



# 2009 ENERGY STAR<sup>®</sup> Award Application: Partner of the Year – Home Energy Raters<sup>1</sup>

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**Eligibility:** ENERGY STAR Home Energy Rater partners (i.e., home energy rating providers and raters) in markets with **at least 10 percent** market penetration for ENERGY STAR qualified homes.

ENERGY STAR Partners in markets with **less than 10 percent** penetration may also apply. To be competitive for selection, applicants must demonstrate how they have established a foundation for increasing consumer awareness and future growth of ENERGY STAR qualified homes in their market.

**Description:** This award provides special recognition to ENERGY STAR partners who have helped establish a significant presence for ENERGY STAR qualified homes in one or more markets.

Please complete this application by answering each question listed below (bulleted answers are strongly preferred). Your total submitted application should not exceed three pages (excluding Part I: General Information section and the collateral material).

A. Please indicate your Partner Type:

Verification Organization (please specify type):

HERS or BOP Provider

HERS Rater or BOP Inspector

B. What is the penetration of ENERGY STAR qualified homes in your market?

- 10% or more
- Less than 10%

C. How many ENERGY STAR qualified homes did your organization verify in 2008?

D. How many new ENERGY STAR builders did your organization recruit in 2008?

**Criteria:** Criteria for evaluating this award are listed below. Please complete this application by addressing each of the first three bulleted points (required) and any of the additional bullet points (optional).

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<sup>1</sup> Utilities and other sponsoring programs that partner with ENERGY STAR for new homes should apply for the “Excellence in Energy Efficiency Program Delivery” Award under the General/Program Sponsor Category

## Award Evaluation Criteria

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### Required Criteria

- Market Transformation: Describe how your organization directly contributed to the growth of ENERGY STAR in your market(s)? Please include such examples as the increased number of homes qualified as ENERGY STAR this year, education and recruitment of new builders and developers, efforts to build consumer awareness, participation in ENERGY STAR outreach efforts, work with other ENERGY STAR partners and local associations, support for special events.
- Promotion: How has your organization effectively utilized the ENERGY STAR mark and messaging for marketing and sales? Please include examples that demonstrate integrating and featuring ENERGY STAR in point-of-sale, advertising, marketing, and web site materials, training to sales staff to effectively market ENERGY STAR; showcasing ENERGY STAR in events or promotions

*Please attach electronic '.jpg' or '.gif' images to support your answer.*

- Measured Impacts: How has your organization measured the business impacts of your partnership with ENERGY STAR? Examples could include customer recognition of ENERGY STAR, actual home performance (e.g., energy savings, comfort, or indoor air quality), effectiveness of ENERGY STAR marketing and advertising efforts, additional ENERGY STAR coverage in local press and media. You may also describe your business and revenue growth and additional builder service opportunities.
- (Optional) How has your organization incorporated the ENERGY STAR brand beyond building and qualifying ENERGY STAR qualified homes? Examples could include assisting builders who express interest in incorporating ENERGY STAR Advanced Lighting Package and Indoor Air Package Programs, participation in ENERGY STAR campaigns (e.g., ENERGY STAR Change a Light, Change the World, ENERGY STAR Cool Your World), participation and support for Home Performance with ENERGY STAR program, providing home energy ratings for affordable housing, military housing sectors and/or energy efficient mortgages.