



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

OFFICE OF  
AIR AND RADIATION

June 1, 2023

Dear Interested Stakeholders,

The Environmental Protection Agency (EPA) is excited to announce a new ENERGY STAR partnership opportunity for companies and community-based organizations that offer energy efficiency home upgrade concierge services. By working together to bring the benefits of energy savings and developing a clear path to the clean energy future for American households, ENERGY STAR and these service providers will accelerate adoption of the [ENERGY STAR Home Upgrade](#), which provide opportunities for homes to lower energy bills and improve home comfort and health.

The ENERGY STAR Home Upgrade is a set of six generally applicable, electric energy efficiency improvements that are designed to work together to deliver significant energy and cost savings. The upgrades, which can be made all at once or over time, include an **ENERGY STAR certified heat pump, heat pump water heater, smart thermostat, and windows, plus a well-insulated and sealed attic and electric-ready wiring/panel upgrades.**

This partnership leverages the strong market position of the ENERGY STAR brand, with the program's specialized communication capabilities and extensive reach through its network of manufacturer, retail, and utility partners.

- Over **90%** of American households recognize the ENERGY STAR label, and **70%** of recent purchasers reporting the label influenced their choice.
- Research indicates that consumers across **all markets** trust ENERGY STAR as a resource on clean energy and electrification.
- In 2022, ENERGY STAR and its partners reached more than **200 million** American consumers through campaigns and digital media efforts

ENERGY STAR will support this partnership with education that answers the questions Americans have about electrification and the technologies involved, along with resources that highlight the range of available financial incentives. By providing a national platform for encouraging Americans to take action and for raising awareness about tax incentives and rebates that will help make efficiency upgrades more affordable, ENERGY STAR and service provider partners will help ensure that all Americans are able to take advantage of the new federal income tax credits for efficient home upgrades and the more than \$9 billion for new state rebate programs for efficiency upgrades and electrification established in the Inflation Reduction Act.

Additionally, EPA will actively support service provider efforts to harness best practices for braiding together financial resources designed to make home upgrades more accessible to low-income households through this partnership. Representing approximately 39.5 million homes in the US, these households typically face the greatest barriers and could potentially benefit the most from the efficiency improvements delivered through this partnership. Optimizing available funding for these households requires market-specific integration of services that could benefit from the leveraging of ENERGY STAR Program relationships with utilities, state energy offices, efficiency program implementors and others.

To learn more, visit the [ENERGY STAR Home Upgrade service provider page](#) or contact [EShomeupgrade@energystar.gov](mailto:EShomeupgrade@energystar.gov) with questions.

Sincerely,

Daniel Lawlor  
ENERGY STAR Labeling Branch  
US EPA