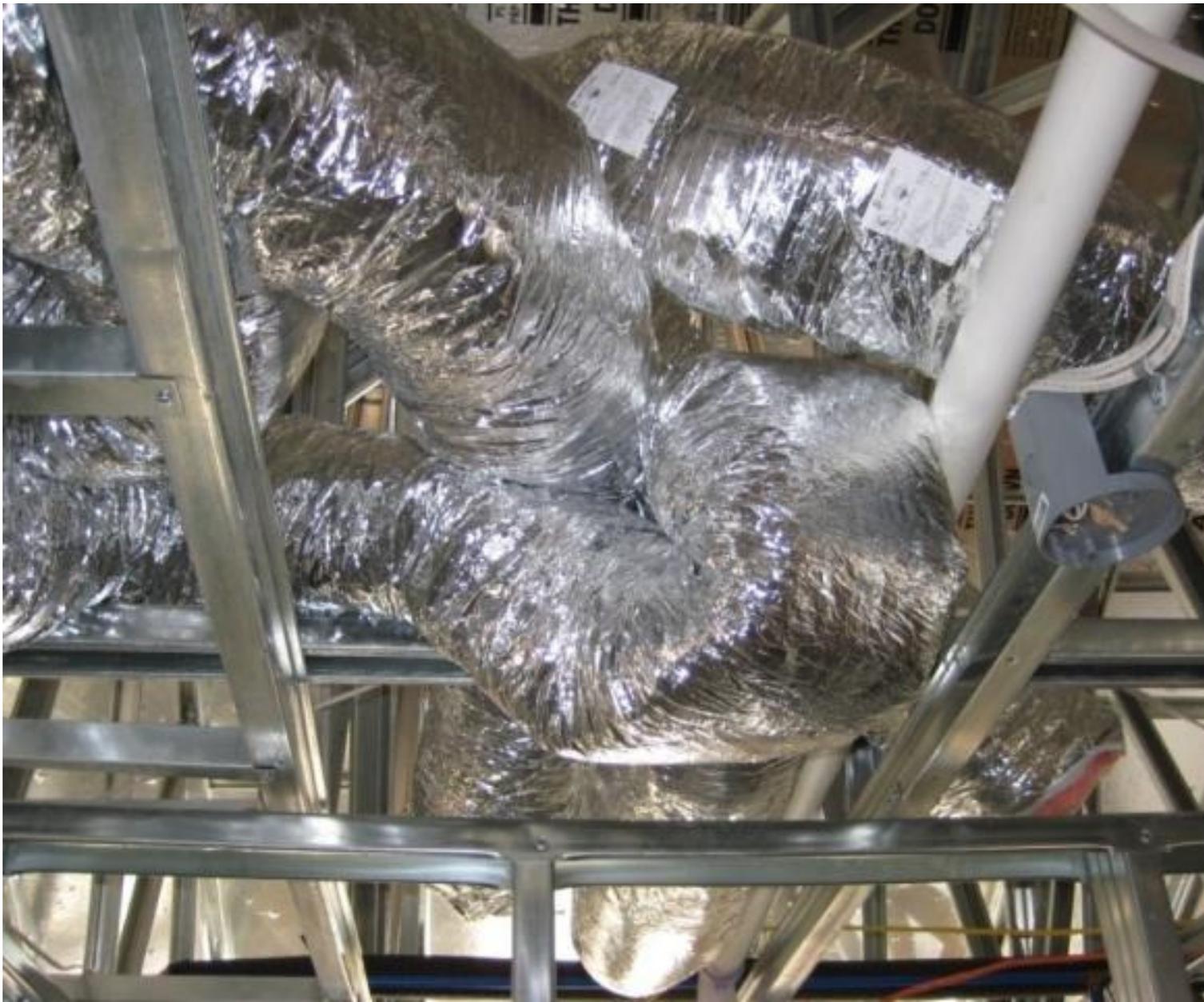
**HVAC
System**

system

HVAC

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What we're avoiding..



ENERGY STAR Certified Homes

Mandatory Features

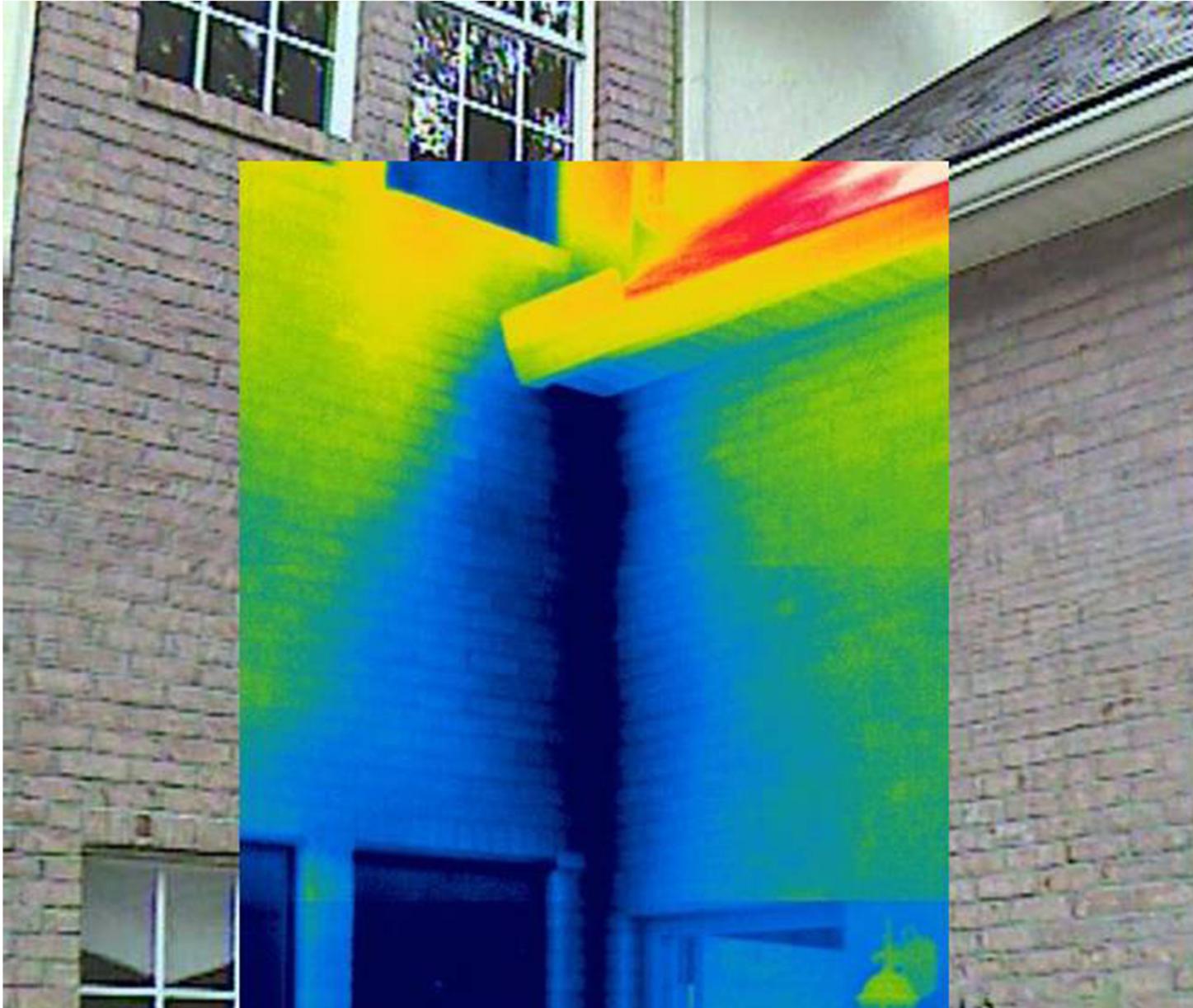
- Water-managed roof
- Water-managed walls
- Water-managed foundation and site
- Water-managed building materials

**Water
Management
System**

System
Management
Water

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What we're avoiding..



to Success

re a good home energy rater.

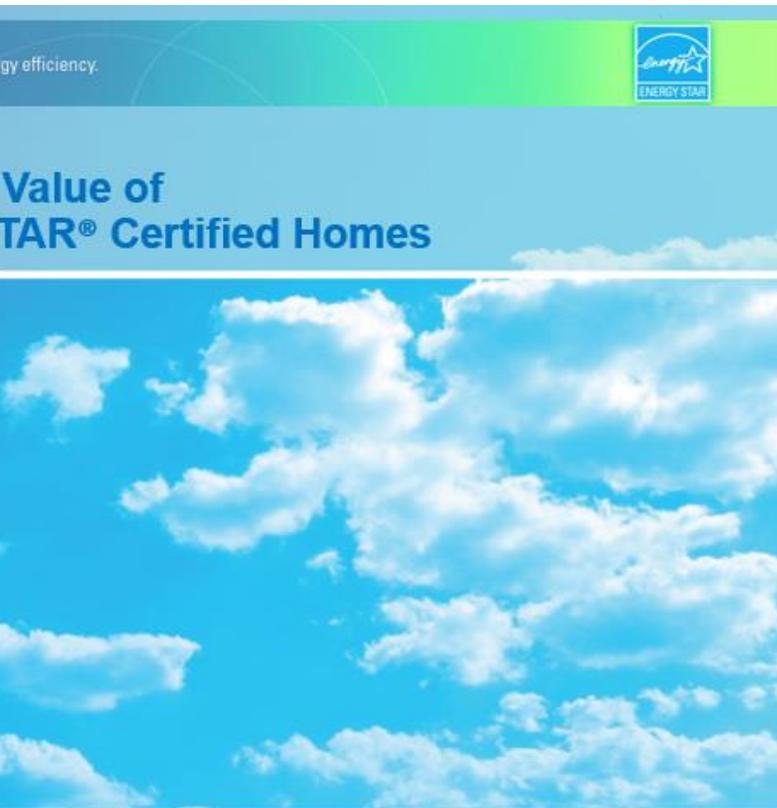
ork with a good HVAC
esigner and installer.

tep up from a HERS/ERI rating.



Forget to Sell It!

ENERGY STAR Sales Training Toolkit



True Believers

- High-income, well-educated professionals.
- Driven by quality/brand.



Concerned Parents

- Middle-income buyers, often married with children.
- Driven by concern for family.



Cautious Conservatives

- Older professionals and retirees; majority 60+ years old.
- Desires to be comfortable and not waste resources.

Here to Help: Other Training Resources

orientation video.

webinars, on-demand educational and marketing tools.

Building America Solutions Center (basc.pnnl.gov)

just one call away.



Fibrous insulation will not create
air seal at duct penetration



Chase is capped with rigid air
barrier, duct work is sealed

Energy Incentives

Incentives can be \$100s or more per home.

to cover some or all of the initial costs.

energystar.gov/partnerlocator to see where incentives are near you.

New Homes Partners in Texas

Program Indicators in Texas [Compare to other states](#)

- 519,983 ENERGY STAR certified homes built to date
- 0 ENERGY STAR certified homes built 2019 to date
- 19,320 ENERGY STAR certified homes built in 2018
- 278 ENERGY STAR for Homes Partners

Based on national averages, ENERGY STAR certified homes built in 2018 are the equivalent of:

- Reducing CO₂ emissions by 27,929 metric tons
- Growing 714,840 tree seedlings for 10 years
- Avoiding the consumption of 64,954 barrels of oil
- Removing 5,989 passenger vehicles from the road

[Back to National Search](#)

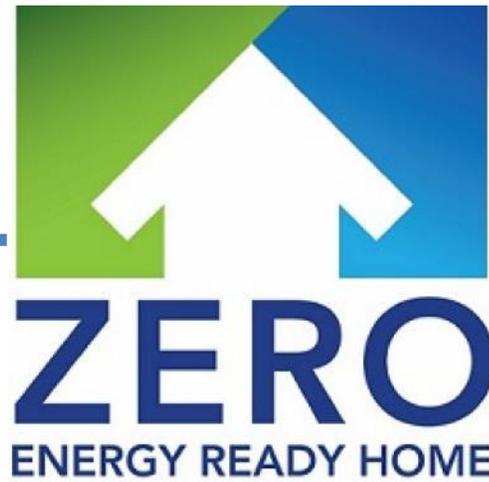
► Find Builders in Texas

▼ Find Incentives in Texas

Name	Partner Since	Incentives
CenterPoint Energy 713-207-5618	2001	Builders can qualify for incentives by a certain percentage of savings on ENERGY STAR homes.
Texas New Mexico Power Company 214-222-4186	2002	Builders can obtain rebates by meeting a certain percentage of savings on ENERGY STAR homes. Additional marketing support is provided.
Entergy Texas 800-368-3749	2003	Homebuilders can obtain rebates for meeting a certain percentage of savings on ENERGY STAR homes. Additional bonus incentive percentages of savings and EPC support includes technical work.
AEP Texas 361-881-5490	2008	Builders can qualify for incentives by meeting a certain percentage of savings on ENERGY STAR homes. Higher incentive tiers can be achieved by meeting a certain percentage of savings on ENERGY STAR homes. A bonus incentive is provided for meeting a certain percentage of savings on ENERGY STAR homes. Additional support includes marketing and technical work.
Build San Antonio Green (formerly Metropolitan Partnership For Energy) 210-224-7278	2008	CPS Energy provides incentives for meeting a certain percentage of savings on ENERGY STAR homes. Additional support includes marketing and technical work.
Magic Valley Electric Cooperative, Inc 956-514-1200	2009	Homebuilders can obtain rebates for meeting a certain percentage of savings on ENERGY STAR homes.
El Paso Electric (NM) 800-592-1634	2011	El Paso Electric Company's (EPEC) ENERGY STAR® certified homes are designed to be comfortable and energy-efficient to keep monthly energy costs low.

STAR. The simple choice for energy efficiency.

ENERGY STAR is Just the Next Step



ENERGY STAR is Just the Next Step

Shareholder Value Is No Longer Enough, Top C.E.O.s Say

Members from the Business Roundtable, including the American Express Company and JPMorgan Chase, argued that corporations must also invest in employees and deliver value to

Breaking with decades of long-held corporate doctrine, the Business Roundtable issued a statement on “the purpose of a corporation,” arguing that companies should not focus only on the interests of shareholders. Instead, they must also invest in their employees, protect their environment, and deal fairly and ethically with their suppliers.