



ENERGY STAR® RESIDENTIAL NEW CONSTRUCTION PROGRAMS



Spring 2022

DEAR ENERGY STAR RESIDENTIAL PARTNER,

Experience all the comfort of a home that's earned the ENERGY STAR.

Building on the success of our previous seasonal toolkits, EPA is excited to announce that our [Spring 2022 Communications Toolkit](#) is now available, featuring all-new assets that focus on the theme of "comfort". As with our past toolkits, the new Spring Toolkit uses inclusive and diverse imagery across a variety of digital assets that can be deployed on partners' websites and social media accounts. We are also continuing to include some of the digital assets in Spanish.

You can find the following materials through your [My ENERGY STAR Account \(MESA\)](#) or on the [Seasonal Partner Communications Toolkits](#) page:

- A new set of co-brandable, customizable **postcards** to send to prospective homebuyers or display in model homes and sales centers.
- A new set of royalty-free **digital display ads** that partners can use on websites and social media.
- Sample, customizable **social media posts** that align with messaging that EPA will be using in our own online campaign this season.

[Access Seasonal Partner Communications Toolkits](#)

As a reminder, over the past year, EPA developed several new and refreshed materials for partners to use, which are all available for download through your MESA account. Let us know how you're using these assets!

- An [ENERGY STAR Certified Homes Overview Flyer](#), for display in model homes/sales centers or as a prospective homebuyer take-away, provides a high-level summary of all the features and benefits of certified homes.
- A co-brandable [Technical Flyer](#) (also available as a [Tri-fold Brochure](#)), for display in model homes/sales centers or as a prospective homebuyer take-away, provides more detail about the high-value energy efficiency and other features found in certified homes, along with a QR code that homebuyers can use to link to the ENERGY STAR website to learn more.
- The [Celebrations! Video](#) (available on YouTube), which you can share with your customers and across your social media channels.
- Past [Seasonal Toolkits](#) that feature co-brandable, customizable **postcards**, royalty free **digital display ads**, and customizable **social media posts** are still available for partners' use.



And stay tuned! Materials specifically tailored for our multifamily and manufactured homes partners will be available soon. We'll also be adding shortened clips and excerpts from the [Celebrations! Video](#) that will be perfect for social media posts.

Please keep in touch with our Communications Coordinator, Marta Montoro (montoro.marta@epa.gov), with any feedback or questions on these materials. Thank you for your continued support of ENERGY STAR!

Sincerely,
ENERGY STAR Residential New Construction Team

The future starts here.



Learn more at
energystar.gov/homes



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