



# ENERGY STAR Certified Homes MARKETING TOOLS

Building and labeling ENERGY STAR certified homes is only the first step to being a successful ENERGY STAR builder partner. To extend the value of your partnership, educate prospective home buyers about the features and benefits with these free resources.

## ENERGY STAR Logos

Use the ENERGY STAR logo in advertising, on your website, on signage, and in promotional materials to associate your homes with the nationally recognized and trusted ENERGY STAR program. To ensure you are using the logos correctly, obtain a copy of ENERGY STAR's Brand Book and the Quick Reference Guide for New Homes Partners. Visit [www.energystar.gov/logos](http://www.energystar.gov/logos).



## Better is Better Flyer

Hand out this one-page, full-color flyer to prospective home buyers. This flyer focuses on four key benefits of owning an ENERGY STAR certified home: peace of mind, enduring quality, wall-to-wall comfort, and proven value. You can find this resource at [www.energystar.gov/mesa](http://www.energystar.gov/mesa)\*



## Consumer Video

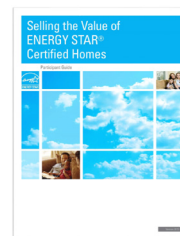
Show prospective home buyers the better quality, comfort, and durability built into ENERGY STAR certified homes by displaying the ENERGY STAR Consumer Video on your website or in a model home. This video uses real home owner testimonials and visual examples to explain how ENERGY STAR certified homes are built to a higher standard than typical new homes. Six-minute and 90-second formats are available, and you can also add your company logo to either version.



Visit [www.energystar.gov/mesa](http://www.energystar.gov/mesa) and click the "Certified Homes Consumer Video" link to download the video and instructions.

## Sales Training Kit

The ENERGY STAR Sales Training Kit will help sales agents describe the features and benefits of ENERGY STAR certified homes in a way that aligns with customers' own values. The training consists of four half-hour-long modules that can be completed all at once or in multiple sessions and can be presented by a sales manager during a weekly sales meeting.



You can access the training for free through your My ENERGY STAR Account at [www.energystar.gov/mesa](http://www.energystar.gov/mesa).

## Co-Brandable Materials

Promote your partnership with these co-brandable materials:

- Better Is Better Brochure – This consumer brochure builds on the flyer, and allows you to insert your company logo, name, and additional company information.
- Roll-Up Banners – Add your company logo to stand-alone banners that promote ENERGY STAR certified homes.
- Consumer Video – Full-length and 90-second versions of the Consumer Video can be co-branded by adding your company logo at the end of the video.



Visit [www.energystar.gov/mesa](http://www.energystar.gov/mesa) to download these materials, then follow the instructions provided for co-branding.

## Fact Sheets

Five consumer focused fact sheets compliment the Better is Better Flyer by providing more details about an ENERGY STAR certified home's features and benefits. Available fact sheets include:

- Thermal Enclosure System
- Heating and Cooling System
- Water Management System
- Efficient Lighting & Appliances
- Independent Inspections & Testing



You can download PDF copies of these fact sheets at [www.energystar.gov/newhomefactsheets](http://www.energystar.gov/newhomefactsheets).

## Awards and Recognition

ENERGY STAR builder partners who wish to receive special recognition can commit to building 100% of their homes to meet ENERGY STAR program requirements.

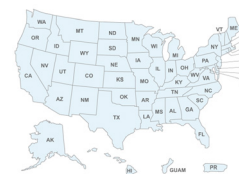
- Builders making this commitment are identified with a 100% icon on the ENERGY STAR Partner Locator and receive access to a special 100% Commitment logo.
- Only builders that make this commitment are eligible to receive the most prestigious awards available to our partners, such as the ENERGY STAR Partner of the Year and Market Leader recognition.



Learn more at [www.energystar.gov/newhomesawards](http://www.energystar.gov/newhomesawards).

## On the Web

All active partners are listed on ENERGY STAR's website, where home buyers can find home builders in their area. Acquire even more visibility on the Partner Locator, [www.energystar.gov/partnerlocator](http://www.energystar.gov/partnerlocator), by linking to your own company website and committing to build 100% of your homes to meet ENERGY STAR guidelines.



To learn more about each of these opportunities, visit [www.energystar.gov/weblinking](http://www.energystar.gov/weblinking) for weblinking guidelines and [www.energystar.gov/mesa](http://www.energystar.gov/mesa) to make the 100% commitment. You can also select from a variety of ENERGY STAR web buttons and banners that can be displayed on your website and that allow you to easily link to [www.energystar.gov](http://www.energystar.gov).

\*The "My ENERGY STAR Account" (MESA) site is password protected. If you don't know your username or password, please email [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov).