



# 2009 ENERGY STAR<sup>®</sup> Award Application: Excellence in ENERGY STAR Promotion – New Home Builders<sup>1</sup>

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**Eligibility:** ENERGY STAR home builder partners who have committed to constructing 100% of their homes to the ENERGY STAR performance guidelines.

Please indicate your ENERGY STAR Builder Partner type:

- Local/Custom site builder
- Production site builder
- Manufactured home plant
- Manufactured or modular home retailer

**Description:** This award provides special recognition to ENERGY STAR builder partners who have effectively integrated the ENERGY STAR brand and message into their marketing efforts and sales processes, and helped to establish a significant market presence for ENERGY STAR qualified homes.

**Criteria:** Builder partners' ENERGY STAR sales/marketing materials and consumer education programs will be evaluated for how well they support any or all of the following goals:

- Increased consumer awareness and understanding of ENERGY STAR (including proper use of ENERGY STAR logo mark) and the features and benefits of ENERGY STAR qualified homes
- Increased presence of ENERGY STAR in local media (i.e., through publicized events, TV and newspaper stories, advertising, consumer outreach, etc.)
- Effectively trained sales staff and Realtors on the features and benefits of ENERGY STAR qualified homes and developing internal systems to encourage integration of ENERGY STAR messaging into the sales process.

**Narrative:** The narrative description of your ENERGY STAR sales/marketing efforts should be no more than **three pages that address the three criteria above. The narrative must be accompanied by electronic samples** of ENERGY STAR collateral materials, including:

- web sites
- advertisements
- media stories generated and/or articles placed
- point-of-sale materials, displays, and presentations
- interior and exterior signage
- consumer education materials (e.g., brochures, fact sheets)
- Cooperative activities with other ENERGY STAR Partners (e.g., the ENERGY STAR for Homes Outreach Partnership)

Your narrative should also address measured and observed results achieved through your sales/marketing and consumer awareness efforts, such as business growth and increased consumer interest. Collateral materials are not part of the three page limit.

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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. Raters and Providers that partner with ENERGY STAR for New Homes should apply for the "Partner of the Year – Home Energy Raters" award.