A Second Look: Enhancing HERS with ENERGY STAR

RESNET 2016 – February 29th

1:30 PM

Agenda

- Industry terminology:
  - What Granite and Horse Racing has to do with the HERS Index
- Marketing wins = Fancy Dinners & Engagement rings
  - Because explaining items in appealing & familiar terminology is important
- Costs associated with a HERS Rating/ENERGY STAR
  - Revision 08
  - When a builder stops paying
  - How to transition a builder from the HERS Index to ENERGY STAR and save them money

Pimlico
PIMLICO
$48
PLEASE CHECK FOR ACCURACY

Wagering
Windows

Preakness 136

ENERGY STAR. The simple choice for energy efficiency.

Ultimate PP's w/ QuickPlay Comments **Belmont Park** MtropltH-G1 1 Mile 3&up Saturday, June 07, 2014 **Race 9**

brisnet.com
the handicapper's edge

E1 E2/Late SPD
96 107/ 95 107

3 Scarly Charly (E/P 6)

Own: Silver Ranch Stable And Wachtel Stable
50/1 Black, Gold Panel, Two Gold Hoops On Sleeves, Black
FRANCO MANUEL (107 11-14-18 10%)

Dkbbr. g. 5
Sire: Friends Lake (A.P. Indy) $7,500
Dam: Extra Rare (Rare Brick)
Brdr: Budget Stable (KY)
Trnr: Hushion Michael E (25 7-3-3 28%)

Prime Power: 125.1 (13th) L 110

Life:	7	1- 1- 3	$68,750	91	Fst (101)	4	1- 0- 3	$52,800	91
2014	2	1- 0- 0	$33,850	91	Off (100)	1	0- 1- 0	$11,200	91
2013	4	0- 1- 2	$28,180	91	Dis (101)	1	0- 0- 1	$6,720	83
BEL	0	0- 0- 0	$0	0	Trf (99)	1	0- 0- 0	$250	80
					AW	1	0- 0- 0	$4,500	86

2014	452	14%	41%	-0.11	+2014	96 28%	59%	-0.07
JKYw/EP types	396	14%	39%	-0.19	+46-90daysAway	104 21%	51%	-0.58
JKYw/ Trn L60	7	14%	14%	-1.59	+1st start w/trn	41 22%	61%	-0.48
JKYw/ Routes	145	8%	41%	-0.85	+Shipper	58 34%	67%	-0.27

Sire Stats: AWD 7.0 15%Mud 579MudSts 1.08spi
Dam'sSire: AWD 6.6 14%Mud 1880MudSts 0.77spi

★ Switches to a high% trainer ★ 34% trainer: Shipper ★ Won last race (SA 03/28 6.5f Dirt ft MdSpWt)
★ Hot Trainer in last 14 days (7 3-0-1)

● Moves up in class from last start ● Has not raced for more than 2 months ● Poor Speed Figures
● Best Speed Rating is well below the Avg Winning Speed

Previously trained by Armstrong Janet (as of 03/28/2014): (51 5-8-4 10%)

DATE TRK	DIST		RR RACETYPE	CR	E1	E2/	LP	1c	2c	SPD	PP	ST	1C	2C	STR	FIN	JOCKEY		ODDS	Top Finishers	Comment	
28Mar14SA[1]	6½ ft	:22[2] :45[2] 1:09[2] 1:15[2]	4↑ 112 Mdn 56k	115	83	84/	101	-7	-11	91	5	2	5[2¼]	5[2½]	1½	1[2¼]	BejaranoR[122]	L	*1.30	ScrlyChrly[2¼]Mnk¾ARedTieDay[2¼]	4wd into str;led;clear	6
16Feb14SA[1]	① 1m fm	:22[4] :47 1:11 1:34	4↑ 111 Mdn 56k	111	83	80/	85	+2	-3	80	5	4[2½]	4[2]	3[1]	3[3]	6[4¼]	SmithME[122]	Lb	4.00	Snps[2]¾Crcero¼AqaRevelation[hd]	3wd into lane;weakened	9
29Dec13SA[3]	1m ft	:22[3] :46[2] 1:10[1] 1:35[2]	3↑ 112 Mdn 56k	115	81	83/	86	-1	+4	83	5	3[2]	3[1]	2[2½]	2[2½]	3½	GutierrezM[124]	L	*1.70	SkngthWst[no]Crcro½ScrlyChrly[1¼]	3wd 3/8;rallied btwn	7
10Oct13SA[6]	1 1/16 ft	:23[3] :47[1] 1:11[2] 1:43	3↑ 113 Mdn 48k	114	82	87/	93	-1	-2	91	3	4[1½]	4[3]	4[2]	4[2½]	3[2¾]	GutierrezM[124]	L	4.00	CtBrglr[1] SwtSnshin[1]¾ScrlyChrly[hd]	Inside;2wd late 3rd	9
24Aug13Dmr[6]	Ⓐ 6f ft	:21[2] :44[1] :56[3] 1:08[3]	3↑ 112 Mdn 75k	113	85	87/	93	+6	+2	86	3	1	7[9¾]	8[10]	6[9]	4[7¾]	StevensGL[122]	L	3.30	WildDde[5]¾DrowCrazy[4]½ChlLion½	Angled in;missed 3rd	11
24Jan13SA[2]	7f wf	:21[4] :44 1:08[2] 1:21[1]	4↑ 113 Mdn 56k	115	93	99/	85	+1	+1	91	2	2	4[1¼]	4[1¼]	2[hd]	2[no]	StevensGL[122]	L	5.00	MsGav[no]ScrlyChrly[2¼]WildMdia½	Bid btwn;led;willingly	7
26Dec12SA[9]	6f ft	:21[3] :44[2] :56[1] 1:08[1]	3↑ 111 Mdn 56k	114	84	89/	96	-2	-6	91	11	3	8[4¾]	5[4]	5[5]	3[3½]	MojicaO[122]	L	24.70	ScrpnWar[3]½WildMd[no]ScrlChrl¾	Chased;up 3rd 3wd wire	12

02Jun Bel 4f ft :48[3] B *16/37* 26May Bel 4f ft :48[1] B *15/47* 19May Bel 5f ft :59[4] B *4/35* 12May Bel tr.t 5f ft 1:03 B *39/60* 05May Bel tr.t 4f ft :48[2] B *8/36* 10Apr SA 4f ft :49[1] H *16/30*
21Mar SA 4f ft :46[1] H *2/46* 15Mar SA 5f ft 1:03[1] H *46/49* 09Mar SA 5f ft :59[1] H *3/40* 26Feb SA 5f ft 1:00[2] H *16/86* 01Feb SA 5f ft :59[2] H *6/79* 26Jan SA 5f ft 1:00[3] H *17/78*

4 Goldencents (E/P 6)

Own: W C Racing
10/1 Periwinkle Blue, White Horse Shoes, Gray Sleeves, White
SMITH MIKE E (0 0-0-0 0%)

B. c. 4 OBSJUN 2012 $62k
Sire: Into Mischief (Harlan's Holiday) $20,000
Dam: Golden Works (Banker's Gold)
Brdr: Rosecrest Farm & Karyn Pirrello (KY)
Trnr: O'Neill Doug F (0 0-0-0 0%)

Prime Power: 147.1 (5th) L 121

Life:	13	5- 4- 0	$1,994,000	107	Fst (107)	9	4- 2- 0	$1,842,000	107
2013	10	3- 3- 0	$1,272,000	107	Off (103)	1	0- 0- 0	$0	58
2012	3	2- 1- 0	$722,000	101	Dis (104)	4	2- 1- 0	$694,000	103
BEL	1	0- 1- 0	$80,000	94	Trf (106)	0	0- 0- 0	$0	
					AW	3	1- 2- 0	$152,000	102

+2014	230	21%	50%	-0.31	2014	293	16%	40%	-0.45
+JKYw/EP types	182	23%	52%	-0.03	90+ days away	152	9%	36%	-0.42
+JKYw/ Trn L60	8	38%	38%	+2.58	Graded Stakes	169	11%	30%	+0.04
+JKYw/ Routes	59	19%	58%	-0.59	+Btn favorite	211	18%	46%	-0.62

Sire Stats: AWD 6.6 27%Mud 48MudSts 3.20spi
Dam'sSire: AWD 6.8 11%Mud 979MudSts 0.86spi

★ Best Dirt speed is close to the Avg Winning Speed ★ Sharp 6F workout (May-28)

● Failed as favorite in last race ● Has not raced for more than 6 months

DATE TRK	DIST		RR RACETYPE	CR	E1	E2/	LP	1c	2c	SPD	PP	ST	1C	2C	STR	FIN	JOCKEY		ODDS	Top Finishers	Comment	
30Nov13Aqu[8]	1m ft	:22[3] :45[2] 1:09[3] 1:34[3]	3↑ 121 CigarMiH-G1	120	103	110/	81	+11	+8	96	7	2[1]	[illegible]	2[1]	5[2]	7[6¼]	BejaranoR[120]	L	*3.00	Flat Out[1]¼Private Zone[2]Verrazano[nk]	Bump hard brk; 3w	10
01Nov13SA[8]	1m ft	:22 :44[3] 1:08[3] 1:35	3↑ 119 BCDirtMi-G1	123	113	122/	81	+19	+19	103	11	1½	1½	1[2]	1[5]	1[2¾]	BejaranoR[123]	L	3.80	Gldncnts[2]¾GldnTckt[3]½BrjodOlros[1]½	Sent;duel;drift;drivng	11
05Oct13SA[9]	6f ft	:21[2] :43[3] :55[4] 1:08	3↑ 120 SaSprtCh-G1	122	93	100/	105	+2	+1	107	7	5	5[4]	4[6]	3[3]	2½	BejaranoR[123]	L	*1.40	PntsOftbnc½Glncnts[2]½DstnctvPsn[4]½	3wd into str;willingly	7
25Aug13Dmr[7]	Ⓐ 7f ft	:22[2] :44[1] 1:08[3] 1:21	3↑ 117 POBrien-G2	120	95	109/	91	-1	+1	102	3	6	2[1]	1[hd]	1[1½]	2[1]	ValenzuelaPA[120]	Lb	*0.90	FedBiz[1]Goldncnts¾GonnaFlyNow[1]	Drifted out str;caught	12
28Jly13Dmr[8]	Ⓐ 6f ft	:22[2] :44[4] :56[4] 1:09	3↑ 118 BCrosby-G1	121	93	99/	94	-2	-1	98	2	3	5[1¼]	5[1¾]	3[1]	2[hd]	KriggerK[119]	Lb	*1.90	*PntsOftbnc*[hd]Glncnts[3]¼JmmCrd[2]¼	Pulled;bid 1/16;game	6
18May13Pim[12]	1 3/16 ft	:48[3] 1:13[1] 1:38 1:57[2]	119 Preaknes-G1	119	91	101/	97	-3	-7	100	2	2[1½]	2[2]	2[1½]	4[6½]	5[9½]	KriggerK[126]	L	9.50	Oxbow[1]¾Itsmyluckyday¾Mylute[4]¾	Stalk;3-5wd;weaken 1/8	9
04May13CD[11]	1¼ sy[5]	:45[1] 1:09[4] 1:36 2:02[4]	119 KyDerby-G1	114	118	112/	2	+29		58	7	2[hd]	4[4½]	15[9¾]	17[19]	17[49]	KriggerK[126]	L	7.90	Orb[2]½Golden Soul[1]Revolutionary[hd]	Eased up late	19
06Apr13SA[9]	1⅛ ft	:46[2] 1:10[2] 1:35[3] 1:48[3]	116 SADerby-G1	122	101	110/	97	+7	+5	106	4	2½	2½	2½	1[1]	1[1¼]	KriggerK[122]	L	6.50	Gldncnts[1]¼Flsbck[6]¼SprNintyNin[2]¾	Led btwn into str;held	8
09Mar13SA[7]	1 1/16 ft	:22[4] :45[4] 1:09[4] 1:42[1]	117 SnFelipe-G2	118	100	108/	83	+8	+9	97	3	2[1½]	1[hd]	1½	2½	4[2¼]	KriggerK[120]	L	2.30	HarthGhost½Flsbck½TzaMnstr[1]¼	Pulled;dueled;outkickd	8
05Jan13SA[3]	1m ft	:23 :46[1] 1:10 1:36[2]	119 Sham-G3	119	93	104/	81	+7	+13	93	2	2[1]	2[1]	2[1]	2½	1[1½]	KriggerK[120]	L	*0.40	Goldncnts[1]½DnsLgacy½Manand[15]	Bit tight early;gamely	5

●28May SA 6f ft 1:11[3] H *1/10* ●21May SA 6f ft 1:12 H *1/5* 14May SA 6f ft 1:12[4] H *4/8* ●04May SA 7f ft 1:21[4] Hg *1/5* 24Apr SA 6f ft 1:12[2] H *4/27* 16Apr SA 6f ft 1:12[4] H *4/15*
07Apr SA 5f ft 1:01 H *26/50* 27Mar SA 5f ft :59[2] H *7/52* 15Mar SA 4f ft :47[3] B *8/42* 06Mar SA 4f ft :53[4] B *66/66* 21Dec'13 SA 4f ft :49[2] H *27/38* 20Nov'13 SA 5f ft :59[2] H *4/37*

5 Moreno (E 8)

Own: Southern Equine Stable Llc
10/1 White, Yellow And Blue Emblem, Blue Collar And Cuffs,
ROSARIO JOEL (74 16-14-10 22%)

B. g. 4
Sire: Ghostzapper (Awesome Again) $50,000
Dam: Danceinthesunlight (A.P. Indy)
Brdr: Southern Equine Stables LLC (KY)
Trnr: Guillot Eric J (0 0-0-0 0%)

Prime Power: 148.5 (3rd) L 118

Life:	17	2- 5- 3	$809,940	110	Fst (114)	12	1- 5- 2	$749,470	110
2014	2	0- 0- 1	$140,500	110	Off (113)	1	1- 0- 0	$51,000	93
2013	12	2- 5- 1	$663,090	109	Dis (114)	2	1- 0- 0	$51,250	93
BEL	2	2- 0- 0	$171,000	97	Trf (111)	2	0- 0- 0	$3,470	75
					AW	2	0- 0- 1	$6,000	86

2014	530	17%	50%	-0.51	2014	30	7%	30%	+0.17
+JKYw/ E types	305	22%	54%	-0.36	Shipper	82	7%	23%	-0.57
JKYw/ Trn L60	2	0%	50%	-2.00	Graded Stakes	47	4%	26%	-1.26
JKYw/ Routes	123	15%	54%	-1.08	3rd off layoff	22	5%	27%	+1.41

Sire Stats: AWD 7.2 22%Mud 322MudSts 2.49spi
Dam'sSire: AWD 8.2 19%Mud 1428MudSts 4.10spi

★ Highest last race speed rating ★ Eligible to improve in 3rd start since layoff
★ Beaten only 1.75 lengths in last start ★ Early speed running style helps chances
★ May improve at the shorter distance ★ Best Dirt speed is faster than the Avg Winning Speed

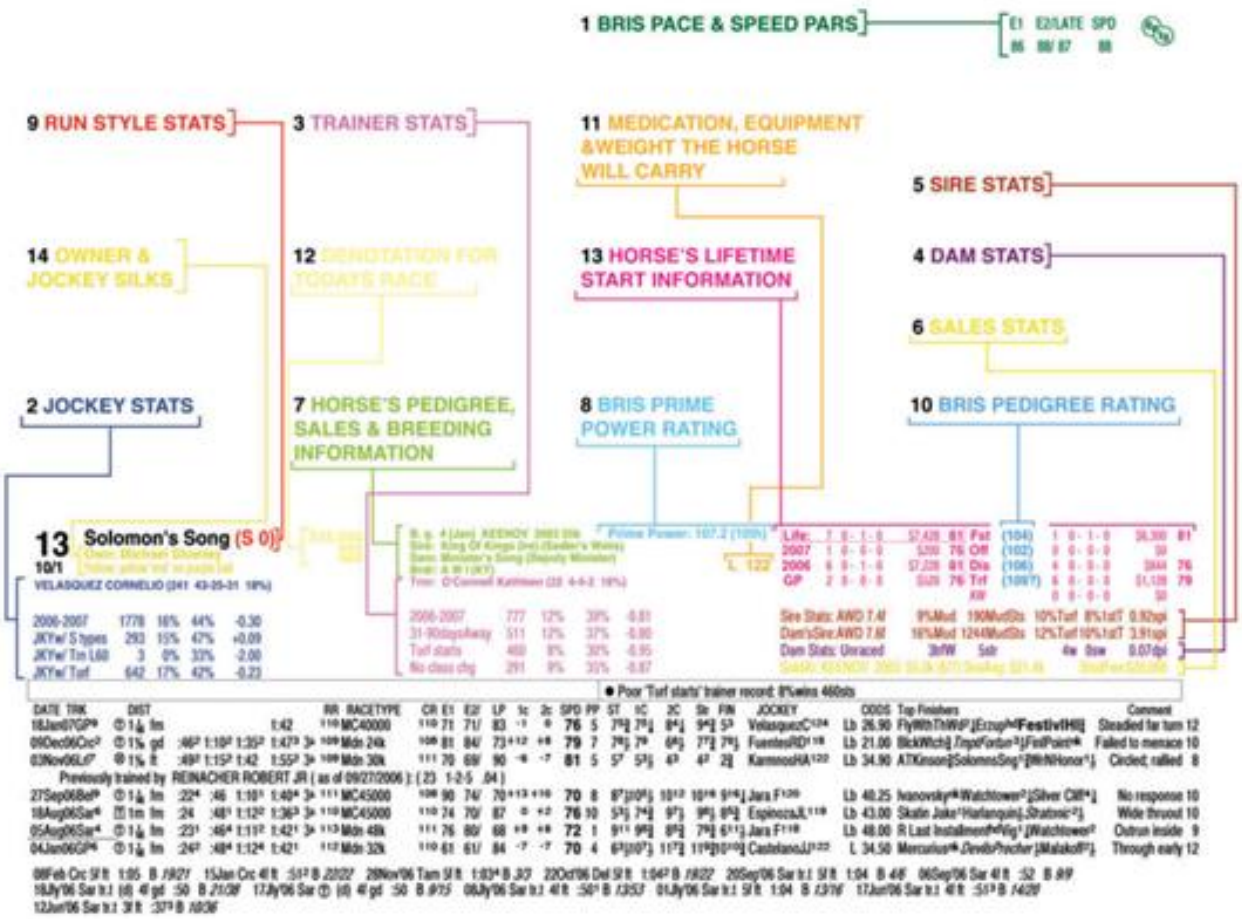
● Poor trainer win%

DATE TRK	DIST		RR RACETYPE	CR	E1	E2/	LP	1c	2c	SPD	PP	ST	1C	2C	STR	FIN	JOCKEY		ODDS	Top Finishers	Comment	
16May14Pim[12]	1 3/16 ft	:46[4] 1:11[1] 1:36[3] 1:55[4]	3↑ 120 PimSpcl-G3	122	107	115/	101	+9	+4	110	3	2[1]	3½	2½	1[1]	4[1¾]	RosarioJ[118]	Lb	2.50	Rvltnary[nk]PrayforRlf[1]¼CtBrglr[nk]	3wd;led;duel;grudgngly	9
19Apr14CT[12]	1⅛ ft	:46[4] 1:11[3] 1:37 1:50[2]	4↑ 119 CTClssic-G2	120	97	103/	97	+3	+3	102	2	1[1]	2[hd]	4[3]	4[4]	3[3]	RosarioJ[118]	Lb	9.10	Imprativ[1]¼GameonDude[1]¾Morno[2]	Rail; 4w 1/8; re-rally	7
02Nov13SA[12]	1¼ ft	:46[1] 1:10[1] 1:34[4] 2:00[3]	3↑ 122 BCClasic-G1	118	105	111/	57	+9	+11	88	4	2½	1[hd]	7[3¾]	10[8¼]	10[19]	TalamoJ[122]	Lb	32.00	*McMcMv*[no] *WlTkCrg*[hd]DctrtnlWr[3]¼	Vied ins foes;faltered	11
21Sep13Prx[11]	1⅛ ft	:46[3] 1:10[2] 1:36 1:49[1]	119 PaDerby-G2	121	105	116/	84	+10	+11	102	3	1[hd]	1½	1[1]	3[1]	2[2½]	OrtizJL[122]	Lb	3.00	WllTakeCharge[2]¾Morno[nk]Batir[1]½	Roughed; led; gamely	8
24Aug13Sar[12]	1¼ ft	:48[4] 1:13[2] 1:37[2] 2:02[3]	119 Travers-G1	122	87	110/	99	-10	+1	109	6	1[1½]	1[2]	1[hd]	2[hd]	2[no]	OrtizJL[126]	Lb	31.00	*Wll Take Charge*[no]Moreno¾Orb[no]	2p;came back;lost bob	9
27Jly13Sar[10]	1⅛ ft	:47[2] 1:11 1:34[4] 1:47[1]	118 JimDandy-G2	120	88	97/	102	-7	-8	102	4	1[1]	1[1½]	1½	2½	3[3¼]	OrtizJL[121]	Lb	7.20	**PalacMalc**[1]*WlTakChrg*[2]¼Mrn[5]	Ins to 1/4;erratic str	9
06Jly13Bel[8]	1 1/16 ft	:24[1] :47[1] 1:10[4] 1:41	117 Dwyer-G2	120	78	89/	102	-13	-8	97	2	1[1]	1[1½]	1[2½]	1[5]	1[7]	OrtizJL[116]	Lb	5.70	Mrn[7]SaintVign[nk]FrGratrGlry[1]¼	Pace 2-3w; drew clear	6
08Jun13Bel[5]	1m my[4]	:23[3] :46[2] 1:10[4] 1:36	3↑ 113 Mdn 85k	117	90	94/	91	+1	+1	93	6	1[1]	1[2]	1[2]	1[3½]	1[6¼]	OrtizJL[119]	Lb	8.40	*Mrn*[6]¼*Actra*[2]SnakyBlowot[1]½	Coaxed 2p; drew clear	9
05May13Bhp[7]	① 1 3/16 fm	:49[1] 1:13[4] 1:38[2] 1:56[3]	3↑ 111 Mdn 52k	112	80	81/	65	-1	+2	75	6	2[hd]	2[hd]	2[hd]	1[hd]	4[3¼]	DelgadilloA[118]	L	8.40	NgrFls[1]¼ApostlPal[1]¼PrincTlmachs½	Btwn 1/8;lost 3rd	11
13Apr13SA[1]	1 1/16 ft	:23[4] :48 1:12[2] 1:43[4]	113 Mdn 56k	115	79	83/	95	-9	-8	90	5	1[1]	1½	1½	1[1]	2[1]	DelgadilloA[121]	L	23.80	Master Appeal[1]Moreno[3]¼Airfoil¾	Drifted out lane	7

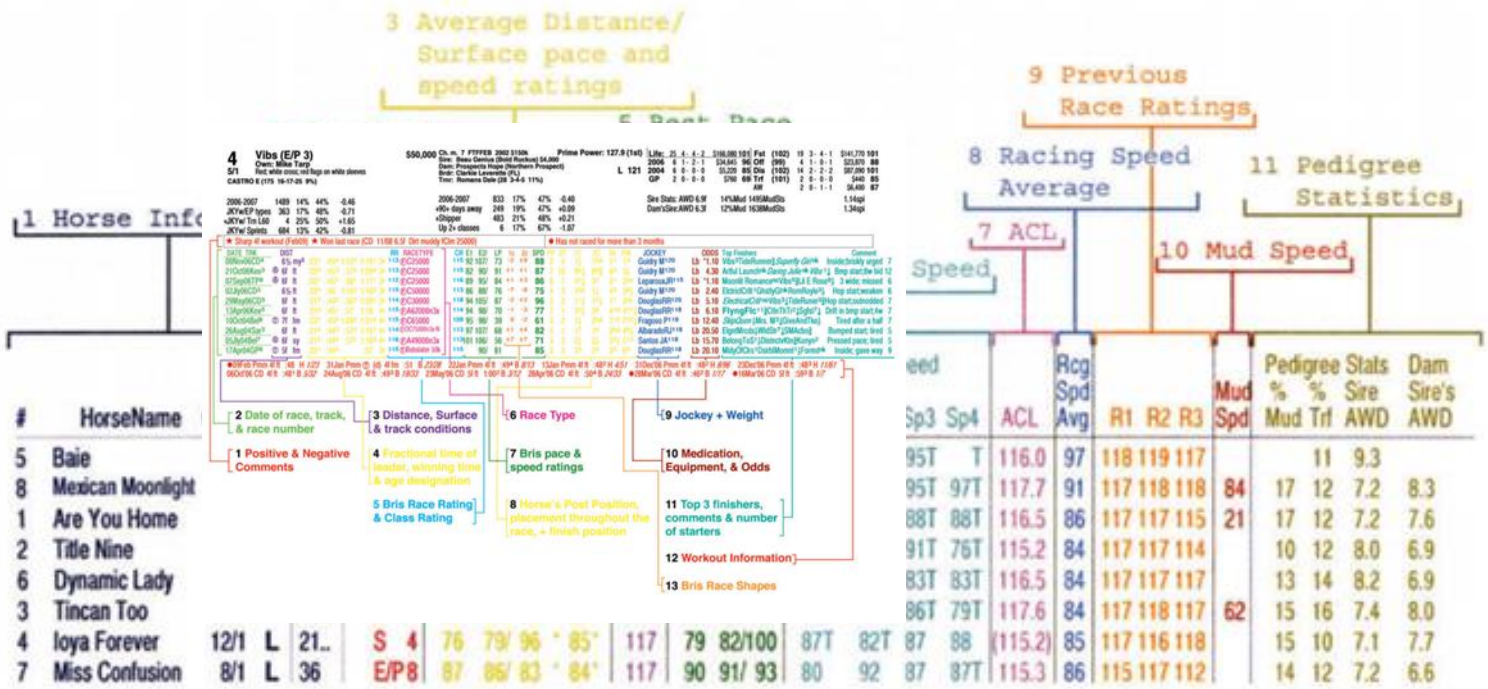
31May Sar tr.t 4f ft :49[4] B *17/21* 09May SA 5f ft 1:01 H *14/34* 15Apr Kee 4f ft :49[3] B *7/7* 04Apr SA 6f ft 1:12[4] H *4/21* 28Mar SA 5f ft 1:00 Hg *13/64* 19Mar SA 4f ft :47[3] H *2/22*
12Mar SA 7f ft 1:23[1] H *1/2* 05Mar SA 5f ft :59[1] H *5/50* 26Feb SA 6f ft 1:15[3] H *30/30* 19Feb SA 5f ft 1:02 H *19/31* 12Feb SA 4f ft :49[1] H *37/49* ●26Oct13 SA 5f ft :59[1] H *1/51*

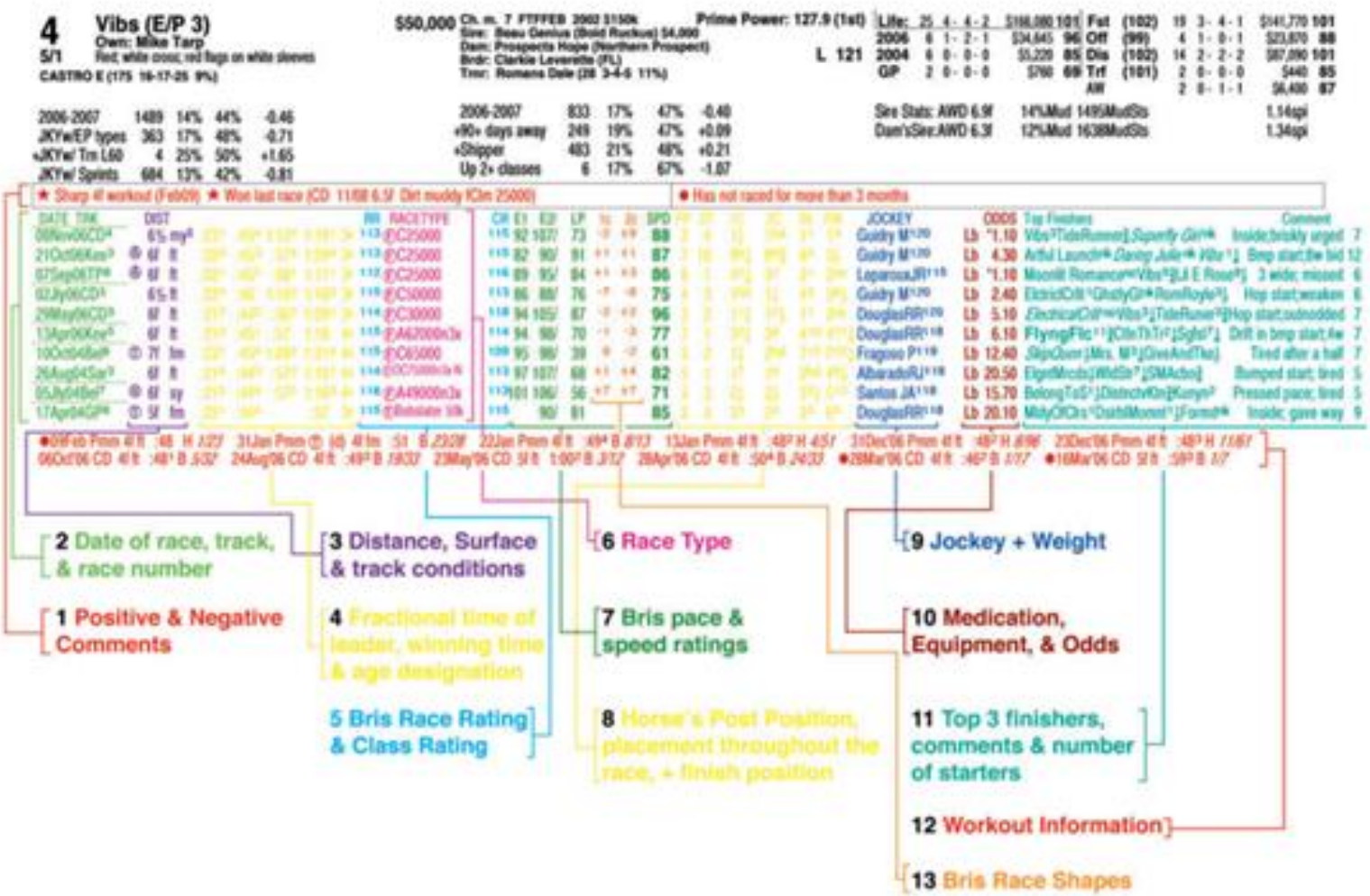
(c) Copyright 2014 Bloodstock Research Information Services www.brisnet.com This product was created with data that were supplied by and are proprietary to Equibase Company LLC. All rights reserved. Reuse of this data is expressly prohibited.

ULTIMATE PPs WITH COMMENTS EXPLANATION Pt. 1

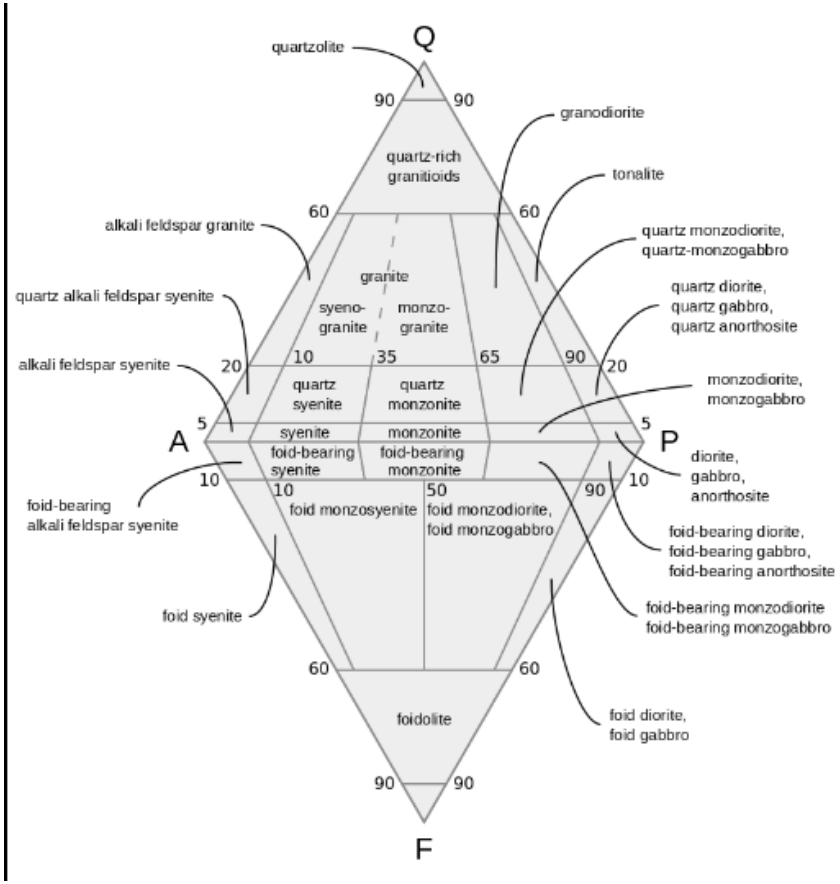


RACE SUMMARY EXPLANATION



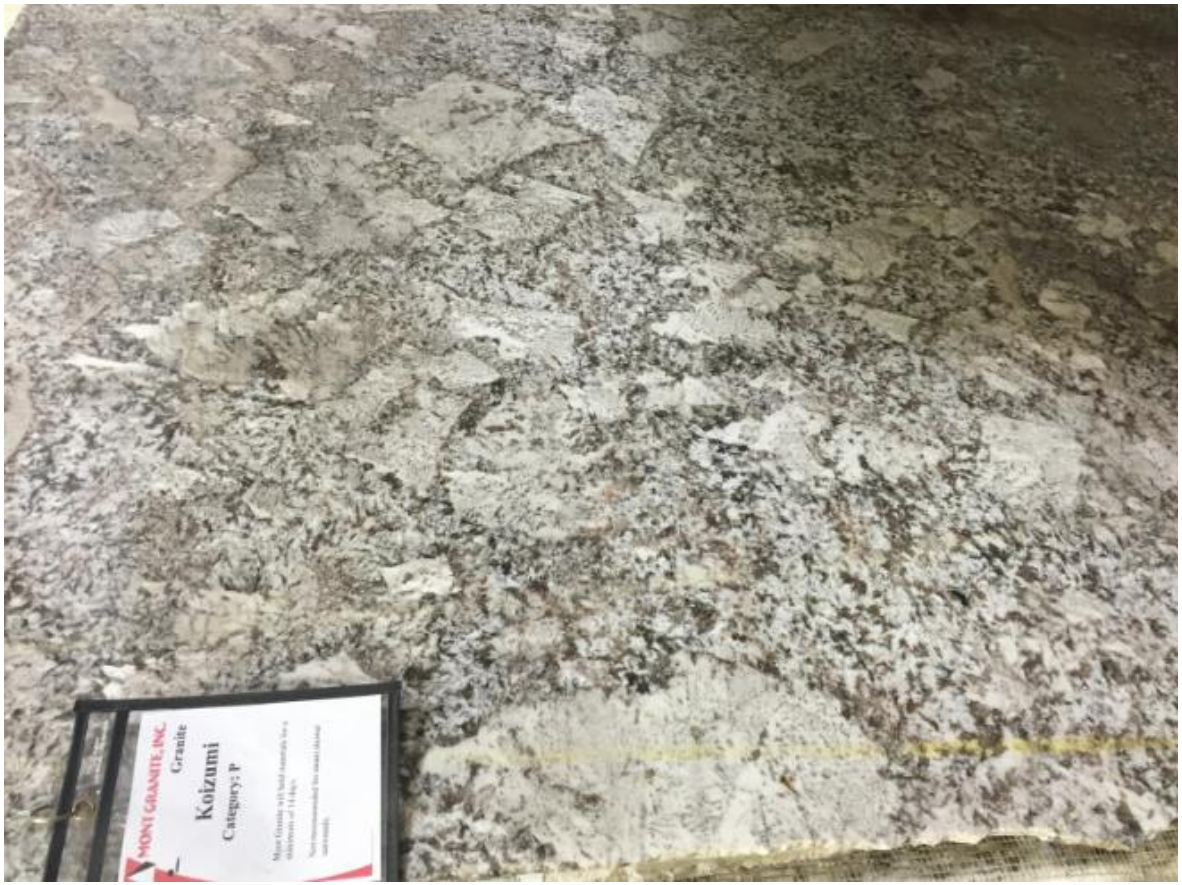

2 Date of race, track, & race number
3 Distance, Surface & track conditions
6 Race Type
9 Jockey + Weight
1 Positive & Negative Comments
4 Fractional time of leader, winning time & age designation
7 Bris pace & speed ratings
10 Medication, Equipment, & Odds
5 Bris Race Rating & Class Rating
8 Horse's Post Position, placement throughout the race, + finish position
11 Top 3 finishers, comments & number of starters
12 Workout Information
13 Bris Race Shapes

Granite – Digging Deep

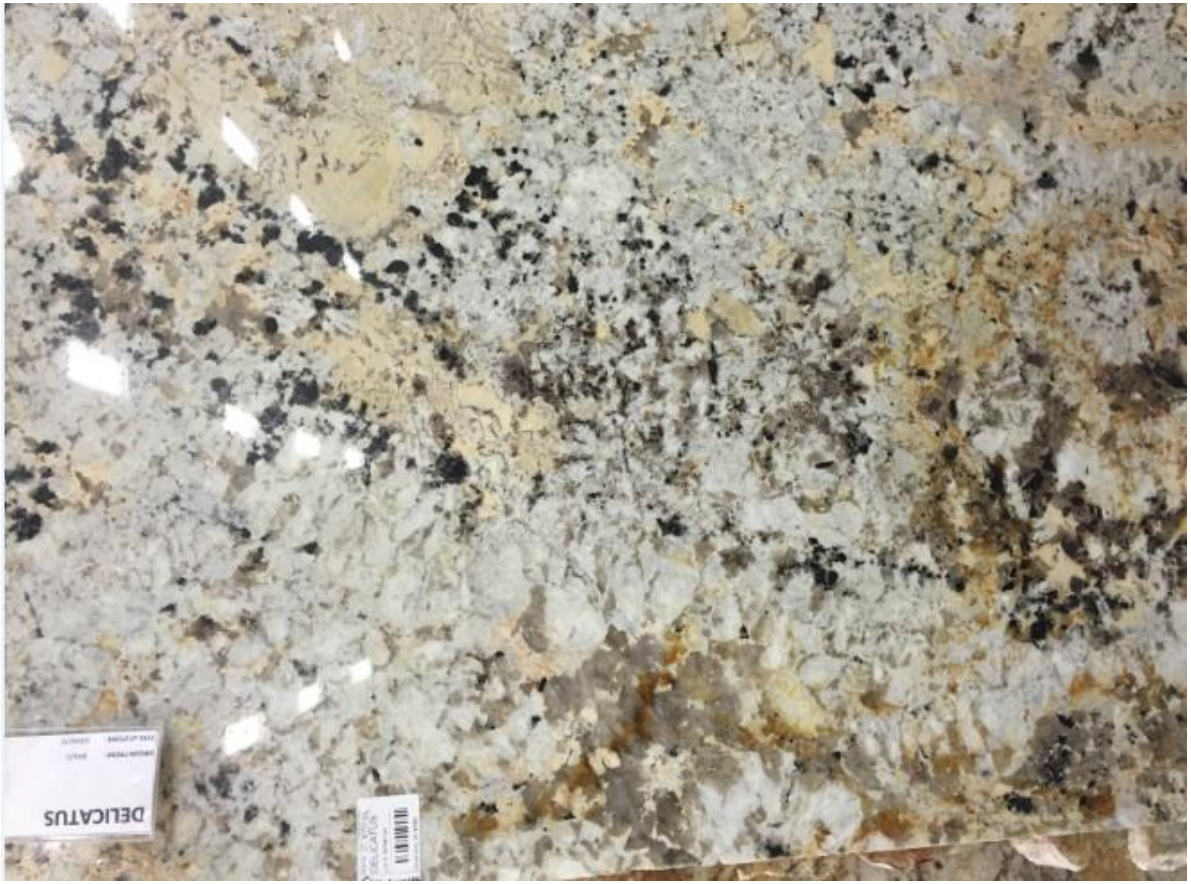


Granite – Digging Deep

Granite - Digging Deep



Granite - Digging Deep



Granite – Digging Deep

Granite – Digging Deep

And what is it whittled down to?

- Will I win money?
- Does it look good in my kitchen?

Marketing Achievements: Getting people to pay premium prices for Slimeheads and Drill Bits

Slimeheads and Toothfishes

Slimeheads and Toothfishes

Slimeheads, Toothfish, Sea Urchin

- Slimehead = Orange Roughy
- Toothfish = Chilean Sea Bass
- Sea Urchin = Uni

- The marketing transformation took decades

Drill bits and saw Monopoly

Marketing FTW

- No one wanted to eat Slimeheads, lobster's, Harlot's eggs, or Patagonia Toothfish
- No one wanted a small piece of rock on their finger until marketers made us associate love with diamonds.
- Nobody knew they needed personal TV's that also worked as phones, or watches that tracked how many steps we took.
- How does this relate back to ENERGY STAR Certified Homes?

The Value of ENERGY STAR

EPA

The Value of ENERGY STAR

1. Branding.

ENERGY STAR. The simple choice for energy efficiency.

Every single day, consumers choose **ENERGY STAR** products more than **800,000 times**

ENERGY STAR. The simple choice for energy efficiency.

The Value of ENERGY STAR

1. Branding.

https://www.youtube.com/watch?v=SDaggV6OK8w
Or search for “ENERGY STAR Better is Better”

The Value of ENERGY STAR

1. Branding.

2. Preparing for code.

The Value of ENERGY STAR

1. Branding.
2. Preparing for code.
3. Risk mitigation.

The Value of ENERGY STAR

1. Branding.
2. Preparing for code.
3. Risk mitigation.

Sales Training Kit
-
What we use to sell people on so they live on a swamp

How to Use It

- The training consists of two 1-hour long modules:
  - Can be completed all at once or in two sessions
  - Designed to be presented during your regularly scheduled sales meetings
- Many resources are provided to help the trainer implement the training.

ENERGY STAR® for HOMES PARTNERS IMPORTANT RESOURCES TO REMEMBER

General ENERGY STAR Resources

Resource	Where to go for more information
ENERGY STAR for New Homes Partner Page	www.energystar.gov/newhomespartners
My ENERGY STAR Account, where you can update your company's contact information	www.energystar.gov/mesa
Partner Locator	www.energystar.gov/partnerlocator
Frequently Asked Questions & Answers	www.energystar.gov/faqs
Tax Credit Information	www.energystar.gov/taxcredits
Training Requirements	www.energystar.gov/newhomestraining

Marketing and Educational Resources

Resource	Where to go for more information
Marketing Resources	www.energystar.gov/newhomesmarketing
Educational Resources	www.energystar.gov/newhomeseducation
ENERGY STAR Logos and Identity Guidelines	www.energystar.gov/logos
Weblinking Policy for ENERGY STAR's Partner Locator	www.energystar.gov/weblinking
100% Commitment	www.energystar.gov/mesa in the "My ENERGY STAR Program(s)" section under the link for "Homebuilder"
Consumer Brochures	www.energystar.gov/publications
Printable Home Features Fact Sheets	www.energystar.gov/newhomefactsheets
Upcoming Live Webinar Calendar	www.energystar.gov/newhomeswebinars
Partner of the Year Awards	www.energystar.gov/awards

Technical Resources

Resource	Where to go for more information
• National Program Requirements • Regional Specifications • Sector-Specific Policies • Implementation Timeline • Checklists • Policy Changes and Clarifications	www.energystar.gov/newhomesguidelines
ENERGY STAR Certified Multifamily High Rise Program	www.energystar.gov/mfhr

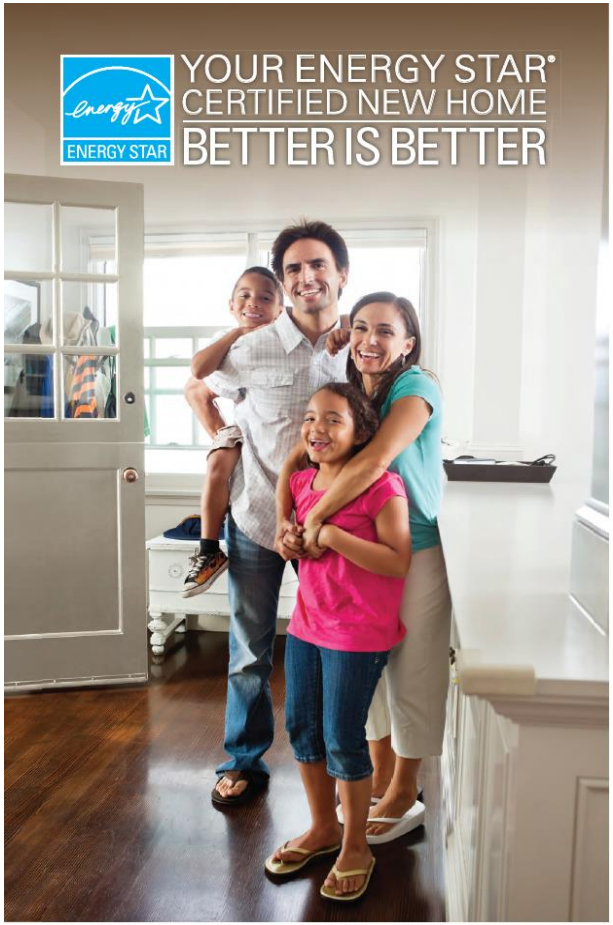
Other EPA Programs

Program	Where to go for more information
Indoor airPLUS	www.epa.gov/indoorairplus
WaterSense®	www.epa.gov/watersense

The Resources

1. **Trainer's Guide** that provides the course agenda, learning objectives and step-by-step instructions on how to prepare for the training.
2. **Participant Guide** combined with four in-class activities and an optional field activity.
3. **Participant Guide: *Trainer's Version*** to assist in facilitation of activities.
4. **PowerPoint** with speaker's notes providing the point of each slide and optional narration.
5. **Optional Q&A** to test participants
6. **Certificate of Completion**

Consumer Brochure
(www.energystar.gov/publications)



01

The little label with a big message.

Better is Better.

At first glance, it may seem like a small thing. Your new home's ENERGY STAR label measures just three by five inches. But what it stands for is really big.

The ENERGY STAR label means that your new home has been designed and built to standards well above most other homes on the market today. It means better quality, better comfort, and better durability. It also means that your new home is a better value for today, and a better investment for tomorrow. And it means that your home has undergone a better process of inspections, testing, and verification to ensure that it meets strict requirements set by the U.S. Environmental Protection Agency (EPA).

New homes that earn the ENERGY STAR label deliver energy efficiency savings of up to 30 percent when compared to typical new homes—and the difference is even more striking when put side-by-side with most resale homes.

Every ENERGY STAR certified new home also helps protect our environment. So far, these homes have helped to avoid greenhouse gas emissions equivalent to those from more than 450,000 vehicles.

This better approach to building results in a new home that brings peace of mind, enduring quality, wall-to-wall comfort, and proven value. Your ENERGY STAR certified new home has simply been built better in every way.

ENERGY STAR. It's the little label with a big message: **Better is Better.**

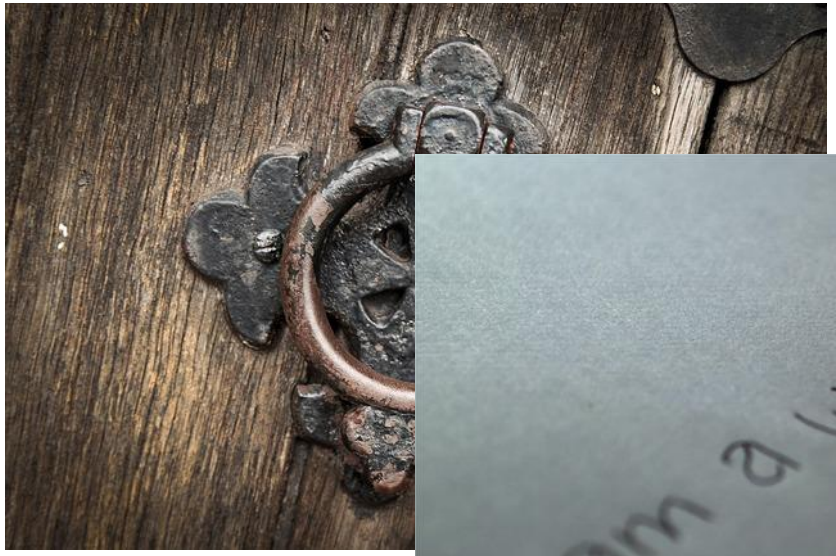
Rev. 08 is Great

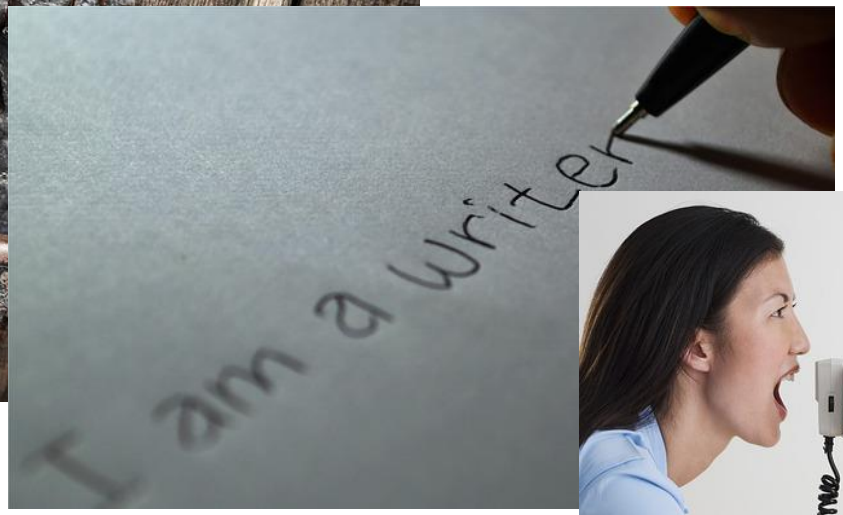
What is a Revision 08?

1. It clarifies
2. It simplifies
3. It improves

What is a Revision 08?

It’s driven entirely by your feedback





Partner feedback: Too much paperwork

Solution: Reduce paperwork collection to a single-page

Partner feedback: Challenging workflow

Solution: Front-load req.'s to design stage & simplify final inspection

Partner feedback: More HVAC training & resources needed

Solution: Develop videos and build upon existing platforms

Summary: Why Rev. 08 is Great

For Raters:

- Reduces all paperwork collection to a one-page report per HVAC design.
- Greatly improves predictability at final inspection.
- Easier than ever to include ENERGY STAR certification in your offerings.

For Builders:

- Estimated to reduce costs from Revision 07.
- Less hassle-factor for them and their trades.
- Continues to help improve performance and reduce cost of HVAC system.

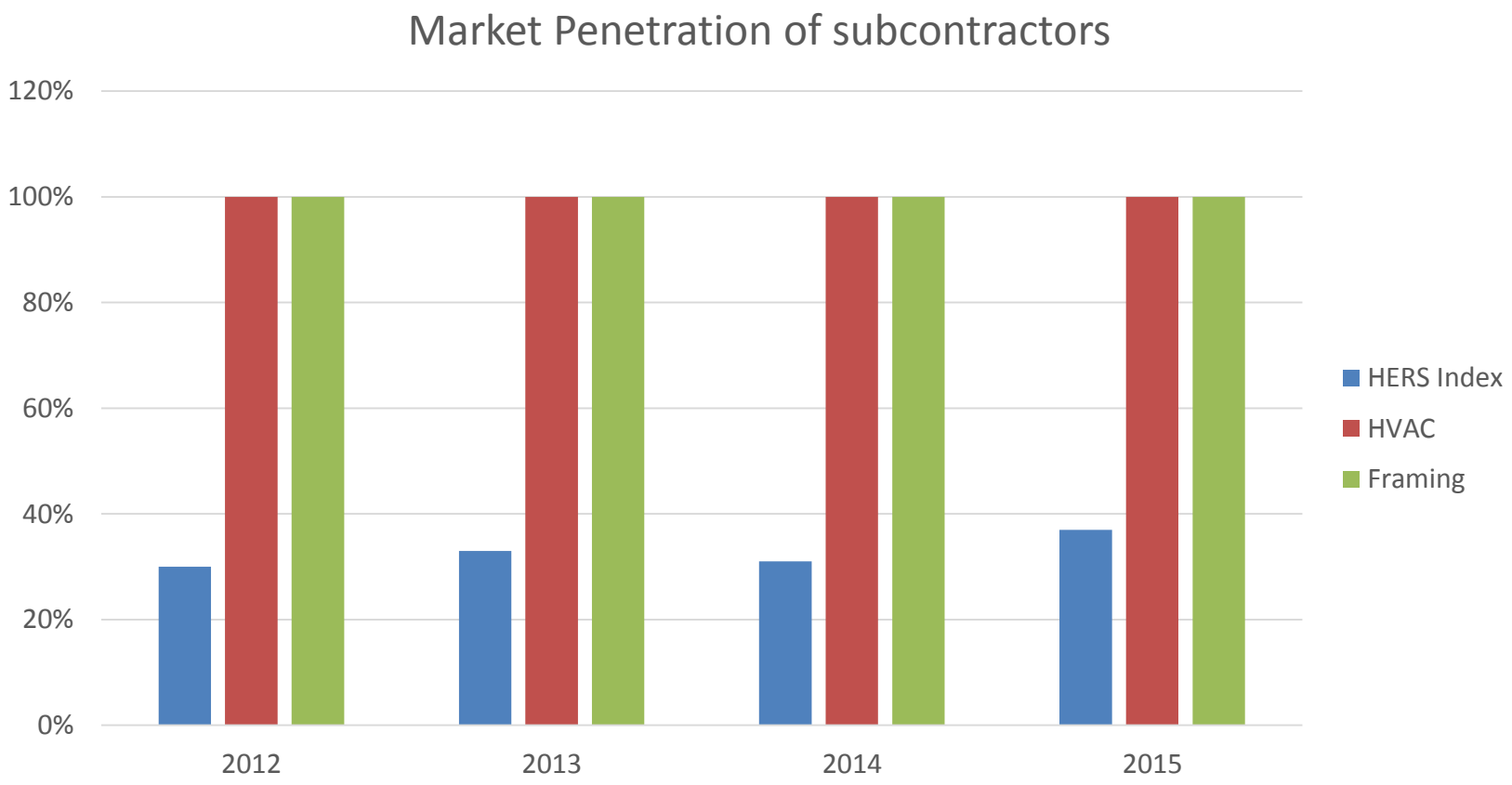
How to transform your builder from a HERS Rated home to an ENERGY STAR home

In 5 easy steps

What's a builder really paying for?

- Currently for a HERS Index, a builder is paying Raters to assess the energy performance of his house.
- Why does he care about the energy performance of his house?
  - A utility is giving them money to care.
  - He's trying to sell more of his homes.
- Compared to virtually every other subcontractor, lowest cost subcontractor.

Market penetration for building houses



Assess the costs associated with the HERS Index

- The national average HERS Index over for 2013 was 64, in 2014 was 63, and as of right now the guess is that it is somewhere in the mid to low 60s for 2015.
- The average HERS Index for a home to meet ENERGY STAR ranges from 75 to 68 depending on the size of the house.
- That means builders are paying a premium for an additional 5 to 8 HERS Index points.
- If builders are only doing the HERS Index as a marketing ploy, how can we help them transition to ENERGY STAR, while saving money?

Find the difference between ENERGY STAR and HERS Index

House Characteristics:

- Built in Abilene Texas
- Square footage = 2917 square feet
- Bedrooms = 4
- Home type = Single Family Detached
- HERS Index = 66
- Target HERS Index to meet ENERGY STAR = 69

Let's make some costs cuts!

Find the difference between ENERGY STAR and HERS Index

Areas of Focus:

- Insulation
- HVAC
- Infiltration
- Lighting

Insulation recommendation

Rim and Band Joist Properties Summary

#	Name	Area	Contin Ins	Framed Ins	T
1	Exposed	70.3	3.0	13.0	
2	Attic	21.0	3.0	13.0	

New Delete

Rim and Band Joist Properties

Name: Exposed

Area (sq ft): 70.3

Continuous Ins (R-value): 3.0

Joist Cavity Ins (R-v

Joist Cavity Ins Thic

Insulation Grade: I

Joist Spacing (in. o.c.): 16.0

Location: Between conditioned space and ambient

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	66
NY HERS Score	N/A

Insulation recommendation

Rim and Band Joist Properties Summary

#	Name	Area	Contin Ins	Framed Ins	Thi
1	Exposed	70.3	0.0	13.0	
2	Attic	21.0	0.0	13.0	

New Delete

Rim and Band Joist Properties

Name: Attic

Area (sq ft): 21.0

Continuous Ins (R-value): 0.0

Joist Cavity Ins (R-valu

Joist Cavity Ins Thickr

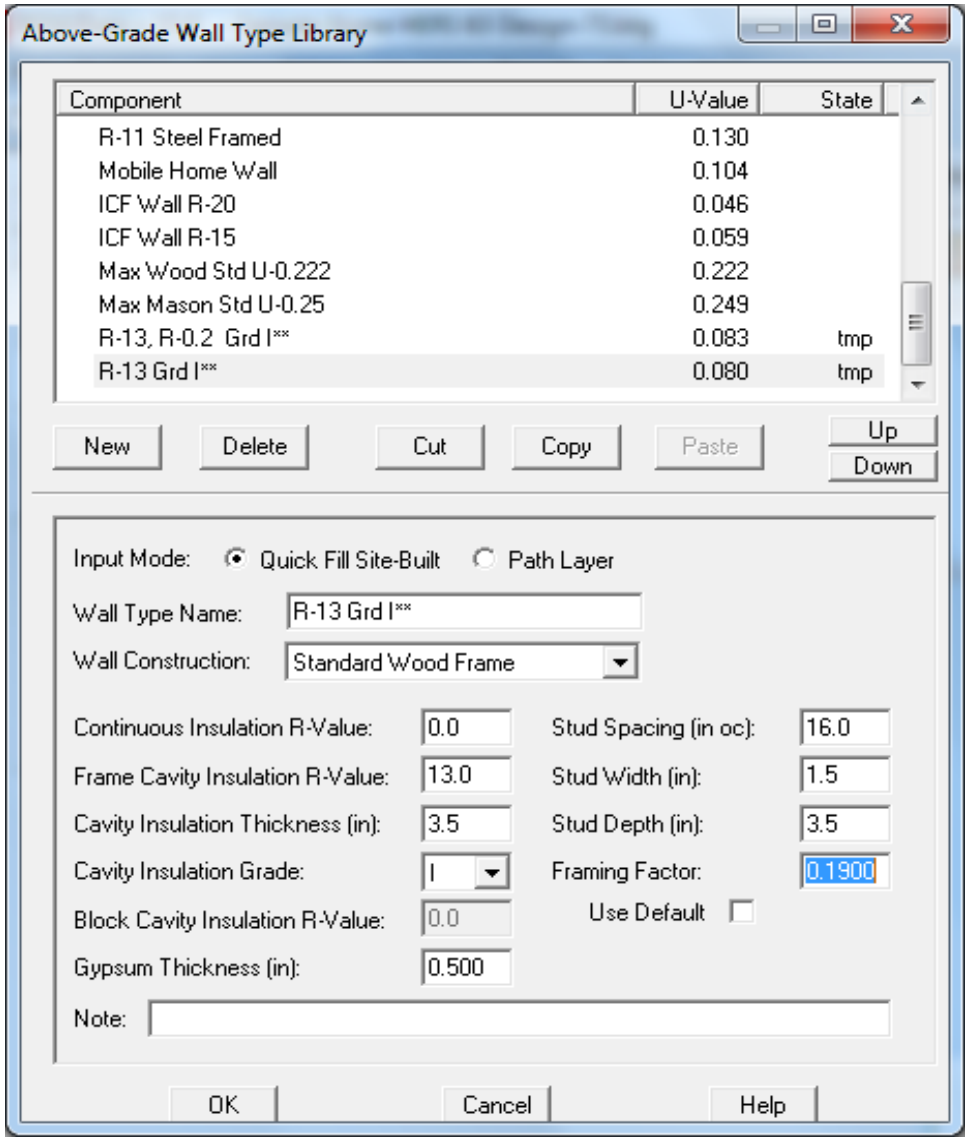
Insulation Grade:

Joist Spacing (in. o.c.): 16.0

Location: Between conditioned space and attic

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	66
NY HERS Score	N/A

Insulation Recommendation



HVAC Equipment

#	Type
1	80 AFUE Gas Furn 48
2	80 AFUE Gas Furn 36
3	16SEER A/C 3.5 ton**
4	16SEER A/C 2.5 ton**
5	40 gal. 0.62EF Gas**

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	66
NY HERS Score	N/A

#	Type
1	80 AFUE Gas Furn 48k**
2	80 AFUE Gas Furn 36k**
3	16SEER A/C 3.5 ton**
4	16SEER A/C 2.5 ton**
5	40 gal. 0.62EF Gas**

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	68
NY HERS Score	N/A

Infiltration

Whole House Infiltration

Measurement Type:	Blower door test
Heating Season Infiltration Value:	2350
Cooling Season Infiltration Value:	2350
Shelter Class	4
Code Verification:	Tested

CFM @ 50 Pasca

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	68
NY HERS Score	N/A

Code

Whole House Infiltration

Measurement Type:	Blower door test
Heating Season Infiltration Value:	3000
Cooling Season Infiltration Value:	3000
Shelter Class	4
Code Verification:	Tested

CFM @ 5

Programs	
V3.0 ENERGY STAR	Fails
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	70
NY HERS Score	N/A

Lighting

Lighting

CFL (%):	85.0	Interior Fixtures	Exterior Fixtures(%):	100.0
Pin-Based FL (%):	0.0		Garage Fixtures(%):	100.0

Lighting

CFL (%):

Pin-Based

(%): 100.0

(%): 100.0

Programs	
V3.0 ENERGY STAR	Passes
V3.0* ENERGY STAR Gu...	Passes
V3.1 ENERGY STAR	Fails
Tax Credit	Fails
DOE Zero Energy Ready ...	Fails
HERS Index	69
NY HERS Score	N/A

HERS to ENERGY STAR

Measure	HERS Points
Removed costs associated with flash and batt insulation at the rim joists	HERS Index up 2 points
Advanced Framing techniques	No Change
16 SEER AC to 14.5 SEER AC	HERS Index up 2 points
Increased lighting from 85% to 100%	HERS Index down 1 point
Reduce Cooling Size of AC Units	No Impact
Total	**HERS 69 and ENERGY STAR**

Cost Savings

Measure	Costs saved
Removed costs associated with flash and batt insulation at the rim joists	$400
Advanced Framing techniques	$150
16 SEER AC to 14.5 SEER AC	$600
Increased lighting from 85% to 100%	(-$50)
Reduce Cooling Size of AC Units	$250
Total	**$1400**

1 Design Review

Measure	Cost over HERS
Credentialed HVAC contractor	+$25
HVAC designer completes ENERGY STAR HVAC Design Report	+$15
Whole-house ventilation system	+$150 to $375
Rater completes Rater Design Review Checklist	+$25
Total	**-$215 - $440**

2 Pre-Drywall Inspection

Measure	Cost over HERS
Rater completes pre-drywall tasks on the Rater Field Checklist	+$75

3 Final Inspection

Measure	Cost over HERS
Contractor & Rater conduct static pressure test	-$25
Contractor conducts refrigerant charge test	-$25
Contractor fills out HVAC Commissioning Checklist	-$25
Bedroom comfort vents & verification	-$200
Rater verifies vent. system, exhaust fans, & filter; completes remaining Rater Field Checklist	-$50
Total	**-$325**

4 Total Savings

Measure	Cost over HERS
Total Savings from going from HERS 66 to HERS 69	$1400
Total Costs going from HERS Index House to ENERGY STAR	$615 - $840
Total Savings for the builder	**$560 - $785**

Summary

- ENERGY STAR offers branding and sales support to help builders market their homes.
- For builders pursuing low HERS Index, opportunity for significant cost savings on per house basis.

ENERGY STAR Certified Homes

Web:

Main: www.energystar.gov/newhomespartners
Technical: www.energystar.gov/newhomesguidelines
Training: www.energystar.gov/newhomestraining
HVAC: www.energystar.gov/newhomesHVAC

Email:

energystarhomes@energystar.gov

Social Media:

@energystarhomes

facebook.com/energystar

Contacts:

Zak Shadid
U.S. EPA, Stakeholder Manager
ENERGY STAR Certified Homes
Shadid.Zak@epa.gov

Rick Gazica
ICF International, Support
ENERGY STAR Certified Homes
Rick.Gazica@icfi.com