



Setting the Standards for
Home Energy Efficiency

20 YEARS OF
SUCCESS | Setting the
Standards for Quality
1996 - 2016

New Tools for Builders To Market Homes with HERS Index

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RESNET Consumer Marketing Campaign



The image shows a website layout for RESNET (Residential Energy Services Network). The header includes the RESNET logo, navigation links for HERS Index, RESNET Members, and an About RESNET link, along with social media icons and a search bar. The main content area features a large blue banner with the text "Want To Know How Energy Efficient a Home is?" and "Check its HERS Index Score!" with a "SEARCH NOW" button. Below this is a section titled "Learn About the HERS® Index" with a play button icon and a house illustration. To the right is a "Find a Local RESNET Professional Near You" section with a "FIND A PROFESSIONAL NOW" button. Further down is a "Looking for a HERS Rated Home?" section with a "SEARCH NOW" button. On the right side, there is a "The HERS Index" section with a "LEARN MORE" button. The bottom of the page features three sample article headings, each with a placeholder image and a paragraph of Lorem Ipsum text.

RESNET
RESIDENTIAL ENERGY SERVICES NETWORK

HERS® INDEX WORKSITE | RESNET MEMBERS | JOIN AN EXPERT | Site Search

Energy Efficiency | Financial Benefits | Ratings and Audits | HERS Index | Use a RESNET Pro | Articles | About RESNET | Contact

Want To Know How Energy Efficient a Home is?

Check its HERS Index Score!

[SEARCH NOW](#)

Learn About the HERS® Index

[FIND A PROFESSIONAL NOW](#)

Looking for a HERS Rated Home?

Find out if a home has been HERS-rated and what its score is.

[SEARCH NOW](#)

The HERS Index

Find out what it is, how it works and why it's important to you!

[LEARN MORE](#)

H2 Sample Article Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ar ante dolor et dolor. Donec fringilla nibh sit

Sample Article Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ar ante dolor et dolor. Donec fringilla nibh sit

Sample Article Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ar ante dolor et dolor. Donec fringilla nibh sit

Know the HERS Score *before* You Buy Campaign

Social Media Campaign

Google Ads

Facebook Ads

Posts on RESNET

Social Media

News Releases

Find your home in the RESNET National Registry



1,735,669

TOTAL Number of HERS-rated Homes to Date

Number of homes
HERS-rated in 2015

190,180

30% increase
from 2014



NEW HOMES
sold in the US
are HERS-rated

801 Main St
Hanceville, AL 35077

**This Home's
HERS Index Score**



Rating Company:
Ecosouth Green Building Services



Rating Date:
December 17, 2013

RESNET Energy Smart Builder HERS Index Marketing Materials

RESNET's NEW HERS INDEX TOOLS

Helping builders demonstrate the value
of their Energy Efficient Homes.

Informative
HERS Index Video



Customizable
Brochure

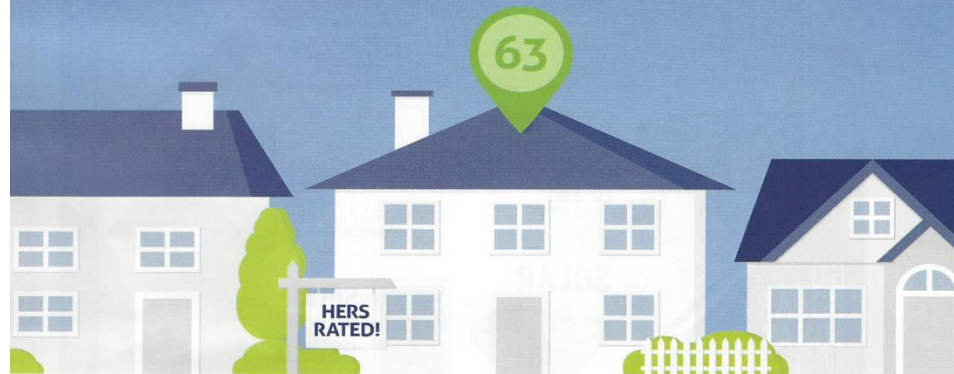


Yard Sign
Templates



Promote your HERS-rated homes to prospective buyers!

The HERS Index tools are part of RESNET's ongoing commitment to support our builder partners in their efforts to successfully market their HERS-rated homes to consumers. Visit www.resnet.us/professional/hers-index-tools to download your free suite of HERS Index tools.



RESNET EnergySmart
Builder
Every Home is a HERS Rated Home

Not a RESNET EnergySmart Builder yet?

Visit www.resnet.us/professional/builder-partners to find out how you can benefit from being an EnergySmart Builder.

Customized HERS Index Consumer Brochure

One Number That Says It All!

Like a miles-per-gallon (MPG) label for houses, the HERS Index Score is the one number that tells you how energy efficient a home is compared to other homes.

- ▶ Compare homes based on energy performance
- ▶ Know what the projected energy costs are for the home you want to buy
- ▶ Enjoy peace of mind by knowing the home was rated by a certified RESNET HERS Rater



What Is RESNET?

The Residential Energy Services Network (RESNET) is the independent, national non-profit organization that homeowners trust to improve home energy efficiency and realize substantial savings on their utility bills. It is the organization responsible for creating the national training and certification standards for Home Energy Rating System (HERS) Raters.

To qualify as a certified RESNET Rater, home energy professionals must first complete the rigorous training and testing required, and agree to abide by the RESNET Code of Ethics and Standards of Practice.

RESNET's industry-leading standards are recognized by the U.S. Department of Energy, U.S. Environmental Protection Agency, and the U.S. mortgage industry.

For more information about RESNET visit

www.resnet.us

Insert company information here and more about their HERS rated energy efficient homes.



THE HERS INDEX SCORE

It's what smart homebuyers ask for.



Insert Company Logo or Name here

Customized HERS Index Yard Signs

Insert Company Logo or Name here



Insert company phone
number and website
address here

ASK FOR THE
HOME'S
ENERGY
SCORE!

For Model Homes

RESNET YouTube channel

<https://m.youtube.com/watch?v=YjX8RKuKy3s>

Coming soon. . .

Search for
Energy Smart Builders
by State

Energy Smart Builders on RESNET Board of Directors



Jacob Atalla, KB Home



Jim Petersen, Lennar



Kelly Stephens, SunRiver Construction

Builders – HERS Raters can do more than test your houses

- Resource for new marketing tools from RESNET
- Training for Sales Staff
- Demonstrations for potential buyers in neighborhoods where testing/inspections are taking place
- Technical support for “special” buyers (i.e. engineers, etc.)
- Training for field personnel so they can talk more knowledgably to customers

HERS Raters

- Providing marketing and technical support for builders makes your service a “value added” service instead of just “cost”
- Gives you the opportunity to stay in front of your builders
- Makes your service a specialty service instead of a “commodity” service that only competes on price

Thank You!