



## How Raters will Benefit from the ENERGY STAR<sup>®</sup> Home Improvement Program

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## Our Goal

- Make it easy for homeowners to improve the energy efficiency of their homes



## Obstacles

- It's not easy
- 73.7 million single-family homes -- each one unique
- Homeowners don't realize they have a potential to save money
- Homeowners may have misinformed ideas about how to save (money and energy)
- Homeowners don't know who can help or who to trust



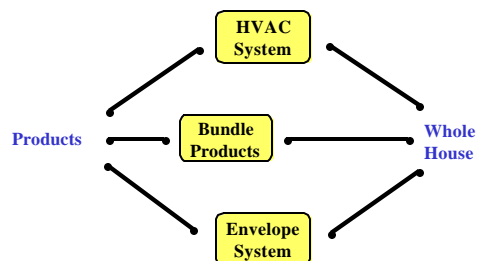
## ENERGY STAR<sup>®</sup> Label for Homes

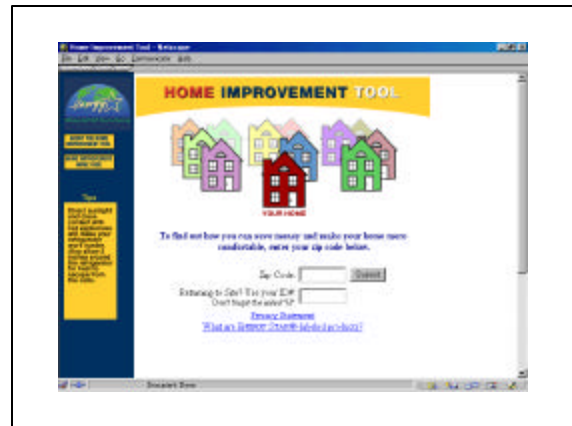
- Energy Star label for all homes
  - Both new and existing homes
  - HERS 86
- No new label for existing homes
  - 2nd label would add confusion
  - As soon as someone moves into a new home, it becomes an existing home
- Focus will be on inserting energy-efficiency into an array of transactions
  - From product replacement to system upgrades to whole house improvements



## Our Strategy

- ENERGY STAR<sup>®</sup> Home Improvement Toolbox
  - Consumer information Web site
  - Home Performance Benchmark
  - Home Improvement Tool
  - Labeled Products and Marketing Bundles
  - Performance Specifications
  - Home Solutions





### Advantages For Raters

- Consumer Awareness
- Marketing
- Lead Generation
- Opportunities for expanding your business

### Home Benchmark


- Consumer awareness tool
- Measures actual home energy performance and estimates potential for improvement
- Performance depends on efficiency of building envelope, HVAC, appliances, lighting and occupant behavior
- Not an audit or analysis tool
- Based on home energy bills (usage)

### Benchmark Development

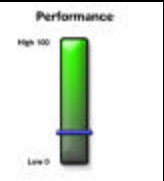
- Based on DOE/EIA 1997 RECS
  - ✧ 4000 single-family homes
- Regression analysis and model developed by Mike MacDonald and Sherry Livengood at ORNL
- Adjust (normalize) energy use based on home size, age, number of occupants and climate.
- Rank adjusted energy use against homes in RECS

### Information Requirements

- Annual energy use
- Floor area
- Zip code
- Number of household members
- Age of home
- Well pump?



## Benchmark Results




**ENERGY STAR<sup>®</sup> HOME PERFORMANCE BENCHMARK**

Your performance ranking is 30 compared to other homes.

70% of homes perform better than your home.


**To achieve your potential**

- Find out how 5 upgrades could potentially [save you money](#).
- [Find a professional](#) who will recommend the most cost effective upgrades for saving money and improving your homes performance.
- Learn about special [financing](#) for energy saving home improvements.
- Find out if [rebates](#), [tax incentives](#) or other special programs apply to you.




## Applications

- Consumer awareness
  - Am I using more energy than I could?
- Screening tool
  - What homes have the most potential for improvement?
- Measure improvement
  - How have upgrades improved my performance?
- Criteria for rewarding performance
  - Is home in highest percentile?




## Benefits to Raters

- Easy to use web-based marketing and consumer awareness tool
- Helps raters get more leads
- Helps raters expand their business




## Home Solutions with ENERGY STAR<sup>®</sup>

- Service to provide whole house analysis and ensure recommendations are implemented
- Emphasis on comfort, durability, and professional problem-solving along with energy-efficiency
- Enormous overlap with what raters already do!
  - Increased emphasis on either providing upgrades directly, or overseeing process



## Home Solutions Characteristics

- Provider does NOT have to be a third party -- can do the work too
- Essential to have oversight, most likely in the form of certification and accreditation and a QA/QC program
- Use of a valid software tool
- Targeted to states or areas with the necessary interest, support, and expertise



## Home Solutions Features

- Home energy inspection with an energy specialist, e.g., a rater, including:
  - Diagnostic testing
  - Combustion safety
  - Possibly appliance metering
- Targeted solutions for the home's energy and maintenance problems
- Provider encouraged to perform recommended work



## Home Solutions Timeline

- NYSERDA beginning pilot
- Searching for additional pilot(s)
- Begin full roll-out in 12-18 months