

Have We Got A Label for You:



Intro to Federal Programs

RESNET Building Performance Conference
San Diego, CA

February 16th, 2015

Have We Got A Label For You



The most trusted brand for energy savings,
with improved durability, comfort, and quality.



Water savings, inside and out.



Improved indoor air quality for healthier homes.



Homes that are so efficient, durable, and healthy,
that they're truly prepared for the future.

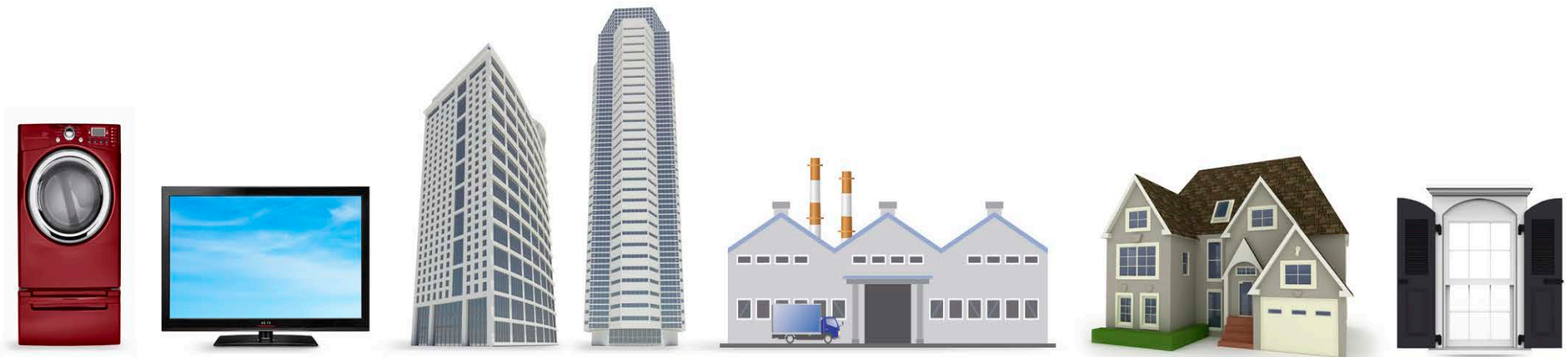
Four Labels, One Common Platform



- **Whole-house solutions based on building science**
- **Government-backed and managed**
- **Leverages RESNET infrastructure & Home Energy Raters**



For more than 20 years, EPA's ENERGY STAR program has identified the most energy efficient **products**, **buildings**, **plants**, and **new homes** – all based on the latest government-backed standards and a rigorous third-party certification process.



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

70

**Product
Categories**



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

**Buildings
and Plants
Across**

24
Industries



ENERGY STAR. The simple choice for energy efficiency.



Today,
this little blue label
does all the hard work
of certifying outstanding
energy efficiency in:

**NEW
HOMES**
Across the Nation



ENERGY STAR. The simple choice for energy efficiency.



Reducing
the complexity
of energy
efficiency to a
simple choice.



ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At energystar.gov:





ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more





ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes' efficiency





ENERGY STAR is also the most comprehensive resource available for proven energy efficiency guidance.

At **energystar.gov**:

- Consumers can find a broad range of tools to help them save more
- Homeowners can assess and find help improving their homes' efficiency
- Businesses can find tools and resources to help unlock greater energy performance



More than **6,400,000**
website visitors each year



Every single day,
consumers choose
ENERGY STAR
products more than

800,000 times



16,000

businesses and public sector organizations partner with **ENERGY STAR**



More than **23,000** **buildings and plants**
have earned the label



More than **1,500,000** **new homes**
have been certified



Awareness
now exceeds

85%

and preference
is growing



ENERGY STAR. The simple choice for energy efficiency.

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To date,
the **ENERGY STAR**
program has:



ENERGY STAR. The simple choice for energy efficiency.



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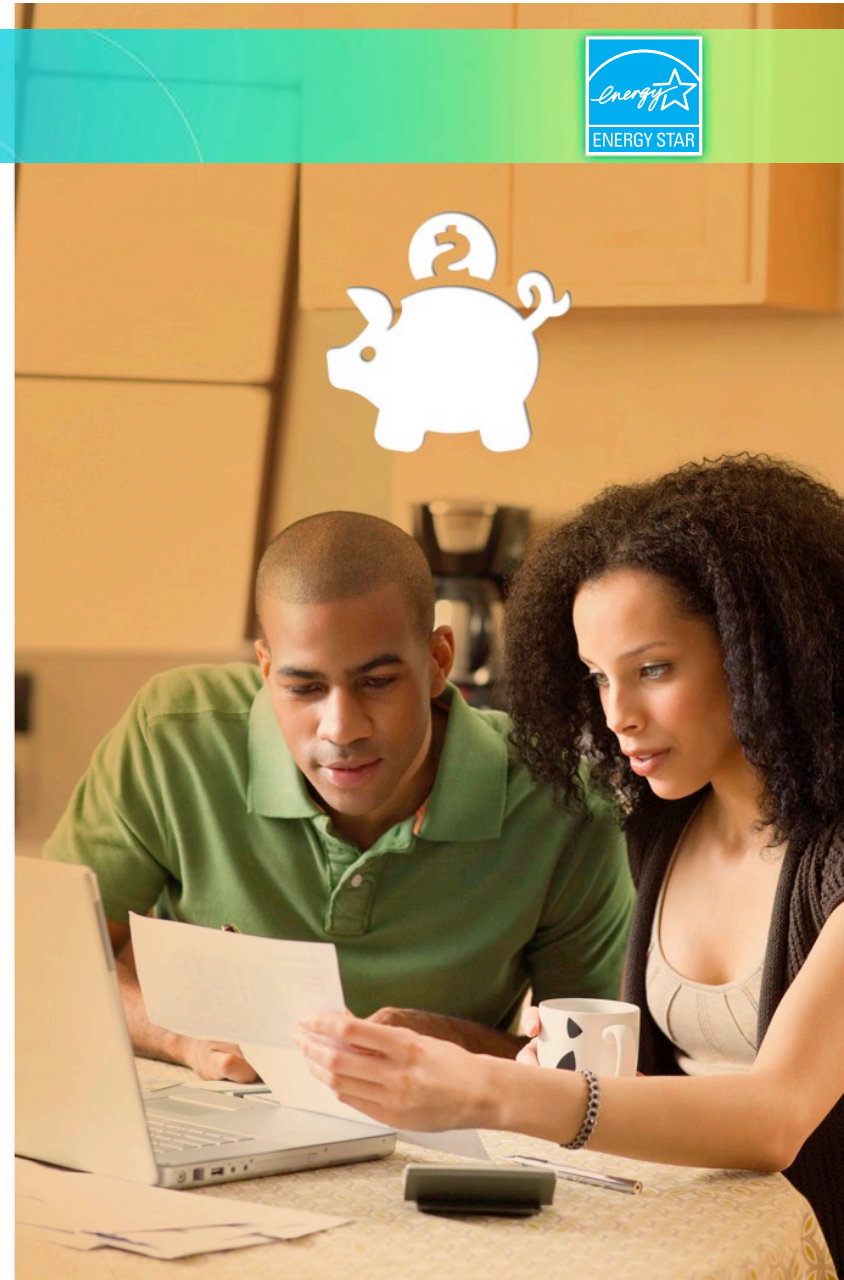
- Prevented 2 billion metric tons of greenhouse gas emissions





To date,
the **ENERGY STAR**
program has:

- Prevented 2 billion metric tons of greenhouse gas emissions
- Saved \$300 billion on utility bills



ENERGY STAR. The simple choice for energy efficiency.



ENERGY STAR Certified Homes

**"This label sealed the deal
on our new home."**

NAME: Jesse and Melissa Gallo

THEIR DREAM HOME: Efficient, comfortable,
and ENERGY STAR® certified

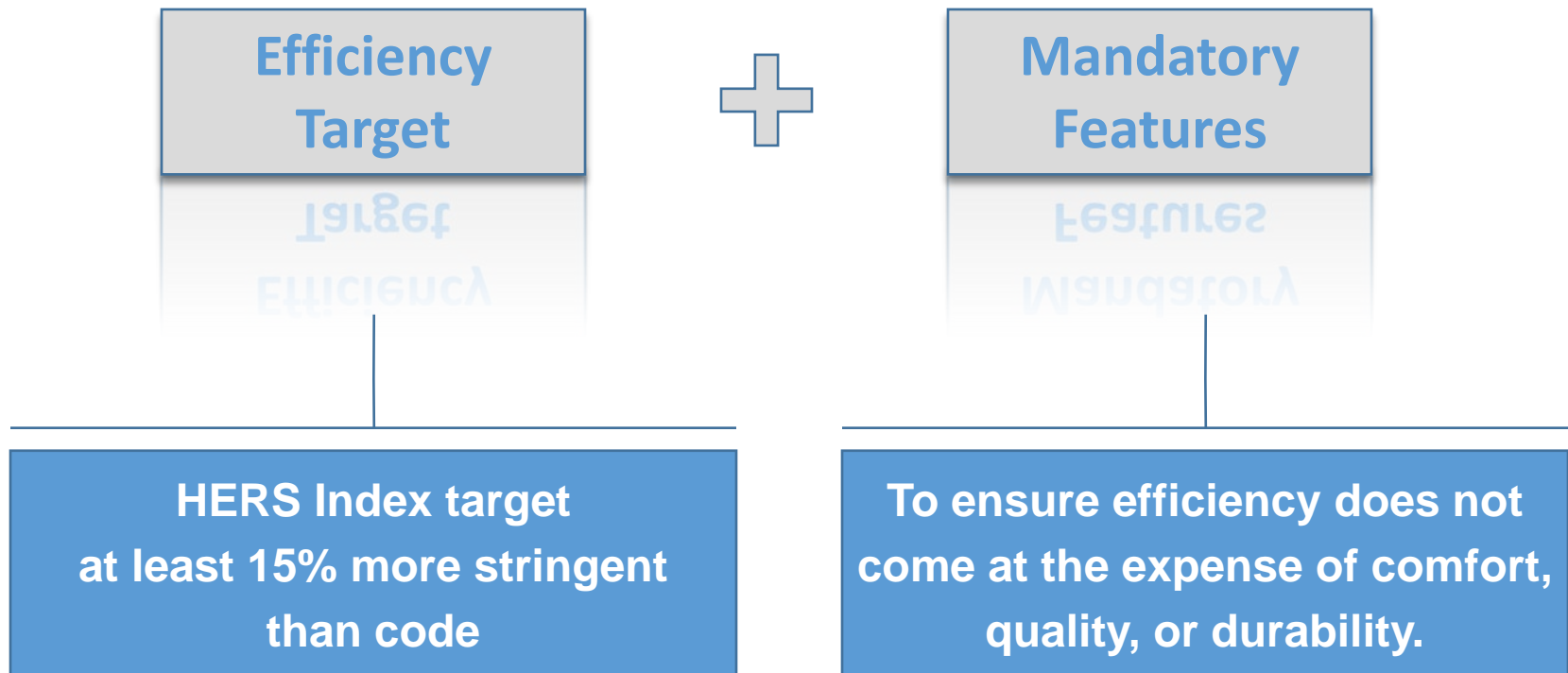
THEIR SAVINGS: More than \$550 off their
energy bills and more than 11,000 lbs.
of greenhouse gases each year



EPA's blue ENERGY STAR label on the Gallos' new home means a lot. It means their home was designed and built to standards of quality and durability well beyond most others on the market today. It also means that they will save energy and reduce the greenhouse gases that cause climate change for years to come. Visit energystar.gov.



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





ENERGY STAR Certified Homes

Efficiency Target

Efficiency
Target

Version 3: ~ 65 - 75 HERS Index Target

Version 3.1: ~ 55 - 65 HERS Index Target



ENERGY STAR Certified Homes

Mandatory Features

Thermal Enclosure System

High-performance insulation, windows, & doors

Tightly-sealed home

Reduced thermal bridging for improved comfort



ENERGY STAR Certified Homes

Mandatory Features

HVAC System

Right-sized heating & cooling, quality-installed

Whole-house fresh air system

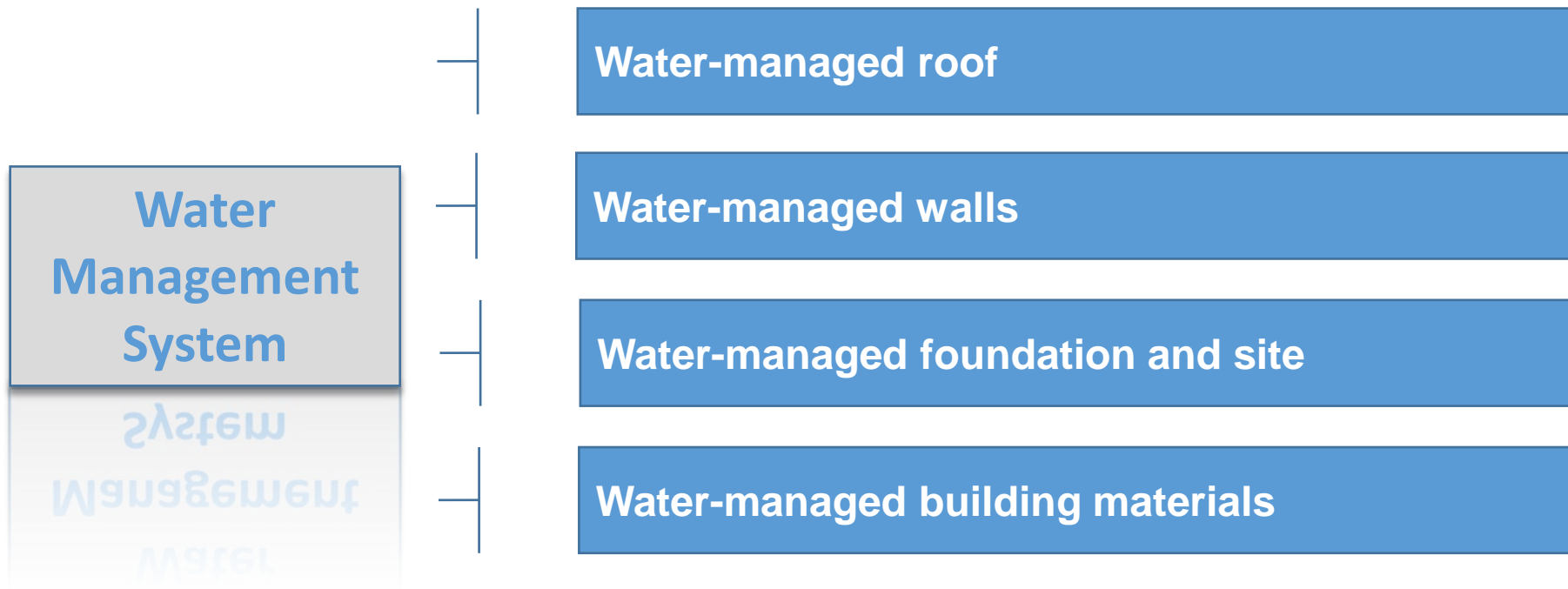
Effective kitchen and bath fans

Upgraded air filter

Combustion safety features

ENERGY STAR Certified Homes

Mandatory Features





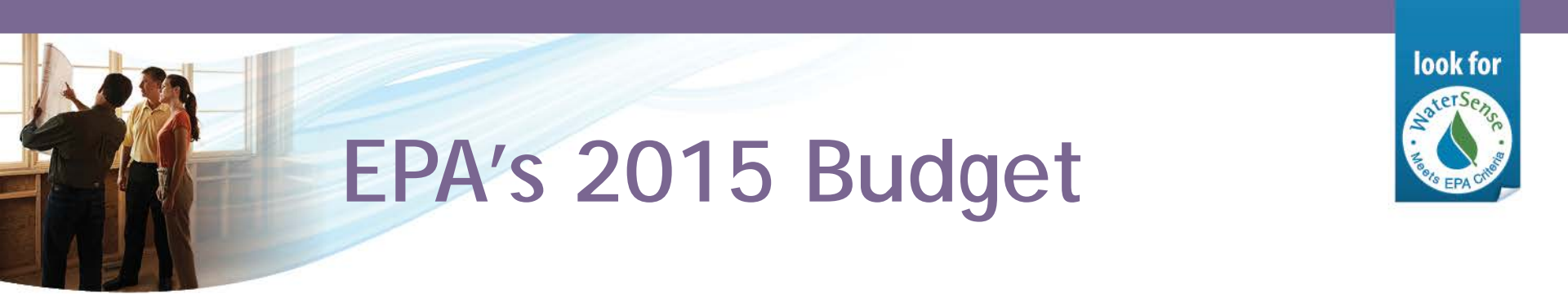
look for



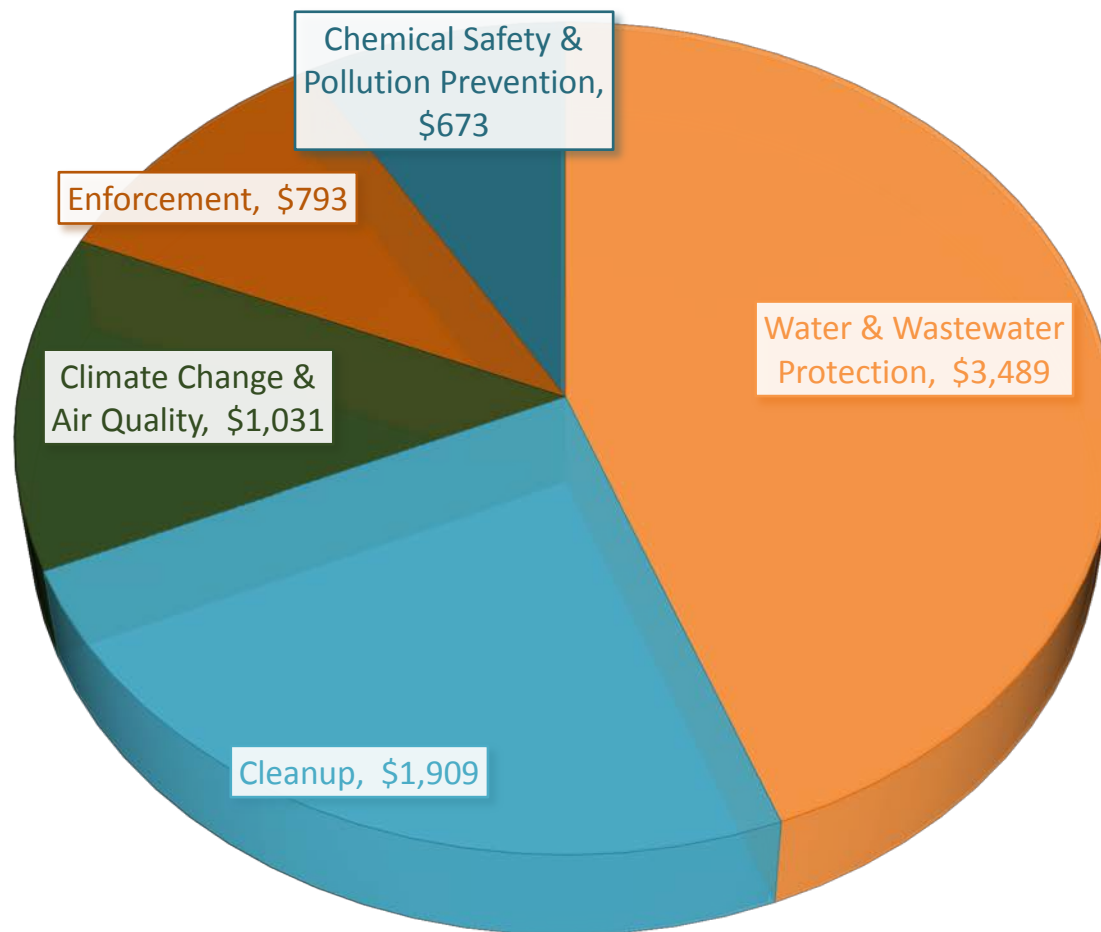
What's New With WaterSense® Labeled Homes



Jonah Schein
RESNET Conference
February 16, 2015



EPA's 2015 Budget

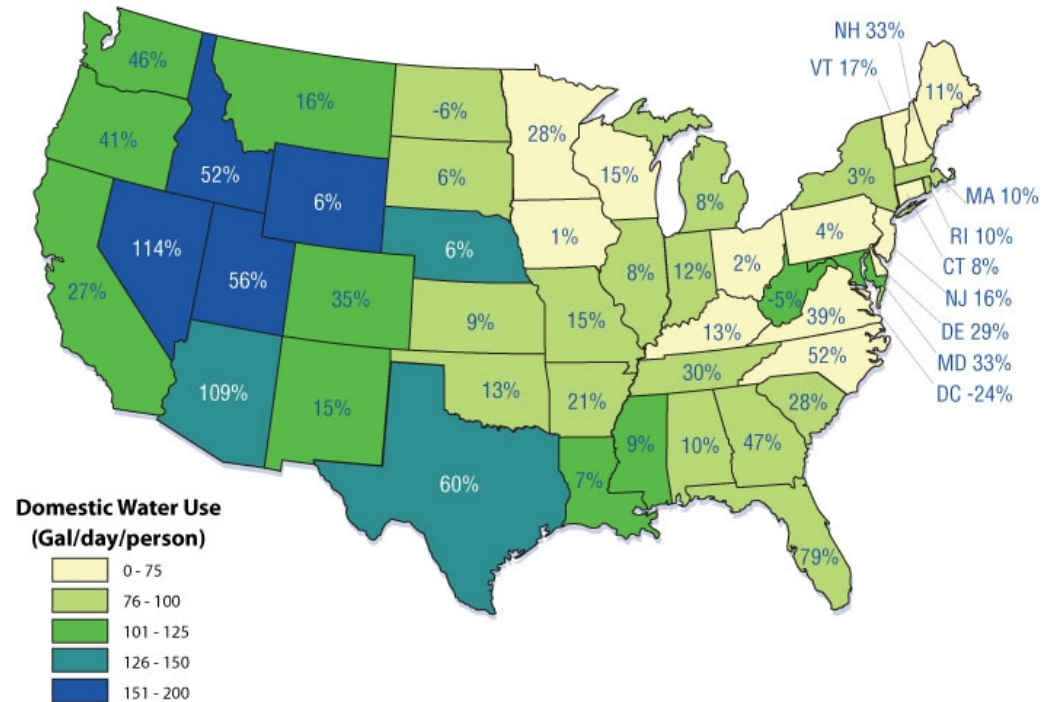




The Need for Water Efficiency

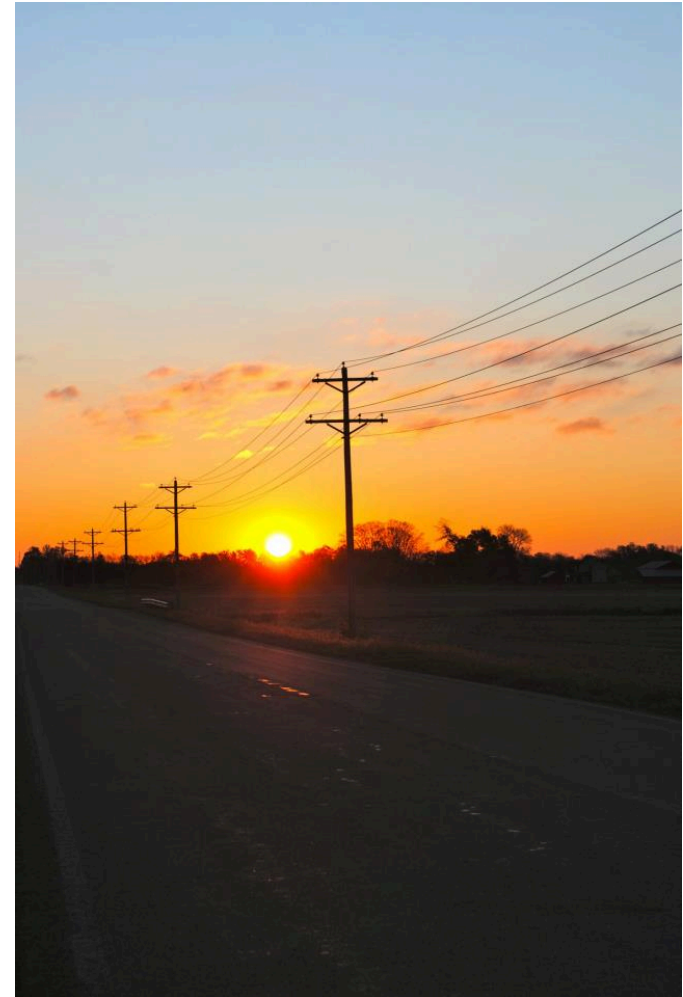
- Our national thirst for water is increasing
- Demand coupled with climate change will increase stresses on water supplies
- Non-drought water shortages are expected in 40 states
- Water utilities may need to invest more than \$700 billion to update aging infrastructure in the next 20 years

**Domestic Water Use in Gallons per Day per Person and
Projected Percent population Change by 2030**



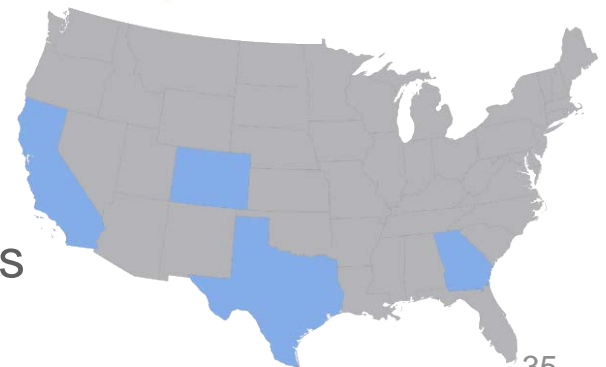
Not Just About Water

- Every gallon of water has an energy “footprint”
- Moving, treating, and heating water uses energy
- Energy used by the drinking water & wastewater industry in the US
 - More 30 billion kWh/ year
- California
 - 19% of electricity and more than 30% of non-power generation natural gas use is for water sector activities
 - Most of this use occurs at the point of end-use



What Will This Mean?

- Rising costs for water and sewer
 - Higher utility bills
 - Larger connection fees
- Increased use of outdoor water restriction
 - Designated watering days
 - No new planting
 - Water budget based billing
 - No outdoor water use
- More stringent code
 - More efficient plumbing products
 - Strict permitting & development policies



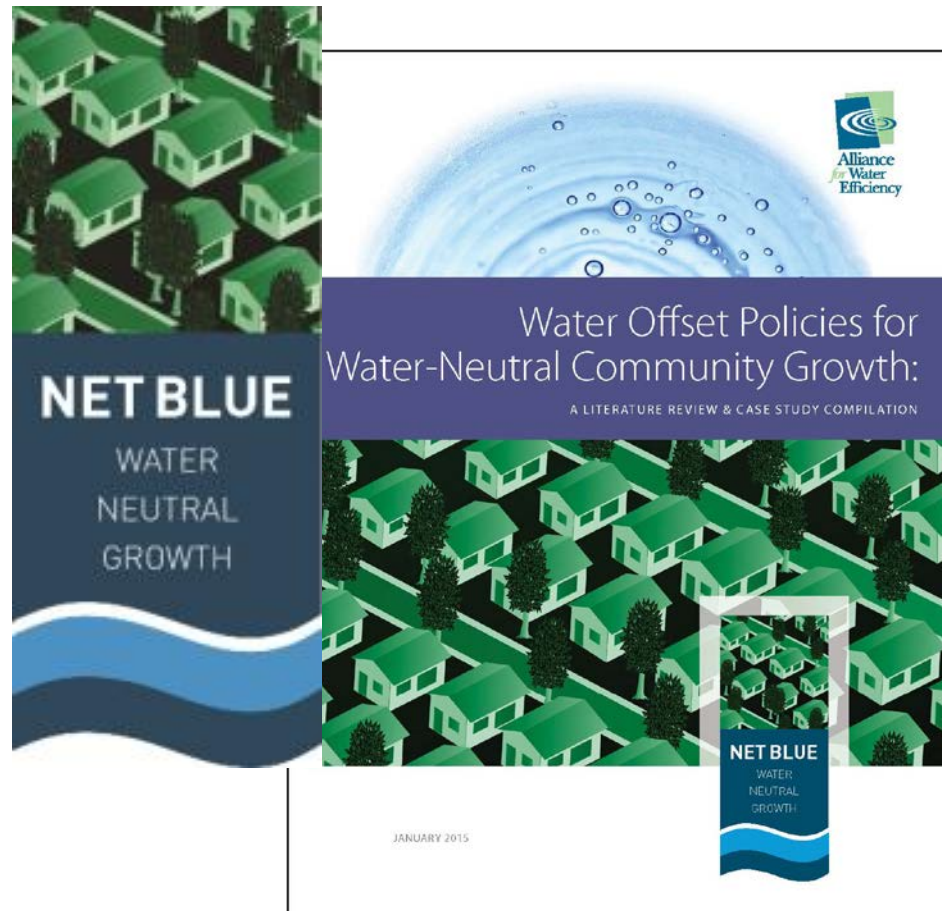


Water Neutral Development Policies





Water Neutral Development Policies



www.allianceforwaterefficiency.org



WaterSense Labeled New Homes Program



- First national new home labeling program for water efficiency
- Complements EPA's other programs
 - Represents performance, efficiency, and value in a home
- WaterSense labeled new homes:
 - Reduce water use in new homes by **at least 20%**
 - Educate homeowners about continuing water-efficient behaviors
 - Encourage community infrastructure savings
 - Are third-party certified



First community of all WaterSense labeled new homes in Issaquah, WA

Why Build WaterSense Labeled Homes?

- **Part of the “whole-house” building science approach**
 - Offers a simply (pass/fail) certification
 - Provides a key market differentiation
 - Allows builders to stay a step ahead of codes and utility rates
- **Ability to co-brand with WaterSense**
 - Access to WaterSense partner resources
 - Meet the growing demand for green products
 - Eligibility for awards
- **Convenience, efficiency, & confidence**
 - Hot water will be delivered to users faster and use less energy
 - Regionally appropriate landscaping
 - WaterSense labeled products provide efficiency *and* performance
 - Improved quality and reduced call backs



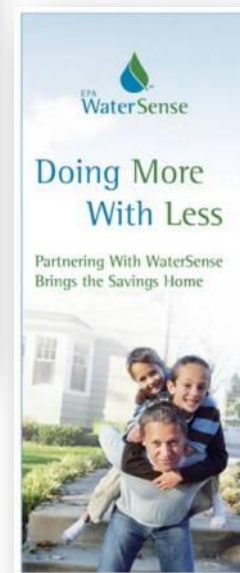
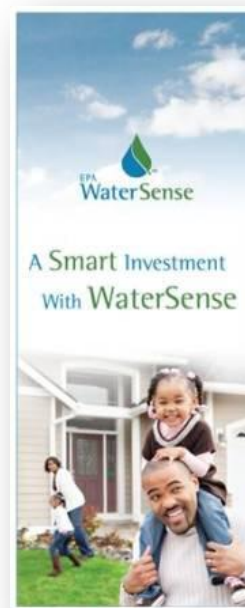
**WaterSense labeled new home by
HiPointe Homes
Colorado Springs, CO**



Selling a WaterSense Labeled Home



- **Inside:** compared to a typical home, a family of four could save big in a WaterSense labeled new home
 - **50,000** gallons of water - equal to 2,000 loads of laundry
 - More than \$600 per year on water, sewer, and energy bills
- **Outside:** water-efficient landscapes are adaptable to local watering restrictions
 - Easily maintained
 - Offer long term curb appeal





What Tools Does EPA Provide?



A Healthy Yard Isn't Hard!

we build
WaterSense
Meets EPA Criteria

WaterSense® labeled homes have low-maintenance, beautiful landscapes that save water.



look for



What Tools Does EPA Provide?

Skeptical of
"low-flow"?

Choose
WaterSense®!

Don't sacrifice performance for water efficiency.

WaterSense labeled products
are certified to **PERFORM** as well or **BETTER** than standard models

...all while **SAVING** at least 20% more water!

www.epa.gov/watersense



look for



What Tools Does EPA Provide?

Save Water & Energy

Don't Waste Time! **Get Hot Water Fast!**

WaterSense® labeled homes
have efficient plumbing systems that get you
hot water right when you need it!

www.epa.gov/newhomes

A logo for "we build WaterSense" featuring a blue house icon with the text "we build" above it and the WaterSense logo below it.

look for



Why Build WaterSense Labeled Homes?

- **Part of the “whole-house” building science approach**
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**WaterSense labeled new home by
HiPointe Homes
Colorado Springs, CO**

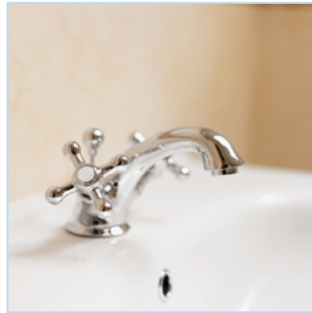
What Makes a WaterSense Labeled Home?



WaterSense Labeled Products



**Flushing
Urinals**



**Lavatory
Faucets**



**Irrigation
Controllers**



Showerheads



**Tank-Type
Toilets**



**Pre-rinse
Spray
Valves**

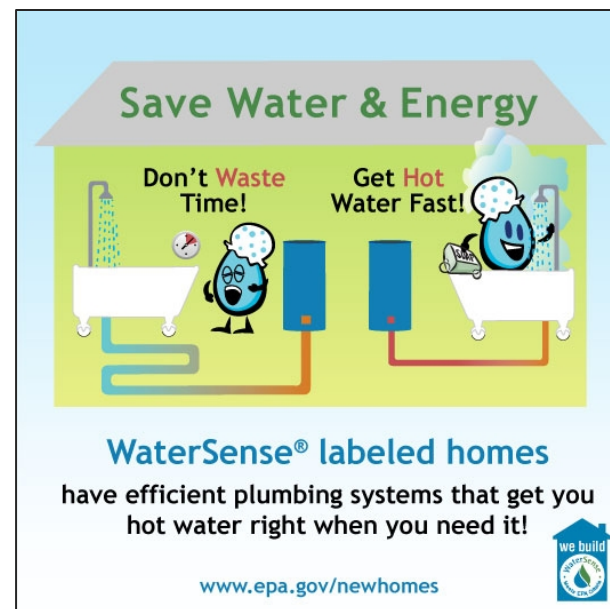
Nearly 15,000
Labeled Models
as of February
2015



Hot Water Distribution Systems Performance Requirement



- Shall store no more than 0.5 gallons in any piping/manifold between the hot water source and any hot water fixture
- Shall be tested by producing a 10° F rise in temperature before 0.6 gallons of water is discharged
 - 20% buffer allows for heat lost and water stored within fixtures
- Recirculation system must be demand initiated (push button or motion sensor)
 - Recirculation based solely on temperature and/or timing do meet this requirement
 - Schedule adaptive and hybrid water heaters are allowed



Landscape Design

STEP 1 Location and Area

STEP 2 Plants and Irrigation

STEP 3 The Results

Congratulations on choosing to design a locally appropriate water-efficient landscape! The WaterSense water budget tool will help you determine if your landscape meets EPA's criteria for efficient outdoor water use in your area.

In order to use the water budget tool, you will need to know some basic information about your landscape:

- The location and zip code
- The total area of applicable landscape
- Types of plants and the total coverage
- Methods of irrigation (if any)

Your landscape will receive a pass/fail based on local climate, plant selection, irrigation methods, and size of the landscape. Follow the instructions on screen to find out if your landscape meets the WaterSense criteria.

For what purpose is the tool being used?
What are you landscaping?

Please Select ▼

How many sites?

☐ Development of Multiple Landscapes

☐ Single Site

Is there an irrigation system?

☐ Yes

☐ No

Enter Zip Code

Enter Landscaped Area
for a Single Home or Siteⁱ

Sq. Ft.

Enter Multi-Home/Development Landscaped Area Rangeⁱ

to

Sq. Ft.

NEXT STEP >



Irrigation Design and Installation



Irrigation is not required, if irrigation is included in a home, it must meet both design and installation requirements:

- Product requirements:

- Include WaterSense labeled irrigation controllers
- Utilize non-spray irrigation on all plant types other than turf

- Design and installation requirements:

- Be designed or installed and audited by certified professional to achieve a distribution uniformity of 65%
- July 2014 changes should greatly increase the number of certified professionals



Inspection & Certification



- Requires a simple one time inspection
 - Typically occurs after the home is completed but before it is occupied
- Uses a parallel certification to ENERGY STAR Homes
 - Can be offered as a stand alone certification or in conjunction with other programs
- WaterSense requires a separate providership administered by RESNET
 - There is a required training for the quality assurance designees of interested providers
 - Interested Raters can inquire with their existing rating provider or with existing WaterSense providers



Questions/Contact



- WaterSense Information
 - Web site: www.epa.gov/watersense
- For questions:
 - E-mail: watersense-homes@epa.gov
 - Toll-free Helpline: (866) WTR-SENS
 - 1(866) 987-7367

OR

- Jonah Schein
Schein.jonah@epa.gov



RESNET 2015

Have We Got a Label for You!



Indoor airPLUS



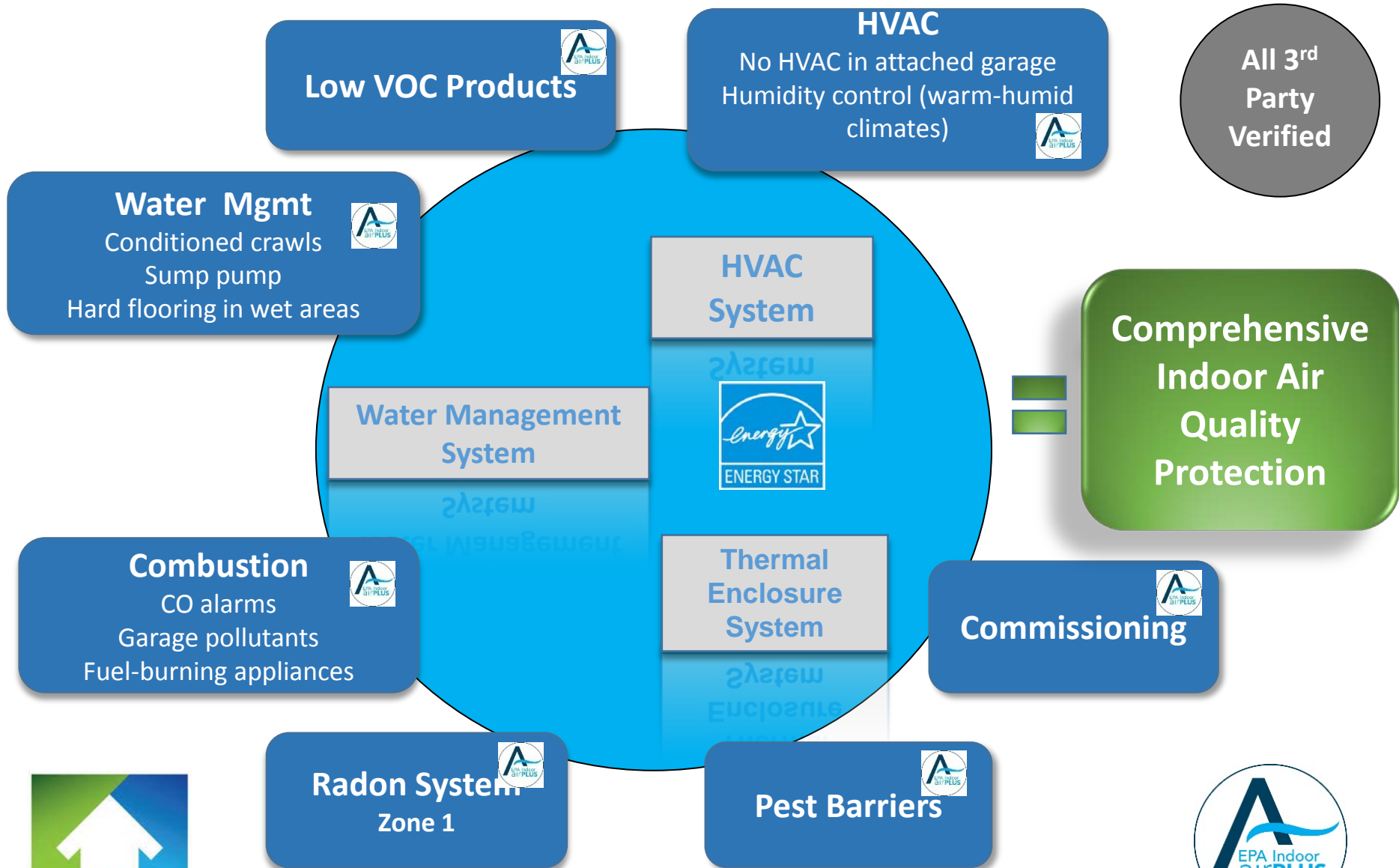
Indoor Air Quality (IAQ)

Why a government label for indoor air quality in new homes?

- Address known risks from indoor air pollution: radon, carbon monoxide, particles, mold, pests, VOCs, pesticides, etc.
- Risks include:
 - Asthma, allergy and other respiratory effects
 - Cancer
 - Eye, nose, throat irritation
- Indoor air quality is an essential component of high performance homes
- Help lead and inform the development and evolution of standards, codes, and rating systems to include protection of indoor air quality



What goes into an Indoor airPLUS home?



Home Address:		City:	State:	Zip:	
Section	Requirements (Refer to full Indoor airPLUS Construction Specifications for details)	Must Correct	Builder Verified	Rater Verified	N/A
<p>Note: The Rev. 02 checklist has been modified to reflect only the additional Indoor airPLUS requirements and their corresponding section numbers that must be met after completing the ENERGY STAR checklists. ENERGY STAR remains a prerequisite for Indoor airPLUS certification.</p>					
ENERGY STAR V3 Checklists	Thermal Enclosure System Rater Checklist completed.	<input type="checkbox"/>		<input type="checkbox"/>	
	Water Management System Builder Checklist completed.	<input type="checkbox"/>		<input type="checkbox"/>	
	HVAC System Quality Installation Contractor Checklist completed.	<input type="checkbox"/>		<input type="checkbox"/>	
	HVAC System Quality Installation Rater Checklist completed.	<input type="checkbox"/>		<input type="checkbox"/>	
Moisture Control	1.1 Drain or sump pump installed in basements and crawlspaces (Exception: free-draining soils). In EPA Radon Zone 1, check valve also installed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.2 Layer of aggregate or sand (4 in.) with geotextile matting installed below slabs (Exceptions: see spec) AND radon techniques used in EPA Radon Zone 1.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.4 Basements/crawlspaces insulated, sealed and conditioned (Exceptions: see spec).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.7 Protection from water splash damage if no gutters (Exceptions: see spec).	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	1.11 Hard-surface flooring in kitchens, baths, entry, laundry and utility rooms, AND piping in exterior walls insulated with pipe wrap.	<input type="checkbox"/>		<input type="checkbox"/>	
Radon	2.1 Approved radon-resistant features installed in Radon Zone 1 homes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pests	3.2 Corrosion-proof rodent/bird screens installed at all openings that cannot be fully sealed (Exception: dryer vents).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
HVAC Systems	4.1 Equipment selected to keep relative humidity < 60% in "Warm-Humid" climates (Exception: see spec).	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	4.2 Duct systems protected from construction debris AND no building cavities used as air supplies or returns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	4.3 No air-handling equipment or ductwork installed in garage AND continuous air barrier in adjacent assemblies.	<input type="checkbox"/>		<input type="checkbox"/>	
	4.7 Central forced-air HVAC system(s) have minimum MERV 8 filter AND no ozone generators in home.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Combustion Pollutants	5.1 Emissions standards met for fuel-burning and space-heating appliances (Exception: see spec).	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	5.2 CO alarms installed in each sleeping zone (e.g., common hallway) according to NFPA 720.	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
	5.3 Multifamily buildings: Smoking restrictions implemented AND ETS transfer pathways minimized.	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
	5.4 Attached garages: Door closer installed on all connecting doors AND in homes with exhaust-only whole-house ventilation EITHER a 70 cfm exhaust fan installed in garage OR a pressure test conducted to verify the effectiveness of the garage-to-house air barrier. See spec for details.	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Materials	6.1 Certified low-formaldehyde composite wood materials AND structural plywood AND OSB PS1 or PS2 compliant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	6.2 Certified low-VOC or no-VOC interior paints and finishes used.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	6.3 Carpet, carpet adhesives CRI Green Label Plus AND carpet cushion CRI Green Label.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final	7.1 HVAC system and ductwork verified to be dry and clean AND new filter installed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	7.2 Home ventilated before occupancy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	7.3 Completed checklist and other required documentation provided for buyer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rater Company: _____		Builder Company: _____			
Rater Employee: _____		Builder Employee: _____			
Rater Signature: _____ Date: _____		Builder Signature: _____ Date: _____			

Rev. November 2013

ii

Simplified Verification Checklist

1. Moisture Control
2. Radon
3. Pests
4. HVAC Systems
5. Combustion Pollutants
6. Materials
7. Home Commissioning



What's the value proposition for Indoor airPLUS?

For the home buyer:

- Built on the solid foundation of the ENERGY STAR Certified Homes brand
 - Quality, comfort, durability
- Healthier homes message appeals to health-conscious home buyers
 - Added protection from known health risks, peace of mind



Indoor Air Quality (IAQ)

What's the value proposition for Indoor airPLUS?

For the builder:

- Systems approach helps ensure energy efficiency and IAQ are fully integrated
- Less risk, fewer callbacks
- Lead the industry
- Differentiate your company from the competition
- Modest cost differential to step up from ENERGY STAR



Conveying the Indoor airPLUS Value Proposition

- Not easy, cheap or useful to measure many indoor air contaminants
- Even harder to measure health and \$ benefits
- Until we can, there are still plenty of benefits to convey to prospective buyers...



Moisture Control & Water Management



Benefits

Reduces potential for mold growth – even in places you can't see.

Fewer maintenance issues from peeling paint and moldy grout

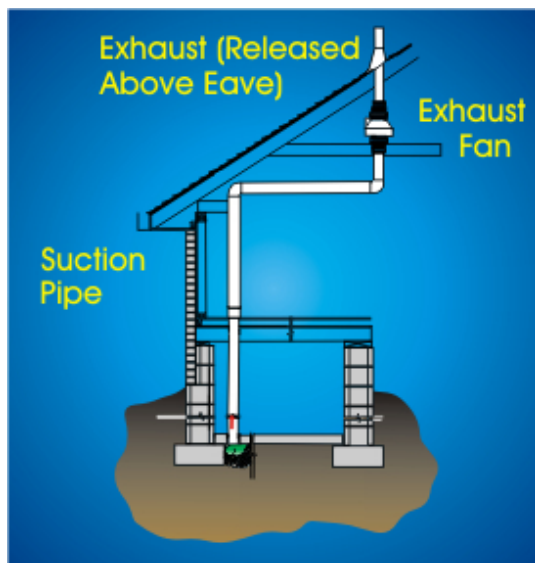
Structural durability

Water damage reduction



Indoor Air Quality (IAQ)

Radon System



Benefit

Protection from naturally occurring radon gas, the second leading cause of lung cancer in the U.S.



Pest Barriers

Benefits

Reduced pest-related allergens,
asthma triggers and diseases

Prevention of potential damage
from pests

Less vacuuming and dusting



Indoor Air Quality (IAQ)

HVAC Systems

Benefits

Reduced exposure to mold and mildew

Helps remove allergens, toxins, irritants
and asthma triggers from the home

Increased comfort

House stays cleaner



Combustion Pollutants



Benefits

Reduced exposure to carbon monoxide, other combustion gases, and particles

Round-the-clock peace of mind



Low Emission Materials



Benefits

Less “chemical” smell

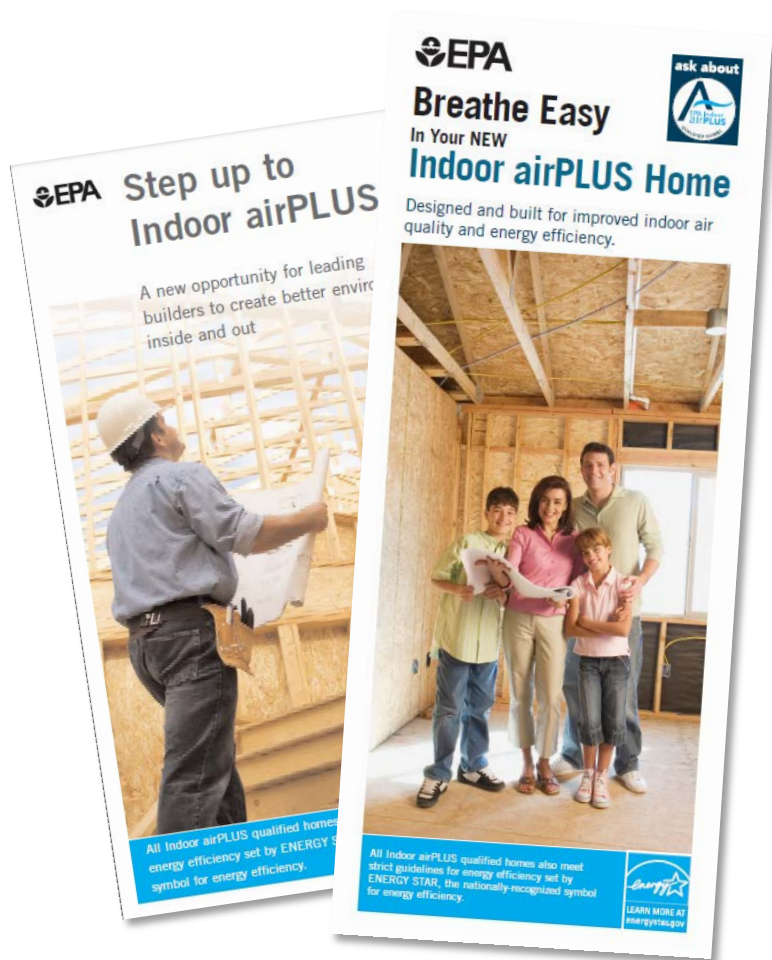
Lowered exposure to VOCs

Reduced potential for occupant
health complaints

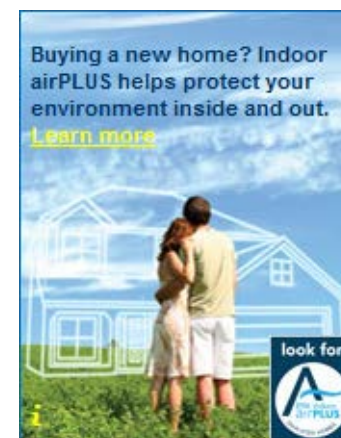


Resources and Tools

Marketing and Technical Support for Partners



- Builder and consumer resources
- Partner locator
- Website widgets
- Construction requirements
- Technical guidance



www.epa.gov/indoorairplus



Indoor Air Quality (IAQ)

Co-brandable Brochure

Better Environments Inside and Out

Look for the U.S. Environmental Protection Agency (EPA) Indoor airPLUS and ENERGY STAR labels on your new home. Reduced indoor air pollutants help protect your family inside. Reduced greenhouse gas emissions help protect the air outside.



Homes displaying the Indoor airPLUS and ENERGY STAR Certified Home labels provide unparalleled energy efficiency, comfort, durability, indoor air quality and peace of mind.

Text Box 1. (ADD BUILDER'S NAME HERE)
Is proud to offer new homes that have earned both the Indoor airPLUS and ENERGY STAR Certified Home labels because it means your home has been designed and built to standards well above most other homes on the market today.

Text Box 2. (INSERT ADDITIONAL COMPANY INFORMATION HERE, e.g., homeowner testimonials, description of company's participation in ENERGY STAR and Indoor airPLUS and commitment to energy efficiency and improved indoor air quality.)

Indoor air quality Matters

People are increasingly concerned about mold, radon, carbon monoxide and toxic chemicals in their homes. Poor indoor air quality can lead to eye irritation, headaches, allergies, respiratory problems such as asthma, and other serious health problems.

EPA studies show that levels of many indoor air pollutants can be two to five times higher than outdoor levels. And since most people spend close to 90% of their time indoors, keeping indoor pollution levels as low as possible is the right thing to do for you and your family.

Text Box 3. (INSERT LOGO ABOVE AND INSERT COMPANY NAME AND ADDITIONAL INFORMATION HERE, e.g., company history, company's ENERGY STAR/Indoor airPLUS web page.)



Only ENERGY STAR Certified Homes are eligible to earn the Indoor airPLUS label.

Breathe Easy In Your NEW Indoor airPLUS Home



Designed and built for improved indoor air quality and energy efficiency.



Co-Brand Image Box

- Add company name, logo, and other info (testimonials, etc.)



Mold and Moisture Control

Paying close attention to moisture details:

- Increases structural durability
- Reduces the potential for mold-related health issues
- Prevents recurring maintenance issues

Homeowner Education

Indoor airPLUS homebuyers receive:

- An Indoor airPLUS label and certificate
- A list of features included in their home
- Instructions for regular equipment maintenance

Radon Control

Planning for the possibility of radon helps reduce risks posed by the second leading cause of lung cancer in the United States.

Efficient HVAC Systems

A well-designed heating, ventilation, and air conditioning system provides:

- Improved comfort
- Humidity control
- Enhanced filtration
- Clean, well-sealed ductwork

Indoor airPLUS construction specifications are designed to help improve indoor air quality (IAQ) in new homes compared with homes built to minimum code. However, these features alone cannot prevent all IAQ problems. Occupant behavior is also important for IAQ. For example, products used in the home after occupancy and smoking inside may both negatively impact the home's IAQ and the performance of the specified Indoor airPLUS features.

See: <http://www.epa.gov/indoorairplus/> for more information.

Building Materials

Choosing low-emission building materials:

- Lowers exposure to Volatile Organic Compounds (VOCs)
- Reduces the potential for health problems
- Minimizes "chemical smell" in the home

Combustion Pollutant Control

Careful attention to venting and combustion sources:

- Reduces pollutants in living spaces
- Minimizes CO exposure
- Provides peace-of-mind for everyone in the home

Pest Barriers

Blocking pest entry:

- Keeps the home cleaner
- Limits allergens, germs, and asthma triggers
- Prevents potential pest damage

Benefits of an Indoor airPLUS Qualified Home



Be Recognized as an Indoor airPLUS Leader



Builders and Raters

Apply for the 2015
Indoor airPLUS Leader Award

Applications Due: March 25, 2015



2014 Winners:

Builders:

- Foxwood Builders, Inc.
- Palo Duro Homes, Inc.
- C&B Construction

Raters:

- Integral Building & Design, Inc.
- Steven Winter Associates, Inc.
- ASERusa
- E3 Energy

http://www.epa.gov/indoorairplus/leader_awards.html



Indoor Air Quality (IAQ)

Coming Soon!

Updated Mobile App

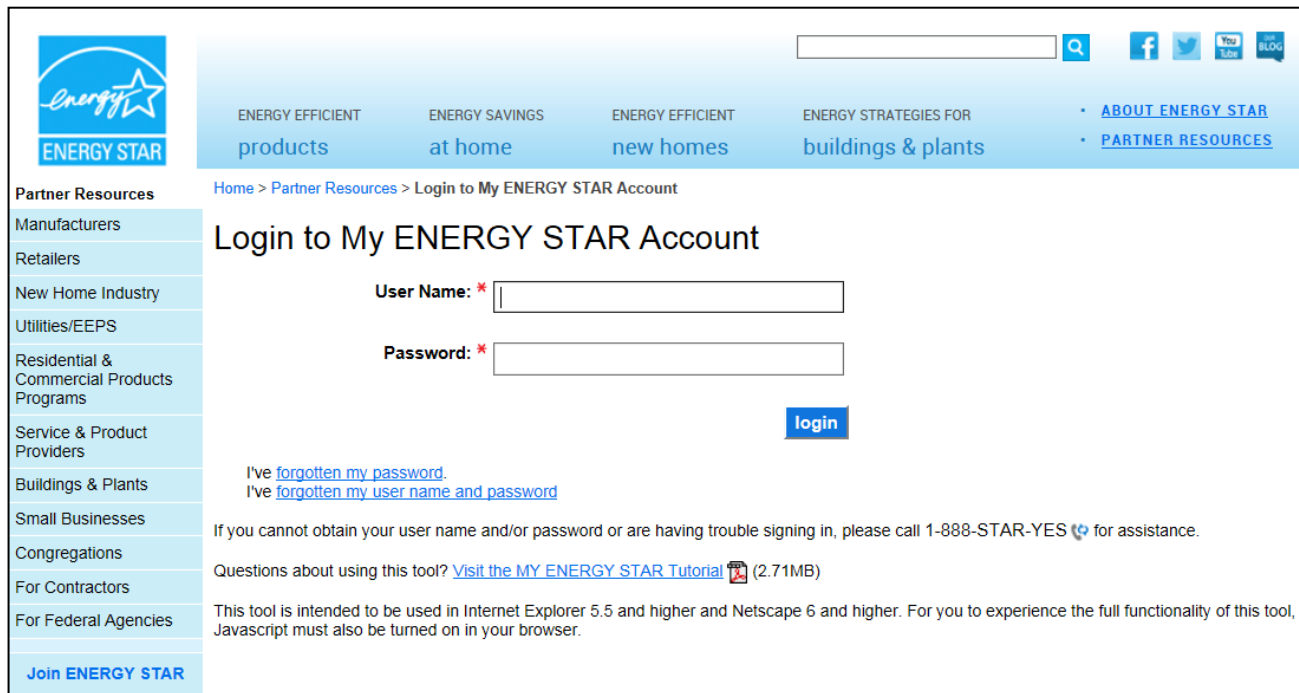


Builder Sales Training Indoor airPLUS companion module



Becoming an Indoor airPLUS Partner couldn't be easier

- For current ENERGY STAR Partners:
 - Log into your My ENERGY STAR Account (MESA)
www.energystar.gov/mesa




The screenshot shows the ENERGY STAR website's login interface. At the top left is the ENERGY STAR logo. To its right is a search bar and social media icons for Facebook, Twitter, YouTube, and a blog. Below the logo is a navigation menu with links: ENERGY EFFICIENT products, ENERGY SAVINGS at home, ENERGY EFFICIENT new homes, and ENERGY STRATEGIES FOR buildings & plants. On the far right of this menu are links for ABOUT ENERGY STAR and PARTNER RESOURCES. A breadcrumb trail reads: Home > Partner Resources > Login to My ENERGY STAR Account. The main heading is "Login to My ENERGY STAR Account". Below this are two input fields: "User Name: *" and "Password: *", each followed by a red asterisk and a text box. A blue "login" button is positioned below the password field. To the left of the login button are two links: "I've forgotten my password." and "I've forgotten my user name and password". Below these links is a line of text: "If you cannot obtain your user name and/or password or are having trouble signing in, please call 1-888-STAR-YES for assistance." Further down is a link: "Questions about using this tool? Visit the MY ENERGY STAR Tutorial (2.71MB)". At the bottom is a disclaimer: "This tool is intended to be used in Internet Explorer 5.5 and higher and Netscape 6 and higher. For you to experience the full functionality of this tool, Javascript must also be turned on in your browser." On the left side of the page is a vertical "Partner Resources" sidebar with a list of categories: Manufacturers, Retailers, New Home Industry, Utilities/EEPS, Residential & Commercial Products Programs, Service & Product Providers, Buildings & Plants, Small Businesses, Congregations, For Contractors, and For Federal Agencies. At the bottom of this sidebar is a blue button labeled "Join ENERGY STAR".



Beome an Indoor airPLUS Partner

- After entering your account, click “Join Indoor airPLUS”.
 - For builders, be sure you’ve completed the required ENERGY STAR training.


ENERGY STAR

ENERGY STAR®
My ENERGY STAR Account

Partner Resources
Welcome
My Organization Information
My Contact Information
My Tools
Quick Links
Change Password
Contact Us
[Join ENERGY STAR](#)

[Contact ENERGY STAR](#) | [Help](#) | [Logout](#)

[Home](#) > [Partner Resources](#) > [My ENERGY STAR Account](#)

My ENERGY STAR Account

Welcome, FIRST TESTER!

You are invited to navigate directly to other ENERGY STAR tools and sites, change your password for your password-protected ENERGY STAR tools, or update contact information for you, your organization, and your colleagues.

To-Do List:
New Homes Builder Training
You were required to complete training by 06/09/2013. Please complete the training to reactivate your partnership.
[Start Training](#)
(Internet Explorer or Firefox are the preferred browsers for this training. Please turn off your browser pop-up blocker.)

My ENERGY STAR Tools:

- [Linking Opportunities](#)
- [Certified Homes Co-brandable Consumer Brochure](#)
- [Certified Homes Co-brandable Banners](#)
- [Join Indoor airPLUS](#)



Learn more about Indoor airPLUS

- Go deeper on Indoor airPLUS and WaterSense tomorrow, same time, same room:
 - Water Efficiency and IAQ: The Next Frontiers in Whole Home Performance
- Stop by Booth # 301
- Visit the web site:
<http://www.epa.gov/indoorairplus/index.html>

The screenshot shows the EPA Indoor airPLUS Program website. At the top is a navigation bar with links: LEARN THE ISSUES, SCIENCE & TECHNOLOGY, LAWS & REGULATIONS, and ABOUT EPA. Below this is the 'Indoor airPLUS Program' header. A large banner features the EPA Indoor airPLUS logo and text: 'Builders and Raters', 'Apply for the 2015 Indoor airPLUS Leader Award', and 'Applications Due: March 25, 2015'. To the right of the text is an image of a silver award plaque that says 'EPA Indoor airPLUS LEADER 2014'. Below the banner, a paragraph explains that Indoor airPLUS labeled homes are designed to help protect families from indoor air pollution and that the program also provides builders of ENERGY STAR Certified Homes with a new opportunity to differentiate themselves. Below this paragraph are three main content columns: 'About Indoor airPLUS' (listing Basic Information, Features, Advantages, Questions, Step Up to Indoor airPLUS, Affordable Homes, and Indoor Air Quality), 'Builders/Raters/Providers' (listing Apply for a 2015 Indoor airPLUS Leader Award, Join the Program, Partner Locator, Home Energy Raters and Providers, Label and Report Homes, and Promotional Guidelines), and 'Construction Specifications' (listing Revision 2 Construction Specifications, Current Indoor airPLUS Policy Record, Technical Support, and Moisture Control: Technical Guidance to Specifications). Below these columns are two more sections: 'Resources' (listing Consumer Brochure, Social Media, Webinars, Podcasts, Videos, Widgets/Web Buttons, and Mobile App) and 'Conferences and Events' (listing the 2015 RESNET Building Performance Conference and ENERGYSTAR Webinars). At the bottom of the page are social media icons for Facebook, Twitter, YouTube, iTunes, and RSS, along with a search icon. On the right side, there are two logos: the EPA Indoor airPLUS logo and the ENERGY STAR logo, with text explaining that qualified homes earn the Indoor airPLUS label and place it next to the ENERGY STAR label. Below these logos are the EPA WaterSense logo and the ZERO ENERGY READY HOME logo.





DOE Zero Energy Ready Home

Why '0' in 3

SAM RASHKIN

Chief Architect

Building Technologies Office

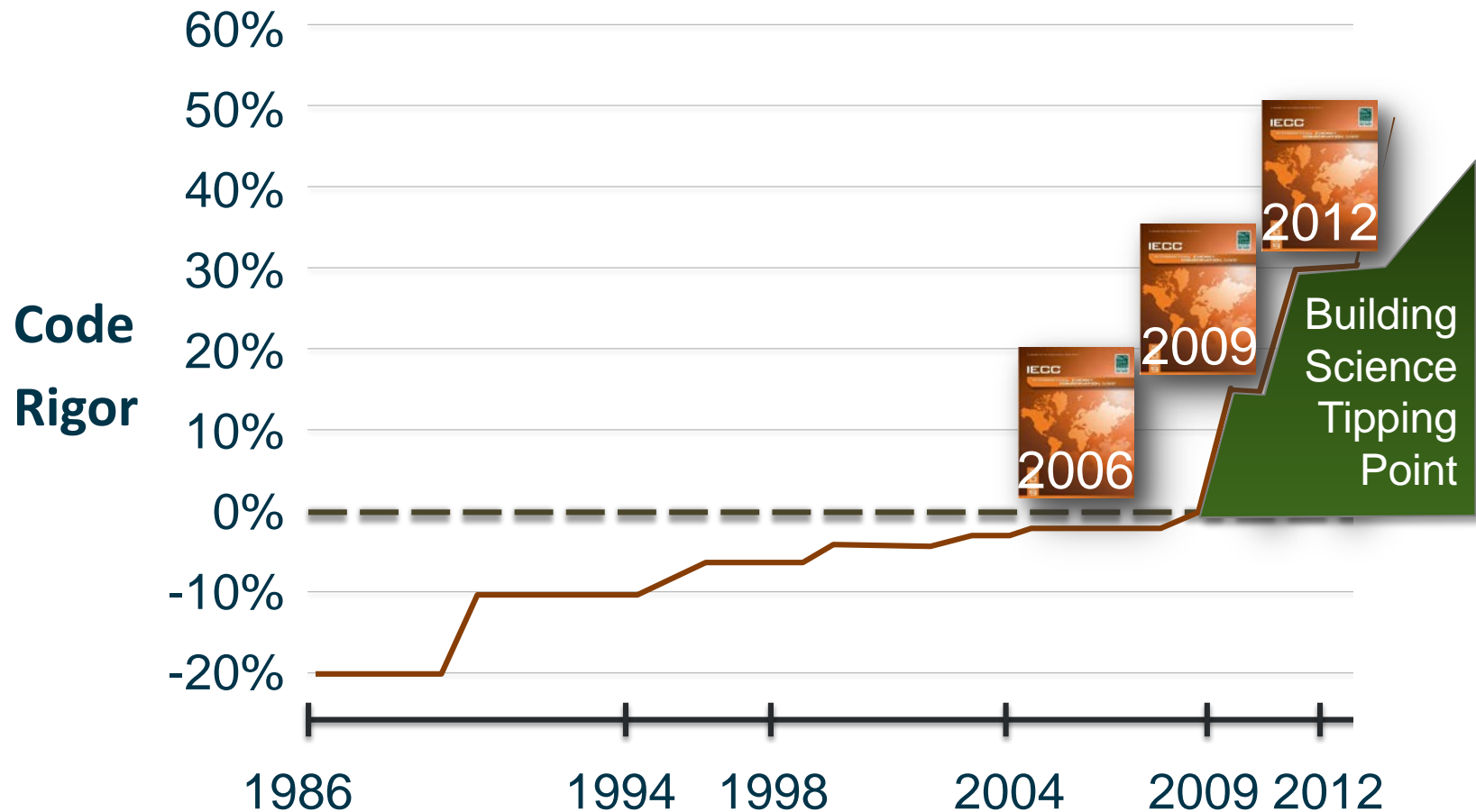
Why 'O' in 3



Risk

Differentiation

Innovation



Risk

Differentiation

Innovation



More Rigorous Specs:

- Latest Energy Codes
- Low HERS Scores



Adv. Thermal Enclosure:

- Adv. Insulation System
 - More Insulation
 - Quality Installation
 - Complete System
- Advanced Windows
- More Air Tightness

Risk 1: Ensured Comfort

Risk

Differentiation

Innovation



Ultra Low HVAC Loads:

- Lower Air Flow/Mixing
- Longer Swing Seasons
- Less Humidity Control



Advanced Enclosure:

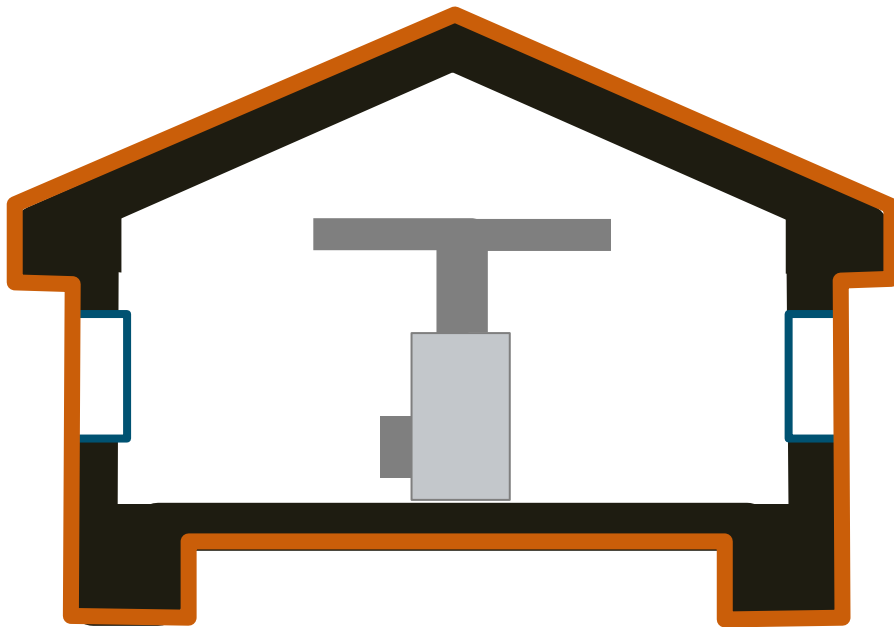
- Adv. Insulation System
 - More Insulation
 - Quality Installation
 - Complete System
- Advanced Windows
- More Air Tightness

Risk 1: Ensured Comfort Strategy

Risk

Differentiation

Innovation



Ultra Low HVAC Loads:

- Lower Air Flow/Mixing
- Longer Swing Seasons
- Less Humidity Control



Optimized Low-Load Comfort System

- Right-Sized
- Properly Installed
- Complete (Htg., Clg. + RH)
- Tested

Risk 2: Moisture Management

Risk

Differentiation

Innovation



More Wetting Risk

- Colder Surfaces
- Less Drying Potential



Advanced Enclosure:

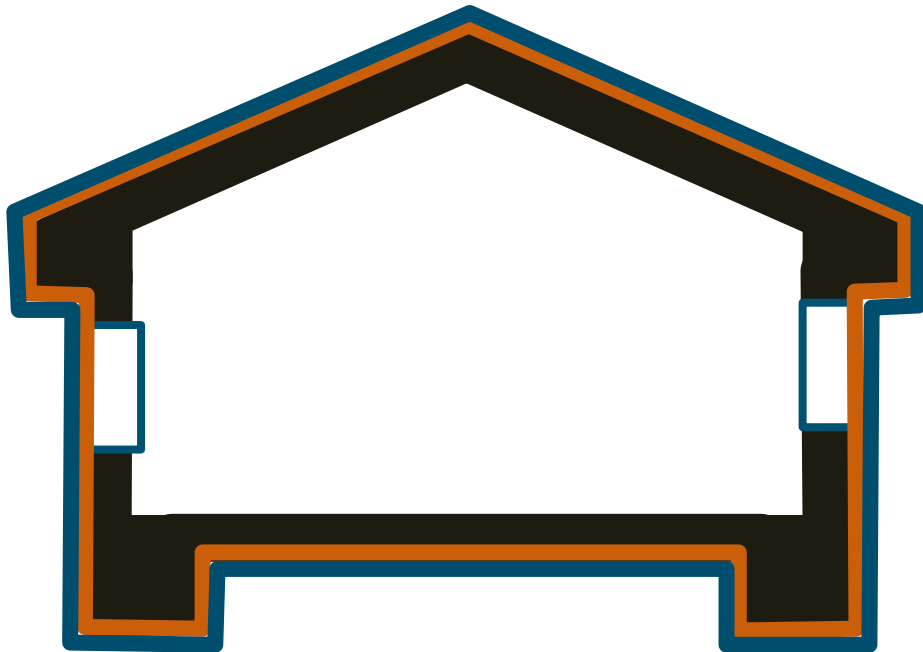
- Adv. Insulation System
 - More Insulation
 - Quality Installation
 - Complete System
- Advanced Windows
- More Air Tightness

Risk 2: Moisture Management Strategy

Risk

Differentiation

Innovation



More Wetting Risk

- Colder Surfaces
- Less Drying Potential



Comprehensive Water Protection

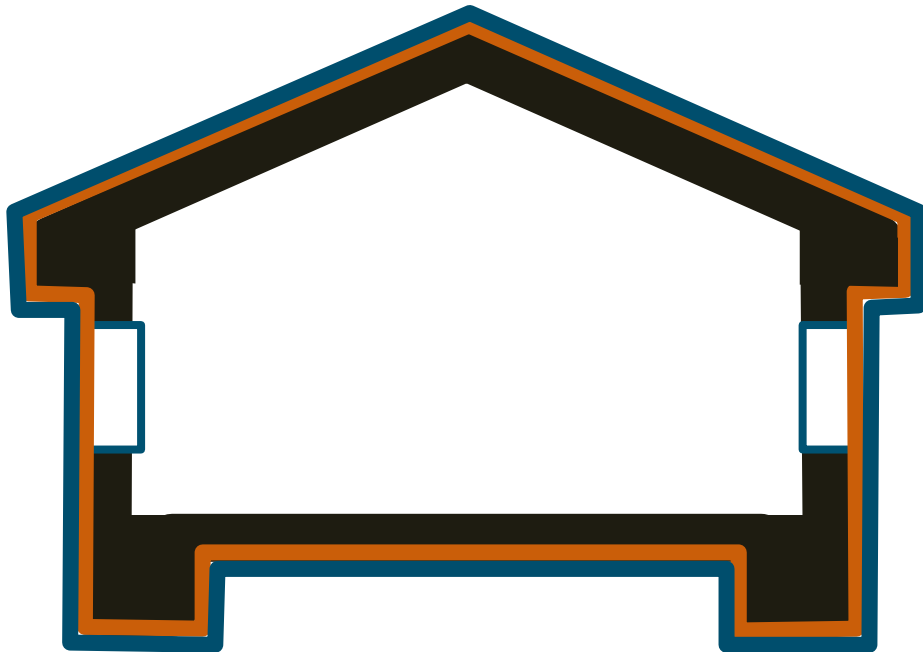
- Roofs
- Walls/Openings
- Site/Foundation
- Materials

Risk 3: Ensured IAQ

Risk

Differentiation

Innovation



IAQ Risk:

- Less Dilution
- Less Filtration



Advanced Enclosure:

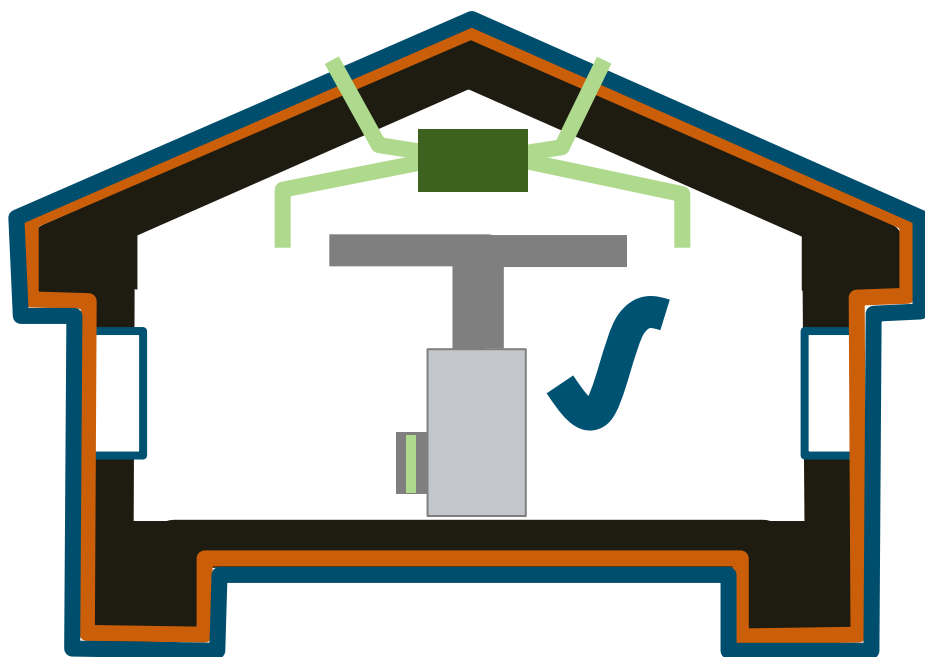
- Adv. Insulation System
 - More Insulation
 - Quality Installation
 - Complete System
- Advanced Windows
- More Air Tightness

Risk 3: Ensured IAQ Strategy

Risk

Differentiation

Innovation



IAQ Risk:

- Less Dilution
- Less Filtration



Comprehensive IAQ System:

- Contaminant Control
- Fresh Air System
- High-Capture Filtration

Risk

Differentiation

Innovation

- Next Generation of Buyers
- The Competition

Next Generation Homebuyers

Risk

Differentiation

Innovation



78 Million Gen-Y'ers

Risk

Differentiation

Innovation

- Debt
- Sharing Economy
- Delayed Commitment
- Crash Experience
- Innovation Junkies



(Willing to Pay More for a Better Experience,
BUT Need a Compelling Reason to Buy)

Gen-Y Vested in Zero

Risk

Information

Innovation

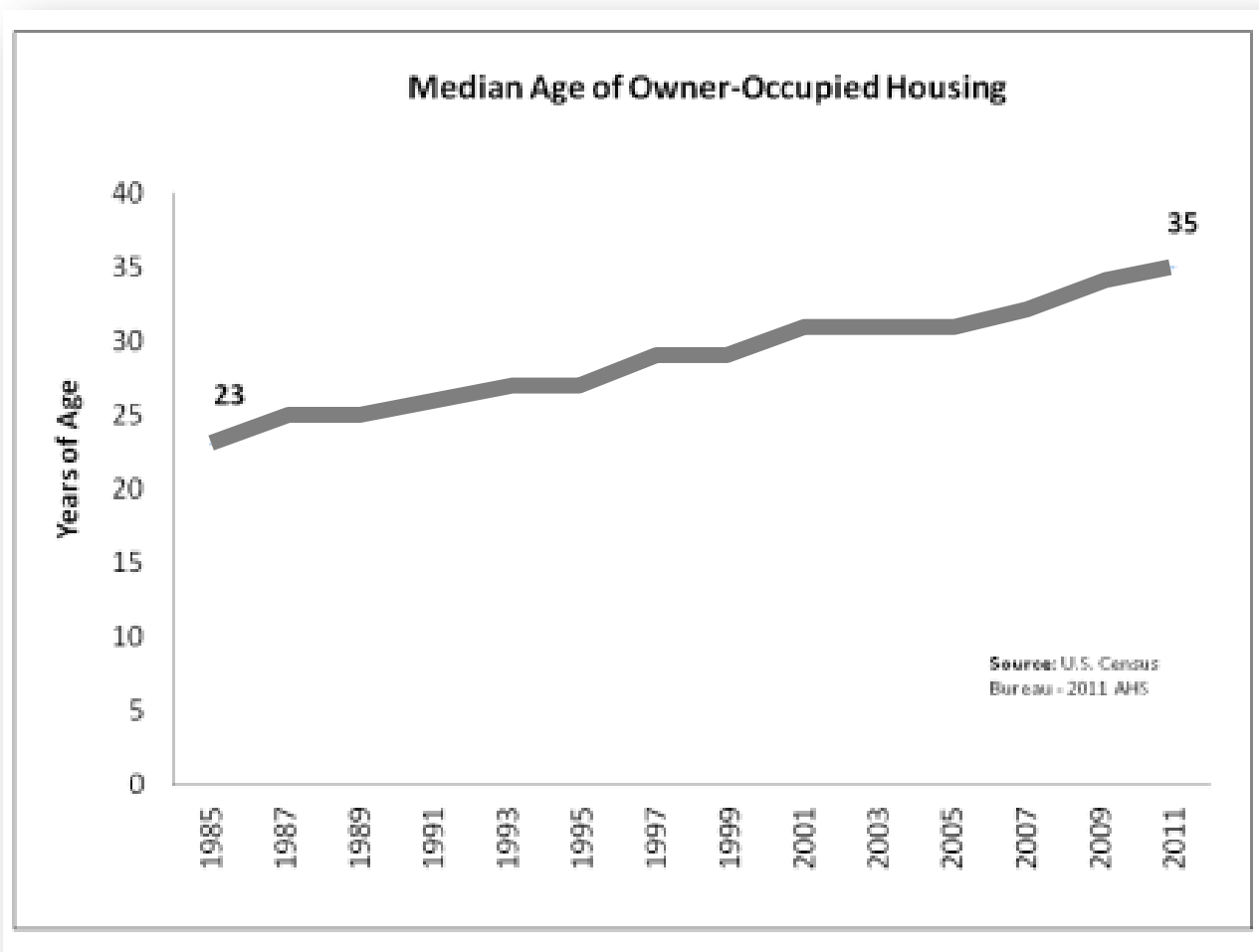


The Competition

Risk

Differentiation

Innovation



Risk

Differentiation

Innovation

Aging Housing Stock with:

- High Utility Bills
- Poor Comfort
- Health Risks
- Moisture Problem Risks
- Excessive Bugs/Pests
- Durability Issues
- Obsolete Technology

**Meet
85%
of Your
Competition**

Differentiation Opportunity 1: Obsolescence

Risk

Differentiation

Innovation



House of the Future:

- Meets or Exceeds Future Code/Expectations



Optimized Enclosure:

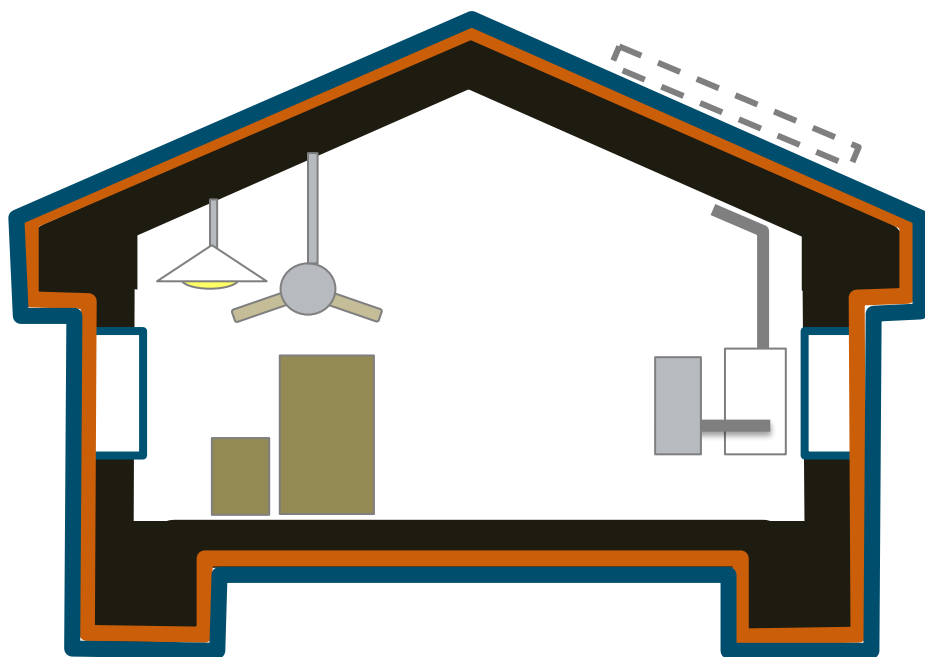
- Optimized Insulation
- Optimized Windows
- Optimized Air Tightness

Differentiation Opportunity 2: Interest in Zero Energy

Risk

Differentiation

Innovation



Solar Ready Home

Efficient Components

Ultra Low HVAC Loads

Optimized Enclosure:

- Opt. Insulation System
- Optimized Windows
- Optimized Air Tightness

Zero Energy Ready Home Spec

Risk

Differentiation

Innovation



Advanced Enclosure

Risk Management:

Optimized Comfort System
Complete Water Protection
Comprehensive IAQ System

Differentiation:

Optimized Enclosure
Efficient Components
Solar Ready Construction

Zero Energy Ready Home Value

Risk

Differentiation

Innovation

**Lives
Better**

Engineered
Comfort

Healthier
Living

Exclusivity

**Works
Better**

Ultra-Low
Utility Bills

Advanced
Technology

Visionary

**Lasts
Better**

Quality
Construction

More
Durability

Smart

Risk

Differentiation

Innovation

BY JANN SWANSON

Real Estate Web Searches Climb 253% in Four Years as 90% of Homebuyers Use Internet as Primary Research

Jan 7 2013, 3:50PM

Text 

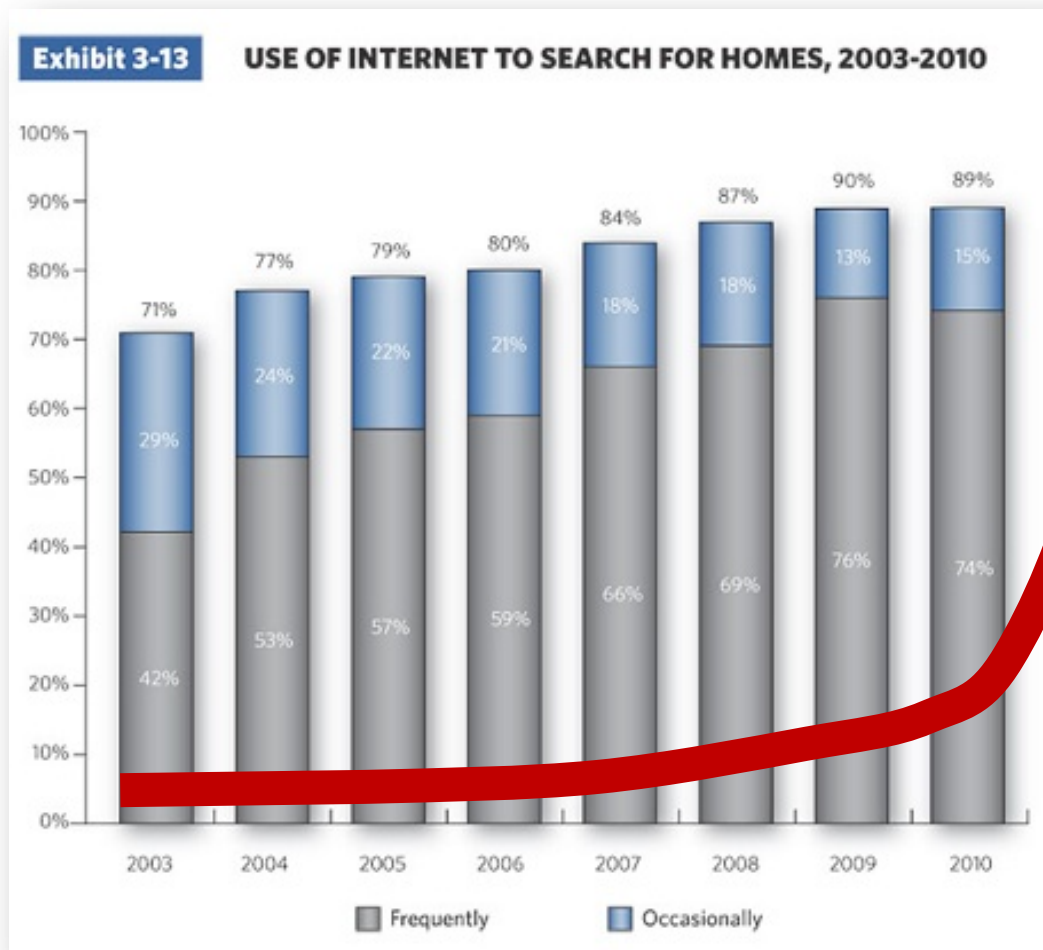
Home-shopping consumers are not only exponentially increasing their **reliance on the Internet** but are also developing distinct patterns for using it in their housing searches. **Google** and the **National Association of**

More Informed Consumers

Risk

Differentiation

Innovation



Internet
Content
Available

SOURCE: National Association
of Realtors® - Profile of Home
Buyers and sellers 2010

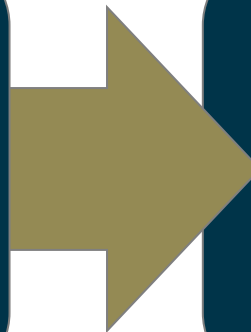
Risk

Differentiation

Innovation

Information
Asymmetry:

**Caveat
Emptor**



Information
Parity:

**Caveat
Venditor**

Risk

An air conditioner
that anticipates
your needs

PAGE 59

Solar panels that
eliminate your
energy bills

PAGE 76

A door that can
sense your approach

PAGE 59

A sprinkler that
tracks the weather

PAGE 80

Differentiation



Innovation

Walls that
can weather a
hurricane

PAGE 66

A car that can
power your house

PAGE 79

A garden that
filters your air

PAGE 87

All ENERGY STAR v3 & HERS Homes
At or Below HERS 60
Should Consider Moving up to ZERH:

**Risk
Differentiation
Innovation**



Thank You



For More Information:

www.buildings.energy.gov/zero

Email:

zero@newportpartnersllc.com