

The ENERGY STAR® Builder Growth Chart

STAGE 1: Becoming an ENERGY STAR Partner

- 1. Builder learns about the features and benefits of ENERGY STAR.
- 2. Rater reviews plans and assists the builder to determine necessary upgrades and costs.
- 3. Builder assesses any needed changes to purchasing requirements to build ENERGY STAR qualified homes.
- 4. Key decision-makers review ENERGY STAR guidelines for compatibility with business interests.
- 5. Builder commits to program by signing the ENERGY STAR Partnership Agreement.
- 6. Builder rolls out ENERGY STAR program with an all-staff meeting.



STAGE 2: Constructing First ENERGY STAR Qualified Home

- 1. Builder's crews, subcontractors, and sales force are trained.
- 2. Builder integrates the ENERGY STAR logo into marketing materials and advertising.
- 3. Rater inspects home at pre-drywall and final testing to verify that the home meets ENERGY STAR guidelines.
- 4. Builder arranges for retraining and corrective measures if home does not pass final testing.
- 5. Home passes testing and inspections and receives the ENERGY STAR label.
- 6. Home is reported to EPA through the rater Provider.



STAGE 3: Ongoing Integration With ENERGY STAR

- 1. ENERGY STAR is fully-branded at the sales office, community, and model homes. The ENERGY STAR is incorporated into all marketing materials, including on signage and the company web site. Technology displays are located in models.
- 2. Sales force is accountable for explaining ENERGY STAR features and benefits to all prospects. Secret shoppers, role playing, or other techniques are used to ensure the value of ENERGY STAR is conveyed.
- 3. Builder integrates ENERGY STAR into training for new subcontractors and sales force.
- 4. Builder's homes consistently pass third-party inspection and testing the first time.
- 5. Builder experiences increased sales, fewer callbacks, etc.
- 6. Builder commits to building all homes ENERGY STAR by signing the 100% Commitment.



STAGE 4: Becoming an ENERGY STAR Champion

- 1. Builder coordinates with other ENERGY STAR partners and participates in the Outreach Partnership.
- 2. Builder holds ENERGY STAR events for both consumers and real estate agents. Where available, they also showcase qualified homes in the Parade of Homes.
- 3. Builder educates other builders, HBAs, and trade organizations on the benefits of ENERGY STAR.
- 4. Builder helps establish ENERGY STAR as the local standard for new homes. Due to their success, other ENERGY STAR builders feel compelled to participate to remain competitive.
- 5. Builder offers ENERGY STAR Indoor Air Package and/or Advanced Lighting Package.
- 6. Builder applies for the Excellence in ENERGY STAR Promotion Award.