ENERGY STAR Certified Homes
Grow Your Business with Additional Certification

EEBA High-Performance Home Summit 2019
Dean Gamble
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ENERGY STAR. The simple choice for energy efficiency.
Every single day, consumers choose ENERGY STAR products more than 800,000 times.
Reducing the complexity of energy efficiency to a **simple choice**.
Over 2,000,000 ENERGY STAR certified homes
ENERGY STAR is building science, distilled to the essential features.
ENERGY STAR Way

No ‘choosing your own adventure’ - you don’t have to select your tier.

Program – you’re either certified or you’re not.

Requirements are essential.
Two Key Components to ENERGY STAR Certified Homes

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

- **Mandatory Features**
  - To ensure efficiency does not come at the expense of comfort, quality, or durability.
ENERGY STAR Certified Homes

Efficiency Target

Version 3: ~ 65 - 75 HERS Index Target

Version 3.1: ~ 55 - 65 HERS Index Target

Efficiency Target
“It is particularly encouraging that the average HERS Index Score was 61.”
ENERGY STAR Certified Homes

Mandatory Features

- High-performance insulation, windows, &
- Tightly-sealed home
- Reduced thermal bridging
What we’re avoiding..
ENERGY STAR Certified Homes

Mandatory Features

HVAC System

- Right-sized heating & cooling, quality-installed
- Whole-house fresh air system
- Effective kitchen and bath fans
- Upgraded air filter
- Combustion safety features
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
What we’re avoiding..
Keys to Success

1. Hire a good home energy rater.
2. Work with a good HVAC designer and installer.
3. Step up from a HERS/ERI rating.
Forget to Sell It!

ENERGY STAR Sales Training Toolkit

Value of STAR® Certified Homes

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.
We're 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.
Utility Incentives

Utility incentives can be $100s or $1,000+ per home. They can help cover some or all of the incremental costs. Visit energystar.gov/partnerlocator to see if there are incentives near you.
ENERGY STAR is Just the Next Step
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Hold Value Is No Longer Enough, Top C.E.O.s Say

Letters from the Business Roundtable, including the

Breaking with decades of long-held corporate
Business Roundtable issued a statement on “the