

# *Residential Energy Efficiency Programs*



## *New Jersey's Clean Energy Program™*

*So You Want to Sell More Homes?  
See How New Jersey ENERGY  
STAR® HOMES Can Help Make  
This Happen*

**Mike Brown, Moderator**

*Atlantic Builders Conference  
April 17, 2008*



New Jersey Board of Public Utilities, Office of Clean Energy



# Residential Energy Efficiency Programs



## New Jersey ENERGY STAR® Homes



ENERGY STAR® Homes  
(**New Jersey**)

– 32,000 Homes certified



ENERGY STAR® Homes  
(**National**)

– 850,000 Homes certified

The ENERGY STAR® Label is the Symbol For Energy Efficiency  
(Recognized by 60% of American consumers)



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# *Residential Energy Efficiency Programs*



## *The REAL VALUE of ENERGY STAR®*

- **Market Differentiation**
- **Marketing Support for Builders**
- **Increased Customer Demand**
- **Enhanced Customer Satisfaction**
- **Fewer Call-Backs**



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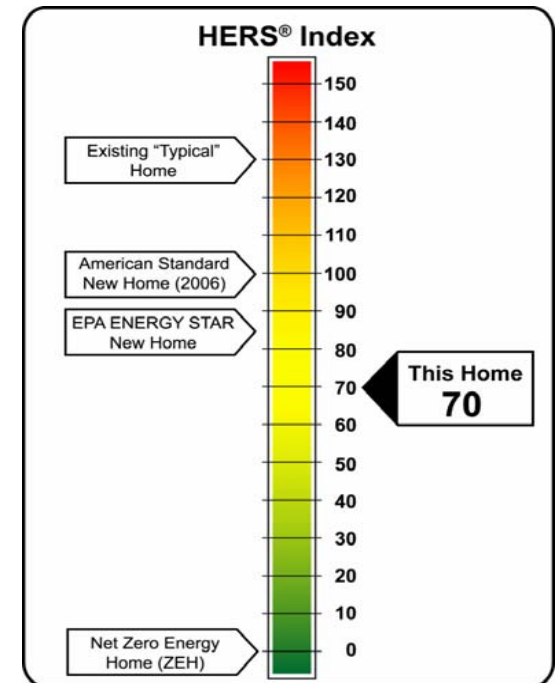


# Residential Energy Efficiency Programs



## Market Differentiation - What makes your homes different from the competition...

- Energy efficient performance
  - 15% more energy efficient than IECC 2006;
  - Scores 85 or less on the Home Energy Rating System (HERS) Index
- Third-party verified
- Credible: government backed label



# *Residential Energy Efficiency Programs*



## *Market Differentiation - What makes your homes different from the competition...*

- Envelope
  - Improved Insulation
  - Tight Construction
  - Advanced Windows
- ENERGY STAR® Labeled Light Fixtures & Appliances
- Mechanical Equipment
  - High Efficiency HVAC
  - Tight Ducts
  - Right-Sized HVAC
  - Whole House, Controlled Ventilation



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# *Residential Energy Efficiency Programs*



## *Consumer Benefits*

An ENERGY STAR® Home will deliver...

- Lower monthly operating costs (reduced energy usage)
- Improved comfort
- Increased durability
- Improved indoor air quality
- Quality assurance



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# *Residential Energy Efficiency Programs*



## *ENERGY STAR® for Homes Awards / Recognition Program*

As part of New Jersey's Clean Energy Program™, New Jersey ENERGY STAR Homes and Home Performance with ENERGY STAR are introducing an awards and recognition program for builders and contractors. The purpose of the program is to:

- Recognize and promote winning builders and contractors on the web and in news media (consumer and trade publications and newspapers);
- Differentiate participating builders and contractors among peers ;
- Acknowledge and reward participating trade allies for their contribution and support of the ENERGY STAR programs.



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# Residential Energy Efficiency Programs



## ENERGY STAR for Homes Awards/ Recognition Program (cont'd.)

### New construction categories:

- **Superior Sales**  
• **Criteria:** Greatest number of ENERGY STAR Labeled Homes.
- **Outstanding Commitment to Affordable Housing**  
• **Criteria:** Greatest number of ENERGY STAR Labeled Homes
- **Excellence in Advertising**  
• **Criteria:** Overall advertising campaign effectiveness, frequency and reach.
- **Outstanding Achievement**  
• **Criteria:** Awarded to a company for its contributions to broad-based support in marketing, energy performance, and trade ally outreach.
- **Excellence in Energy Performance- Production Builders**  
• **Criteria:** Highest average Home Energy Rating score, combined with lighting and appliance energy savings.
- **Excellence in Energy Performance- Custom Builders**  
• **Criteria:** Highest average Home Energy Rating score, combined with lighting and appliance energy savings.
- **Outstanding Trade Ally**  
• **Criteria:** Awarded for outstanding efforts in the promotion of ENERGY STAR Labeled Homes, and support of recruitment efforts, i.e. Home Builder's Associations

Award winners to be announced during the 2008 ACI-NJ Home Performance Conference scheduled for September 9-10, 2008, in Atlantic City, NJ.



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# Residential Energy Efficiency Programs



*How you know  
it's an ENERGY STAR® Home...*

NEW JERSEY  
ENERGY STAR  
HOMES

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**New Jersey ENERGY STAR Homes Certificate**

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This certifies that the home built at  
**123 Main Street**  
Anytown, NJ 08001

meets New Jersey ENERGY STAR Homes Program guidelines for energy efficiency and qualifies for the ENERGY STAR label issued by the U.S. Environmental Protection Agency. ENERGY STAR labeled homes protect the environment by using less energy.

 New Jersey's Clean Energy PROGRAM  
Your Power to Save  
njcleaneenergy.com

The New Jersey ENERGY STAR Homes Program is brought to you by the New Jersey Board of Public Utilities' Office of Clean Energy and New Jersey's Clean Energy Program™.

This certificate does not constitute a warranty. Neither the Home Energy Rating Provider issuing this certificate nor the New Jersey Board of Public Utilities provides a warranty or representation of any kind, expressed or implied, regarding the equipment or features that are part of this home, or the actual energy performance, comfort, durability, indoor air quality or radon levels of this building. Builder is responsible for compliance with all applicable codes and standards.

 AN ENERGY STAR® QUALIFIED HOME

Address:

Built by:

Verified by:

Date:

Optional information:

This home has been independently verified through an EPA-approved sampling protocol to meet ENERGY STAR's strict guidelines for energy efficiency. Each ENERGY STAR qualified home can keep 4,500 lbs of greenhouse gases out of our air each year.

[www.energystar.gov](http://www.energystar.gov)

**Labels and certificates are provided to builders for each qualified home**



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NEW JERSEY



To find out more about  
NJ ENERGY STAR Homes...

[www.njcleanenergy.com](http://www.njcleanenergy.com)

or call 1-866-NJSMART



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# ***Residential Energy Efficiency Programs***



- ***Kim Hoff will speak about the Marketing Support and Tools New Jersey's Clean Energy Program™ offers... while***
- ***Sam Rashkin will tell us How ENERGY STAR Can Help You Sell More Homes***



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