ENERGY STAR Qualified Homes Version 3:
Assured Performance with Every Labeled Home
or Selling Air Barriers As Part of Complete Systems

WHY GREEN BUILDINGS CANNOT BE BUILT WITHOUT AIR BARRIER SYSTEMS
OCTOBER 26, 2010
ENERGY STAR QUALIFIED HOMES: GROWTH

Number Labeled Homes

Cumulative

Annual

Year

0 200,000 400,000 600,000 800,000 1,000,000

ENERGY STAR QUALIFIED HOMES: GROWTH

% Market Penetration

Year

2001 2002 2003 2004 2005 2006 2007 2008 2009

2008 2009

0 5 10 15 20 25
ENERGY STAR QUALIFIED HOMES METRICS:

BUILDER INTEREST

Before Soft Market: ~50
After Soft Market: ~500

~1,000% Growth!
THE NEW NORMAL

- **Smaller Universe of Buyers**
  - 75% Fewer Housing Starts
  - Tighter Credit = Less Qualified Buyers
  - Less Compelling Reasons to Buy

- **You Can’t Compete on Price**
  - Massive Inventory of Fire-Sale Homes
  - Massive Inventory of Homes Under Water

- **High-Performance Train Has Left the Station**
  - Energy Codes on Hyper Drive
  - Net-Zero Home Programs

- **A New Technology Change Everything**
  - Hint, it Has Nothing to Do with Housing
LOW COST INFRARED CAMERAS

The best thermal imager for the money.

$2,495

Learn More
WHY ENERGY STAR FOR HOMES SPECIFICATIONS CRITICAL

A voluntary labeling program that:

Defines Energy Efficient

Rigorous Specifications
Third-Party Verified

Recognizes Builders

Government-Backed Label
Web Site, Marketing, Awards
PROBLEM: HOMES THAT FAIL

Affordable
Comfortable
Healthy
Durable

- Control
  - Air Flow
- Control
  - Thermal Flow
- Control
  - Moisture Flow (Vapor, Bulk)
SOLUTION: HOMES THAT WORK

Affordable
Comfortable
Healthy
Durable

Control
Air Flow

Control
Thermal Flow

Control
Moisture Flow
(Vapor, Bulk)
Defining Energy Efficient

- Affordable
- Comfortable
- Healthy
- Durable

Control Air Flow
Control Thermal Flow
Control Moisture Flow Vapor Bulk
Efficient Equipment
3rd Party Verification
ENERGY STAR QUALIFIED HOMES VERSION 3
MAKING EXISTING HOMES OBSOLETE

**Existing Home:**
- Thermal Enclosure Defects
- HVAC Min. Quality Installation
- Water Management Parts

**Energy Star v3 Home:**
- Thermal Enclosure System
- HVAC Quality Installation
- Water Management System
Thermal Enclosure System:
• Air Leakage
• Insulation R-Value
• Insulation Installation
• Air Barriers
• Thermal Bridging
• High-Perf. Windows
THERMAL ENCLOSURE SYSTEM
VALUE PROPOSITION

• Visibly better **quality**
• Superior **comfort and health**
• Future **resale value**
HVAC Quality Installation System:
- Efficient Equipment
- Right-Sizing
- Air Distribution
- Refrigerant Charge
- Duct Installation
- Pressure Balancing
- Ventilation
- Filtration
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MANDATORY CHECKLISTS

[Image of HVAC equipment]
HVAC System Quality Installation
Value Proposition

- **Get What You Pay For**
- **Engineered Comfort**
  - Thermal Control
  - Humidity Control
  - Noise Control
- **Assured Fresh/Filtered Air**
Water Management System:
• Roof Membranes
• Flashing
• WRB’s
• Fabric Filters
• Capillary Breaks
• Site Drainage
Water Management System
Value Proposition

- **Better protection** for largest investment
- **Lower maintenance**
- **Healthier home**
Thermal Enclosure System:
- Air Leakage
- Insulation R-Value
- Insulation Installation
- Air Barriers
- Thermal Bridging
- High-Perf. Windows

HVAC Quality Installation System:
- Efficient Equipment
- Right-Sizing
- Air Distribution
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- Duct Installation
- Pressure Balancing
- Ventilation
- Filtration

Water Management System:
- Roof Membranes
- Flashing
- WRB’s
- Fabric Filters
- Capillary Breaks
- Drainage Layer
THE BUSINESS CASE:
RESPONDING TO NEW NORMAL

- Attract Smaller Universe of Buyers
- Make Price-Based Competition Obsolete
- Exceed High-Performance Expectations
- Bring on the Infrared Cameras
HOW TO GET MORE INFORMATION

On the Web at:
http://www.energystar.gov/homes