



# CHANGE FOR THE BETTER WITH ENERGY STAR

The ENERGY STAR® guidelines for superior energy management were established by the U.S. Environmental Protection Agency to help organizations reduce their greenhouse gas emissions. [www.energystar.gov](http://www.energystar.gov)

## ENERGY STAR...Your Market Advantage!

***Service and Product Providers can profit from helping their clients make decisions that are good for the environment and for business.***

ENERGY STAR provides a market advantage for service and product providers (SPPs). Partnering with ENERGY STAR allows SPPs access to important tools and resources that allow you to bring value to your customers and more sales to your organization. If you provide energy performance improvement services or products for commercial or industrial facilities, join the ENERGY STAR partnership today. Become part of a network of organizations across the United States. Help protect our environment through superior energy performance and:

- **Improve credibility:** ENERGY STAR is recognized by more than 60% of Americans as the national symbol for energy efficiency. Use the ENERGY STAR on marketing materials to promote your partnership.
- **Increase visibility:** As a partner, your organization will be listed in the online, searchable ENERGY STAR SPP Directory.
- **Gain access to new customers:** Use the ENERGY STAR partner listings to identify pre-qualified customers that are pursuing energy performance upgrades.
- **Identify projects and set performance goals:** Use EPA's Energy Performance Rating System to obtain energy performance ratings for existing buildings on a 1-100 scale. For new building designs, use Target Finder to determine the energy savings and learn how to integrate and evaluate energy performance throughout the design process with New Building Design Guidance.
- **Justify projects in powerful financial terms:** Use ENERGY STAR's financial value tools like QuikScope & Financial Value Calculator to estimate financial benefits from energy performance improvements.
- **Demonstrate project success:** Help your customers earn the ENERGY STAR for their top-performing buildings. Buildings that earn the ENERGY STAR use about 40% less energy than average buildings; and
- **Earn recognition:** Partners may be featured on the ENERGY STAR Web site through success stories, building profiles, and Most Active SPPs postings. You also may apply for an ENERGY STAR Partner of the Year award.

*See the back of this page for more details!*

### ***Help your clients improve their bottom line!***

#### **Hospitals**

Each dollar saved in energy costs is equivalent to generating new revenues of \$20 for hospitals, or \$10 for medical offices and nursing homes.

#### **Hotels**

A 10% reduction in energy costs for the average full service hotel is equivalent to increasing Average Daily Rate by 2.6% and increasing Occupancy Rate by 4.3%. For the average limited service hotel, a 10% reduction in energy costs is equivalent to increasing Average Daily Rate by 1% and increasing Occupancy Rate by 2.4%.

#### **Office Buildings**

Each dollar invested in energy performance improvements in commercial real estate at a 20 to 30% savings rate, is equivalent to increasing Net Operating Income by 3 to 4% and increasing Net Asset Value by \$2.50 to \$3.75.

#### **Supermarkets**

A 10% reduction in energy costs for the average supermarket is equivalent to increasing net profit margins by 15%, increasing Earnings Per Share by \$.06, and increasing sales per square foot by \$71.

### ***How to Join ENERGY STAR:***

Just sign the ENERGY STAR Partnership Agreement! When you do, ENERGY STAR will list your organization on the Web-based SPP Directory. It's that easy!

*To learn more, visit:*

[www.energystar.gov/sppresources](http://www.energystar.gov/sppresources), call the ENERGY STAR Hotline at 1-888-STAR-YES or our ENERGY STAR representative,

Robert Sauchelli, (212) 637-3749,  
[Sauchelli.Robert@epa.gov](mailto:Sauchelli.Robert@epa.gov).



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## **ENERGY STAR Tools & Resources**

*Access these tools and resources to help improve the energy performance of your clients' facilities.*

### **Service and Product Provider Directory**

A listing in the ENERGY STAR SPP Directory will help improve the credibility and visibility of your organization. This online, searchable directory maintains information about all ENERGY STAR SPP partners. Building owners and managers use this directory to find the services and products you provide. ENERGY STAR also offers a Directory of Professional Engineers (PEs). Use this directory to search for PEs that can verify a building's ENERGY STAR label application.

### **EPA's Energy Performance Rating System**

Use EPA's Energy Performance Rating System to generate energy performance ratings for buildings, on a scale from 1-100, relative to similar buildings across the country. The tool can help you identify new sales opportunities, set performance goals, and communicate results. Buildings with lower ratings are typically good candidates for improvement (lower ratings reflect important operational issues or out-dated technology). Buildings earning a 75 or higher may apply for the ENERGY STAR.

### **Financial Value Calculator (FVC)**

Investments in energy performance can have a favorable impact on profit margins, earnings per share, and shareholder value. The FVC presents energy investment opportunities using key financial metrics managers need to convey the message of improved energy performance to customers. Learn how to preload the calculator with customized information to make powerful presentations.

### **Building Upgrade Value Calculator**

For commercial real estate, this calculator assesses the financial value of proposed investments in energy efficiency. Estimate energy savings, return on investment and net present value as well as the impact on asset value and a property's ENERGY STAR rating. Also generate a summary of results to highlight financial benefits for use as part of a capital investment proposal.

### **Target Finder and New Building Design Guidance (NBDG)**

Use Target Finder to generate an energy performance rating for new building designs and compare estimated energy use to your target. Specify energy goals and intent in proposals using the Statement of Energy Design Intent generated by Target Finder. NBDG will help determine when to evaluate energy use during the design process and help you achieve energy performance goals.

### **Case Studies**

Submit building profiles and success stories to highlight how your organization has helped customers improve the energy performance of their buildings and earn the ENERGY STAR. ENERGY STAR end-user partners use these profiles to identify successful SPPs.

### **Building Manual**

Use the building manual to identify opportunities for improving energy efficiency for your customers. This web-based technical resource (downloadable in PDF format) provides a comprehensive and strategic approach for upgrading new and existing buildings.

### **Cash Flow Opportunity (CFO) Calculator**

Use the CFO Calculator to estimate how much new equipment can be purchased and financed by the anticipated energy savings. The calculator also allows you to compare the costs and benefits of financing a project using current economic conditions, versus anticipated future economic conditions.