



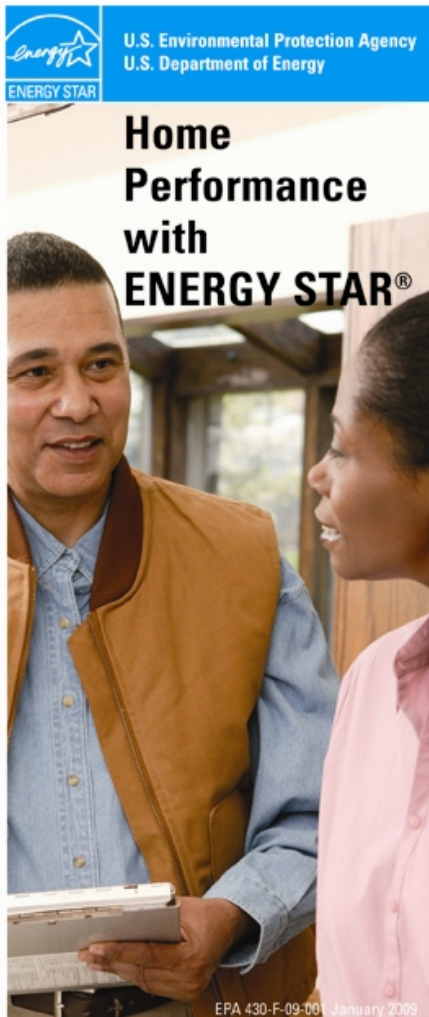
# Home Performance with ENERGY STAR

May 27, 2009



Learn more at [energystar.gov](http://energystar.gov)

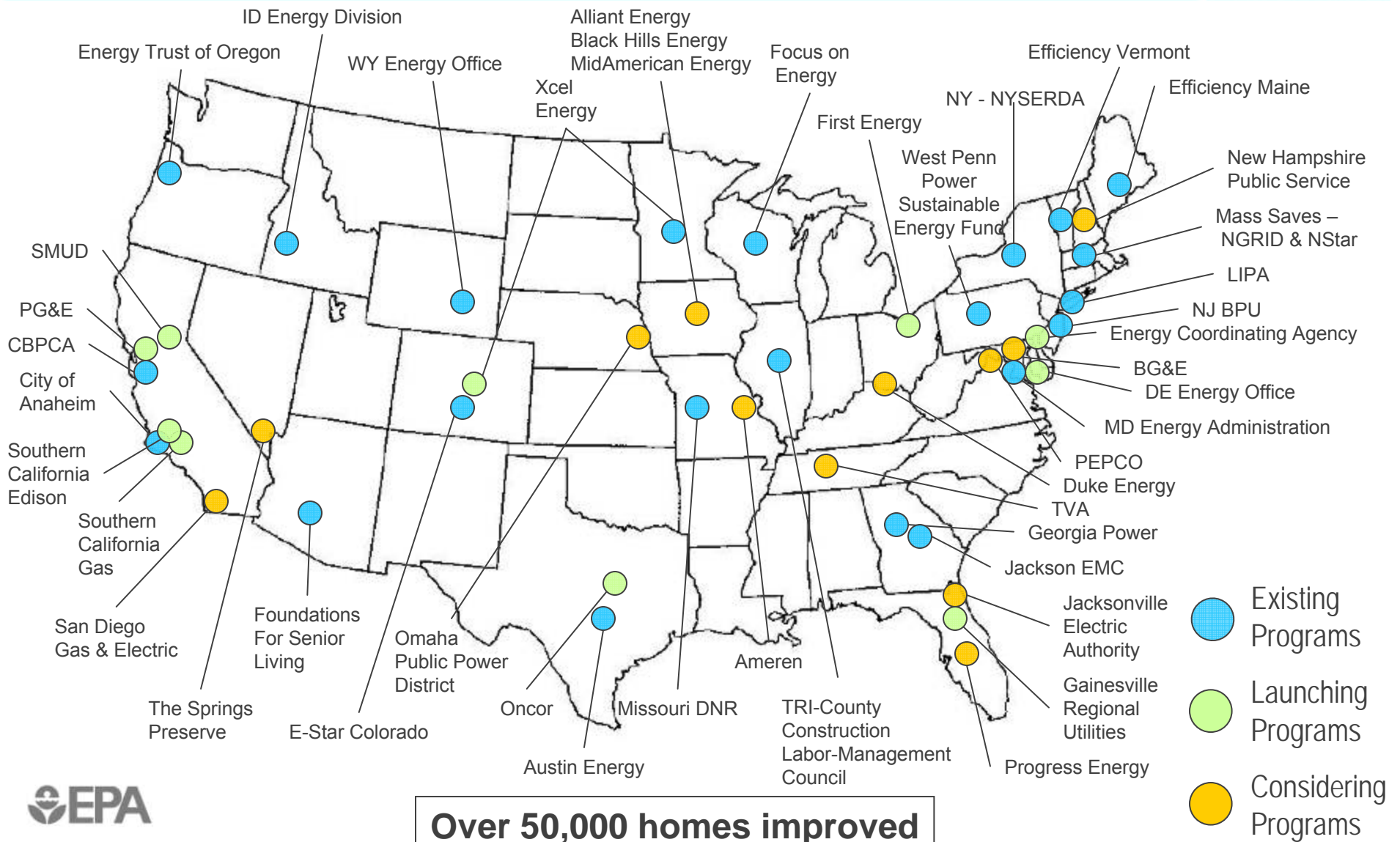
# Home Performance with ENERGY STAR



- Sponsored by a utility, state or local gov.
- A network of specially-trained contractors
  - ✓ Evaluate homes using diagnostic equipment
  - ✓ Recommend comprehensive energy improvements
  - ✓ Ready to complete the work or refer to someone who can
- Quality assurance program checks work of participating contractors to verify program standards are met
- Homeowner chooses and pays for improvements based on credible information

# ENERGY STAR Report 2008

## Home Performance with ENERGY STAR



**Over 50,000 homes improved**

# Home Performance with ENERGY STAR

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- Success
  - ✓ Builds on consumer recognition of ENERGY STAR
  - ✓ Allows contractors to perform assessment, perform work, and complete test-out procedures- **ONE STOP SHOP!**
  - ✓ Builds qualified contractor and HERS raters through BPI and RESNET
  - ✓ Provides program templates for sponsors
  - ✓ Allows sponsors to tailor programs to their needs
  - ✓ Provides a clearing house for marketing and PR events
    - Access to ad agencies
    - Web-strategies
    - Home energy makeovers
    - Symposium at ACI

# Home Performance with ENERGY STAR

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- Under Development
  - ✓ Expansion of ENERGY STAR financing program nationally
  - ✓ Development of remodeling component that combines HPwES with ENERGY STAR New Homes
  - ✓ Pilot non-sponsored based program in Northern Virginia
  - ✓ Home Performance Council
  - ✓ DOE is developing Best-Test Ex

# Home Performance with ENERGY STAR

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- Needs Work....
  - ✓ Qualified contractor network
  - ✓ Qualified program implementers
  - ✓ Large focus on start-up costs- Need to look long-term
  - ✓ Contractor strategies to get through the front door
  - ✓ Too much emphasis on cost-savings, not enough on intangibles
  - ✓ Expand the availability of financing to more households
  - ✓ Contractor reporting to program sponsors
  - ✓ Connection with WAP
  - ✓ Assessment tools that are easy to use

# Conclusion

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- Overnight success takes about 15 years
- So, what will the world look like in 10 years?
- Home performance contracting is not the only tool
- At the Federal level, resurrect the “Partnership for Home Energy Efficiency”