

U.S. DOE CLIMATE VISION  
ROUNDTABLE FOR ENERGY EFFICIENT HOMES  
AUGUST 5, 2004



***ENERGY STAR FOR HOMES  
TRANSFORMING THE  
NEW HOME INDUSTRY***

# ENERGY STAR PRODUCT LABELING CRITERIA



- *significant energy savings*
- *cost-effectiveness*
- *performance maintained or enhanced*
- *non-proprietary technology*
- *feasible differentiation/testing*
- *labeling effectiveness in market*

# ENERGY STAR BRAND PROMOTION



- *Top Retailers representing majority of sales:*

- *Wal-Mart*
- *Home Depot*
- *Sears*
- *Costco*
- *Lowe's*
- *Best Buy*

- *Utilities*

- *State Administrators*

*= \$ billions invested annually to build/maintain 'brand'*

Lowe's in-store collateral



Sears Signage



# ENERGY STAR CONSUMER RECOGNITION



*~ 60% nationwide*

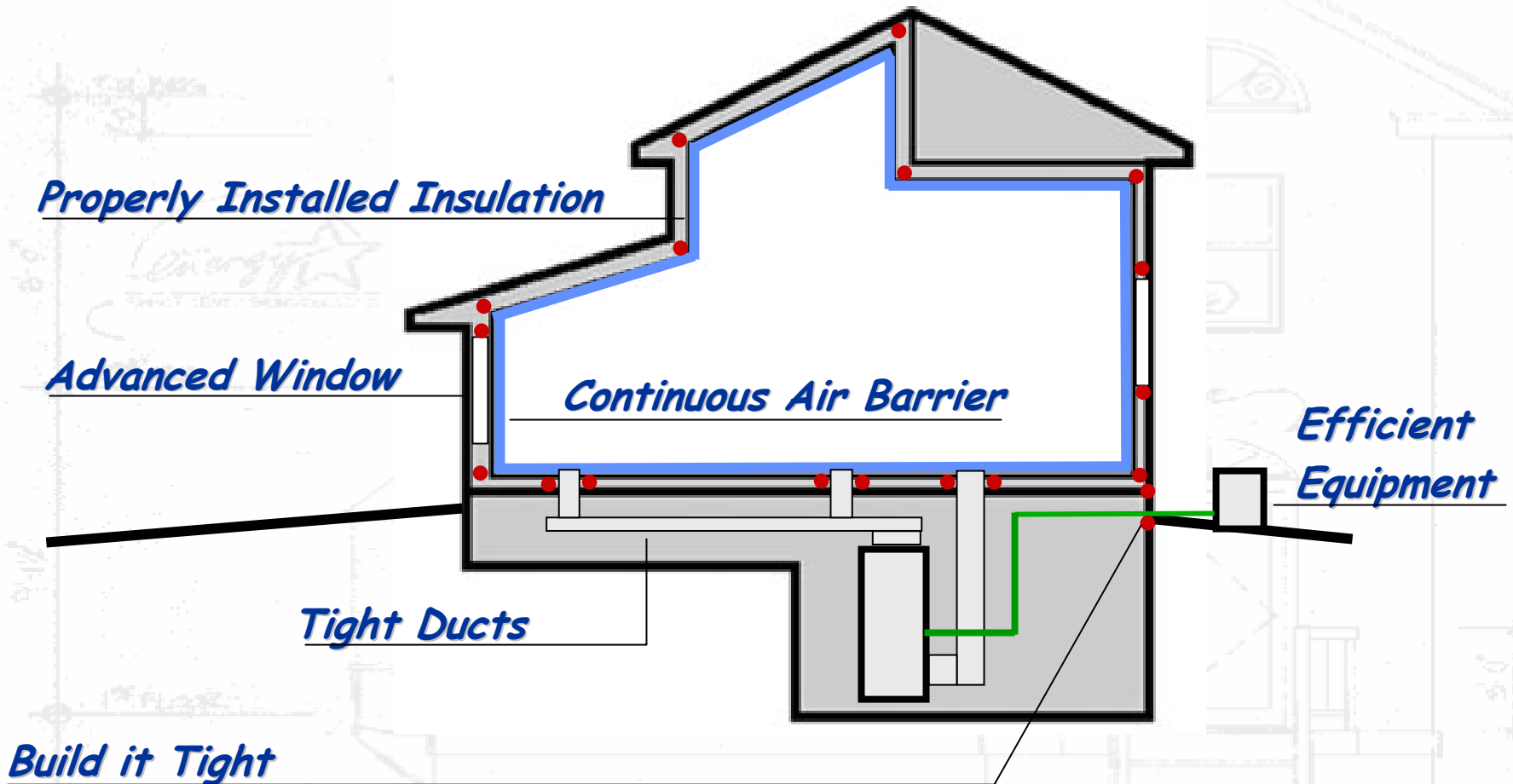


# ENERGY STAR FOR HOMES DRIVING FORCES



- ***Voluntary***
- ***Credible***  
*Government-Backed Label*  
*Third-Party Verified*
- ***Truly Energy Efficient***  
*30% > MEC, and 15% > State Code*

# ENERGY STAR FOR HOMES TYPICAL EFFICIENCY MEASURES





*Unless you're prepared to break the laws of physics, energy efficiency delivers:*

- *More **Comfort**;*  
*along with*
- *More Durability; and*
- *Improved Indoor Air Quality; and*
- *Environmental Protection*

# ENERGY STAR FOR HOMES COST ADVANTAGE



*~\$2,500 over 7-8 years  
average home ownership*

|                        | <i>Monthly</i> | <i>Before<br/>Tax<br/>Annual</i> | <i>After<br/>Tax<br/>Annual</i> |
|------------------------|----------------|----------------------------------|---------------------------------|
| <i>Utility Savings</i> | <i>\$35*</i>   | <i>\$420</i>                     | <i>\$420</i>                    |
| <i>Added Mortgage</i>  | <i>\$15**</i>  | <i>\$180</i>                     | <i>\$120</i>                    |
| <i>Cost Savings</i>    | <i>\$20</i>    | <i>\$240</i>                     | <i>\$300</i>                    |

*\* Likely to increase while mortgage remains fixed*

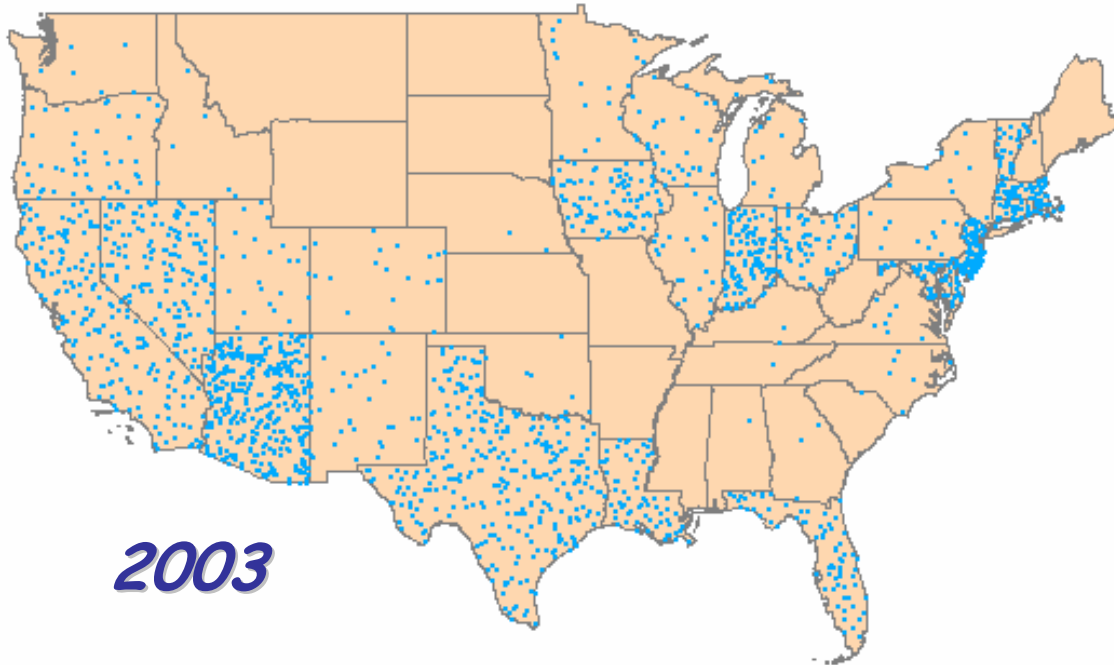
*\*\* Based on \$2,000 additional revenue*



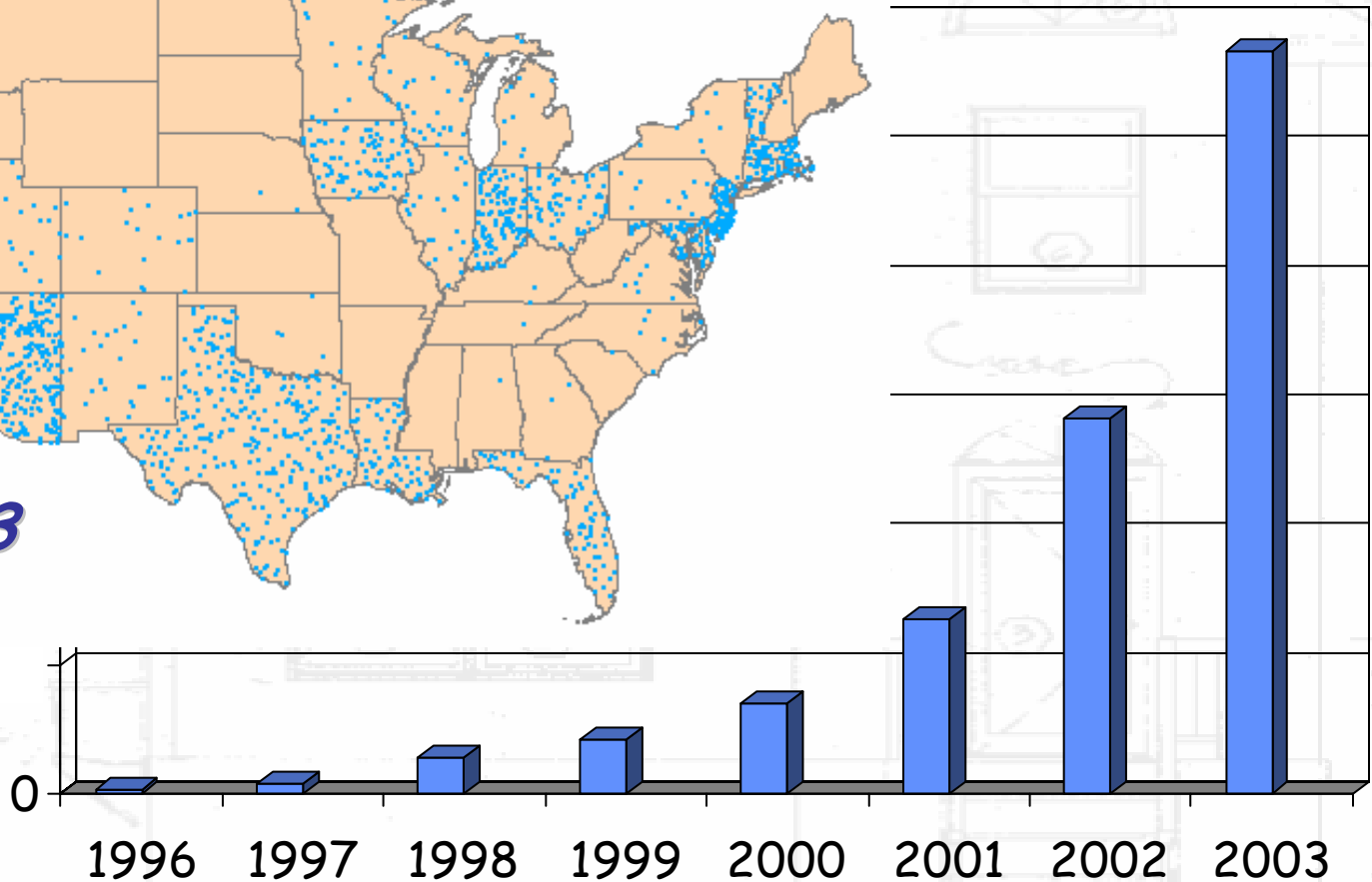
# ENERGY STAR FOR HOMES GROWTH



*Each dot = 50 labeled homes*



*2003*





- ***Right Threshold***

- *Meaningful Platform*
- *Binary*

- ***Right Targets***

- *Production Builders*
- *Regional Markets*

- ***Right Focus***

- *Building a Sales Force*
- *Value not Financing/Incentives*

***Early Sales Force:  
DOE Building America***

- *Highly effective building science experts*
- *Strong value-added solutions to leading builders*
- *Dove-tail w/ ENERGY STAR as marketing platform*

ENERGY STAR FOR HOMES  
ADDING IAQ



# ENERGY STAR FOR HOMES IAQ VALUE PROPOSITION



*< \$.75/day provides your family:*

- *Over 100,000 cf of fresh, filtered outdoor air*
- *Additional protection against:*
  - *mold and mildew problems*
  - *radon exposure*
  - *harmful pests and termites*
  - *harmful formaldehyde and VOCs*
  - *combustion safety*
  - *wet basements*



## 2006:

- ***Adapt to Code/HERS Changes***
- ***Lock in Winners***
  - *air-tight construction*
  - *air-tight ducts*
  - *ENERGY STAR windows*
  - *ENERGY STAR heating/cooling by climate*
  - *insulation installation (alignment, gaps, voids, compression)*
  - *right-sized equipment*
- ***Add ENERGY STAR Qualified Lighting***

## 2008:

- ***Require Air-Plus***

ENERGY STAR

# HOME PERFORMANCE W/ENERGY STAR



- *Whole-house approach to energy efficiency upgrade*
- *Links energy audit with contractor services*
- *HUD, DOE and EPA Coordination*
  - *completing interagency work plan*
  - *plan based on PATH Road Map for Existing Homes*
  - *focus on Home Performance with ENERGY STAR*

# HOW TO REACH ENERGY STAR



*On the Web at:*

*<http://www.energystar.gov/homes>*

