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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect our environment through energy efficient products and practices. For more information, visit www.energystar.gov.

How to Make the Most of Your ENERGY STAR Service and Product Provider (SPP) Partnership

PHASE ONE

- **Learn more about ENERGY STAR** by reviewing the [online training offerings](#) on the ENERGY STAR website. There are three (3) trainings designed specifically for SPPs.
- **Review the [Market Advantage brochure](#)** to learn more about the resources available to Service and Product Providers that serve the commercial, industrial and institutional markets.
- **Review your company profile on the ENERGY STAR [Find Expert Help Directory](#)** to ensure information is accurate.
- **Download the [ENERGY STAR Partner Logo](#)** for use in your marketing materials and on your company website. Please be sure to comply with the [ENERGY STAR Identity Guidelines](#) when using the logo.
- **Update your company website** to include logos and other information about ENERGY STAR.
 - Promote the [ENERGY STAR Challenge](#)
 - Create a link to the [ENERGY STAR Buildings and Plants page](#)
 - Review the [ENERGY STAR Web Linking Policy](#)
- **Review the [EPA Energy Performance Rating System \(Portfolio Manager\)](#)** to understand how to benchmark your customer's facilities.
- **Review [automated benchmarking materials](#)** and explore the option to offer this electronic service with Portfolio Manager to your customers.

PHASE TWO

- **Review the [ENERGY STAR Partner list](#)** to find potential customers who have already committed to improving their energy performance.
- **Review [Partner of the Year Award application requirements](#)** to begin developing a plan of action to apply for the award at the end of the year.
- **Identify customers** who have ratable space and enter their data into Portfolio Manager to obtain an energy performance rating for their building(s).

ONGOING OPPORTUNITIES

- **Help your customers** establish a comprehensive energy management program using ENERGY STAR's [Guidelines for Energy Management](#) and encourage them to become ENERGY STAR Partners.
- **Identify customer buildings that have improved by at least 10 points on the Energy Performance Rating scale.**



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ONGOING OPPORTUNITIES (cont'd)

- **Identify customer buildings that qualify for the ENERGY STAR Label** and work with customer to create a [Building Profile](#).
- **Help your customers become ENERGY STAR Leaders** by improving their entire portfolio of buildings by at least 10 percent, or by achieving a portfolio-wide energy performance rating of 75 or higher.
- **Write article(s)** about how your organization has leveraged ENERGY STAR to help customers.
- **Develop a [Success Story](#)** to post on the ENERGY STAR website highlighting how you have leveraged ENERGY STAR tools and resources to help a customer.
- **Promote ENERGY STAR through professional associations (e.g., conference presentations/panels, chapter meetings, new initiatives).**
- **Apply for the [ENERGY STAR Partner of the Year Award](#)** before the December deadline.