

Moving from ENERGY STAR to Indoor airPLUS Builder and Rater Perspective

March 1, 2017 10:30 - noon







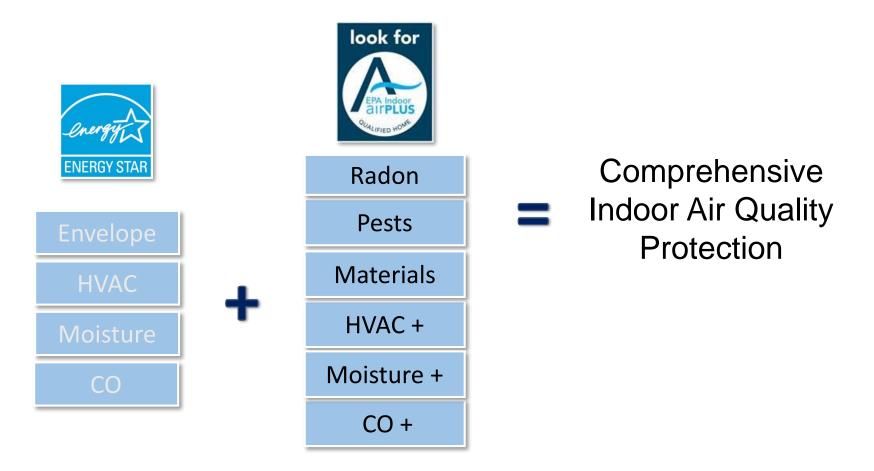


Agenda

- Indoor airPLUS and Audience Introduction
- Panelist Introduction
- Perspectives from Panelists
 - Why we promote Indoor airPLUS
 - What are homebuyers saying
 - Sales and marketing strategies
 - Technical considerations: moving from ENERGY STAR to Indoor airPLUS
- Indoor airPLUS Marketing & Technical Resources



Indoor airPLUS Features



Indoor airPLUS adds additional health protections to your ENERGY STAR value proposition

Indoor airPLUS Benefits

Average New **ENERGY STAR** Indoor airPLUS Qualified Home Home Certified Home **Enduring Quality** Minimum Code **Enduring Quality** Peace of Mind Peace of Mind Wall-to-wall Comfort Wall-to-wall Comfort Comprehensive Indoor Air Quality Protection Proven Value Proven Value Health Safety









Introductions:

What first peaked your interest in Indoor airPLUS, and why did you become a partner?

- Mandalay Homes Geoff Ferrell
 - IAP Partnership: Joined 2014
 - IAP Leader Award Winner: 2015, 2016



- Fulton Homes Dennis Webb
 - IAP Partnership : Joined 2014
 - IAP Leader Award Winner: 2015, 2016



- E3 Energy Justin Erickson
 - IAP Partnership : Joined 2009
 - IAP Leader Award Winner: 2010 thru 2016



- Energy Inspectors Thomas Cochran
 - IAP Partnership: Joined 2009
 - IAP Leader Award Winner: 2011, 2015, 2016



landalayHomes

Committed to Building
100% Indoor airPLUS

ASK ABOUT Indoor airPLUS

QUALIFIED HOMES

Mandalay Homes Website

Honors & Certifications



2016 U.S. DOE Housing Innovation Award

Grand Winner in the Production Builders category and the award for Most Homes Certified



2015 EPA airPLUS Leader Award

For outstanding commitment to improved indoor air quality in every home built.







achieving a l

system.



2016 ENERGY STAR Certified Homes Market Leader Award

ENERGY STAR Certified Homes Market Leader Award in recognition of its continued commitment to providing our nation's homebuyers with ENERGY STAR certified homes.



2015 U.S. DOE Award: Most Homes Certified

For building 48 homes in 2015 that meet the rigorous Energy Department Zero Energy Ready Home specifications.

ANDALAY HOMES

Home

Communities v

Performance Living ~

About

Contact

What is "Green Building"? 2014 U.S Builder

Green building (also known as green construction or Winner of th sustainable building) refers to building that Award in the is environmentally responsible and resourceefficient throughout a building's life-cycle. This includes the materials and the processes used. The practice of building green expands and complements and building practices. We believe building the classical building design concerns of economy, utility, durability, and comfort.

All Mandalay homes are EPA AirPLUS Certified, exceed Energy Star standards, and are built Zero Energy Ready. To us these aren't just badges on our green is building homes for a better, more responsible















Mandalay Homes Sales Office



FULTON HOMES

You're Proud To Own, We're Proud To Build!



Fulton Homes Website

Indoor airPLUS has these advantages:

4 Moisture Control

- · Moisture leads to mold and other biological pollutants that can cause health problems.
- With ENERGY STAR and Indoor airPLUS, builders use a variety of moisture control features designed to minimize
 these risks, including improved control of condensation and better roof, wall and foundation drainage.

* Radon Control

- Radon is a naturally o in the United States.
- · Indoor airPLUS speci

Pest Management

- Residue from pests, st
- With ENERGY STAR



FULTON HOMES announces that all new homes built after June 1, 2014 will be certified as EPA Indoor airPLUS.

Indoor airPLUS is a companion label to <u>ENERGY STAR for Homes</u> certification. Together, these programs provide comprehensive health protections. Fulton Homes uses a variety of construction practices and technologies to achieve the Indoor airPLUS label and reduce indoor air pollutants and improve the indoor air quality in your new home.

+ Heating, Ventilating, and Air-Conditioning (HVAC)

- · Poorly designed and installed HVAC systems can lead to comfort problems and reduce indoor air quality.
- ENERGY STAR with Indoor airPLUS includes properly engineered systems, improved duct and equipment
 installation, improved filtration, and whole-house and spot ventilation to dilute and remove indoor air pollutants.
 Builders also inspect air-handling equipment and ductwork to ensure they are clean and free of debris and provide
 adequate air flow.

Building Materials

- The types of materials that builders choose and the way they manage them during construction can improve a home's indoor air quality.
- Indoor airPLUS Specifications reduce the sources of pollutants inside the home by protecting materials stored onsite from weather damage, using materials with less chemicals, and ventilating the home prior to move-in.

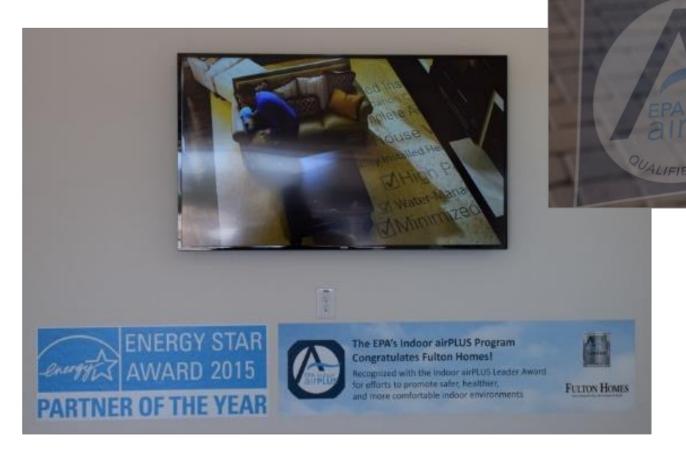
+ Homeowner Education

· Educating homeowners on maintaining their Indoor air PLUS homes is key to good indoor air quality.

Fulton Homes Sales Office

we sell





Customer Testimonial

In January 2016, I purchased a Fulton home in Ironwood Crossing certified as EPA Indoor airPLUS.

Allergies are a big concern for me, so Fulton's airPLUS certification was one of the reasons I was interested in their homes. Now that I've been in the home for 4 months, I feel a huge improvement when it comes to my allergies. And, for the sake of my whole family, I love that airPLUS means we live in a home that was built with attention to things like moisture control, radon-resistant construction, effective ventilation, and responsible selection of building materials.

Fulton's ads say "you'll be proud to own." Well, I'm also proud to say that I found a builder who is as safety and health conscious as Fulton!

Thanks Again, Corrie Wright







FULTON HOMES

You're Proud To Own, We're Proud To Build!



E3 Energy Website

Home











Cleaner air. Healthier family.

From wall paint to rugs and fabrics, our homes could be full of toxic materials that could harm indoor air quality.

Protect your family's health with the help of an Indoor AirPLUS rater/provider.

Learn more [+]



Contact Us

About E3 Energy

Applying innovative science for smarter, cleaner and efficient building environments.

From plan review, to final testing, E3 Energy can help you create a healthy, efficient and dependable home.

It's all in the numbers

Energy Star homes certified by E3 Energy.

Energy Tips



E3 Energy LLC is a RESNET qualified HERS provider

Find here the latest energy saving tips from RESNET. [+]













Awarded a 2015 EPA Indoor airPlus Leader Award... for the fourth time! [+]

E3 Energy Social Media Presence



E3 Energy shared their post.

June 27, 2016 · 🚷

Bam!





We are proud to announce that for the sixth year in a row, E3 Energy has won the Indoor EPA airPlus Leader award. E3 is one of 5 rating companies selected from the country, and have won the award annually since 2010.

https://www.epa.gov/in.../indoor-airplus-leader-award-winners...



Indoor airPLUS Leader Award Winners | Indoor airPLUS | US EPA

The Indoor airPLUS Leader Awards were created. to recognize and reward Indoor airPLUS...

<u>^</u>

EPA.GOV







FULTON HOMES

You're Proud To Own, We're Proud To Build!



Energy Inspectors Website

Consulting

As a conductor is to an orchestra, Energy Inspectors is to energy consulting: We provide guidance on sustainable building practices, techniques, and building science education and implementation to assist our partners in achieving a sustainable and energy efficient project. We contribute to design and constructability meetings by incorporating energy feature design and green program requirements together with other consultants during the design phase and prior to construction documents. This reduces the potential for subcontractor change orders because all requirements appear on the original bid set. Our consulting services include participation in any third party, above code sustainable programs, or internal programs as required for each project.



We are experienced in the following programs:

- · LEED for Homes
- · LEED NC
- · Build it Green, GreenPoint Rated
- National Green Building Standard™
- · ENERGY STAR®
- · ENERGY STAR Multifamily High Rise (MFHR)
- · Indoor airPLUS®
- · WaterSense®
- · DOE Challenge Home
- · Enterprise Green Communities®
- \cdot TCAC
- · CUAC

Accolades

For the last 20 years, excellence has been our motto. In 2016, for the 10th consecutive year, we were once again honored as the United States Environmental Protection Agency (EPA) ENERGY STAR® Partner of the Year – the highest award that can be bestowed on an organization in our industry. Energy Inspectors has also been recognized by the EPA for our pioneering efforts with the National Leadership Award for Indoor Air Quality and the WaterSense® Partner of the Year award for overall excellence in the water–efficiency arena. Previous awards also include Build It Green's GreenPoint Rater of the Year.







Energy Inspectors Infographic



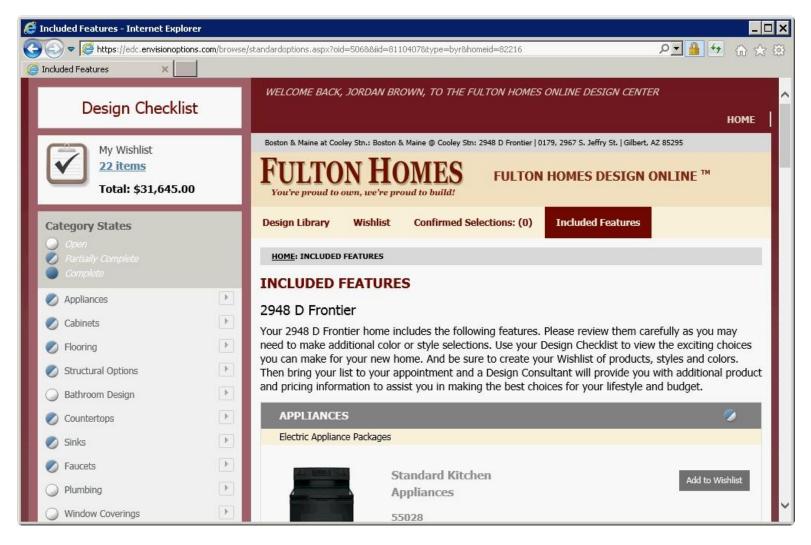


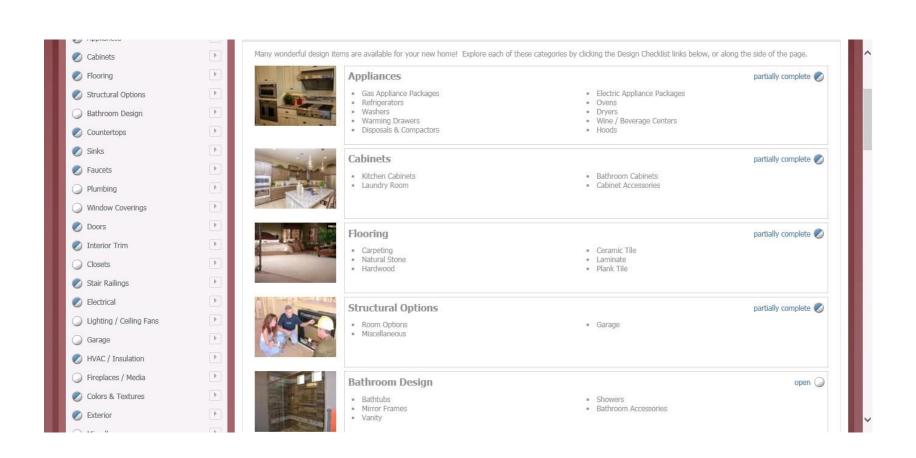


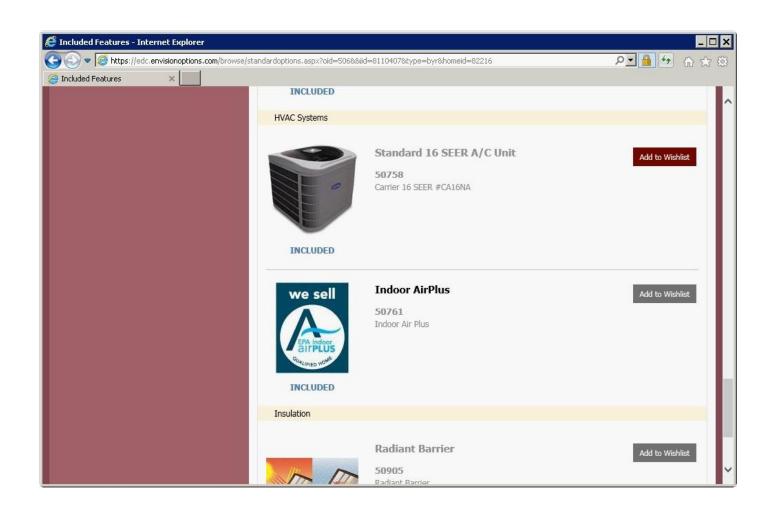
FULTON HOMES

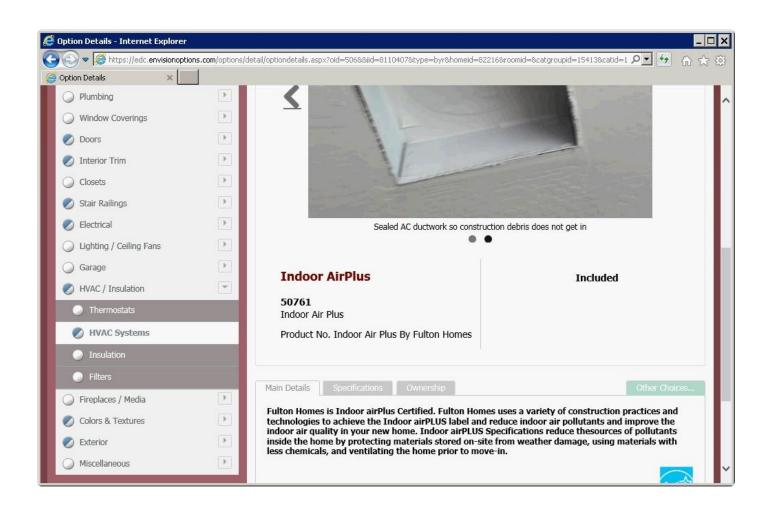
You're Proud To Own, We're Proud To Build!



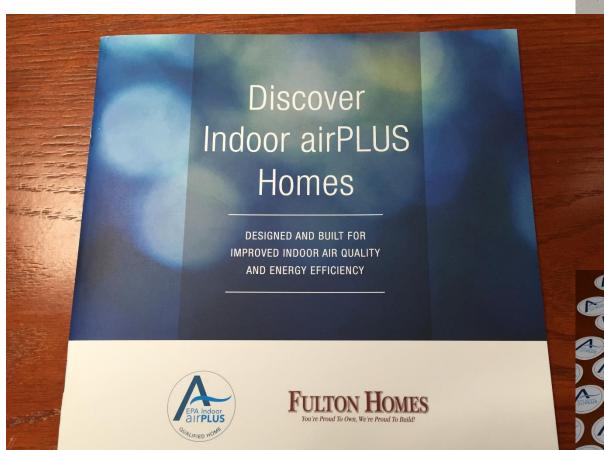








Sales Tools – Fulton Homes





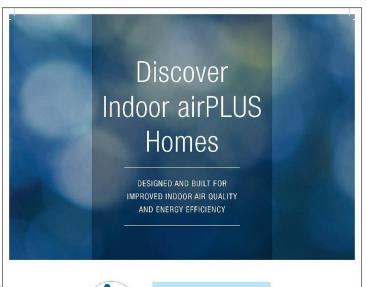


How to Find Indoor airPLUS Compliant Low Emission Products



- Guidance on identifying compliant low-emission products and 3rd party labels.
- https://www.epa.gov/indoo rairplus/indoor-airpluscompliant-low-emissionproducts

Discover Indoor airPLUS Homes Customizable Booklet



- Square format, 8"x8", 30pgs.
- Add company specific information, logos, and home images.
- Available now through your My ENERGY STAR Account.





Indoor airPLUS Sales Training Kit

- Educate your sales team and sell more Indoor airPLUS homes.
 - Improve sales agent's ability to effectively communicate the value of improved indoor air quality.
 - Gain knowledge and talking points on the features and benefits of the Indoor airPLUS Program.
- Included in the Sales Training Kit:
 - Trainers Guide and a Participant Guide
 - Interactive Activities
 - Scoring Matrix



Resources and Tools

Marketing and Technical Support for Partners



- Builder and consumer resources.
- Partner locator.
- Website widgets.
- Construction requirements.
- Technical guidance.



www.epa.gov/indoorairplus

Marketing Resources

Inside and Out

Look for the U.S. Environmental Protection Agency (EPA) Indoor airPLUS and ENERGY STAR labels on your new home. Reduced indoor air pollutants help protect your tamily inside. Reduced greenhouse gas emissions help protect the air outside.





Homes displaying the Indoor airPLUS and ENERGY STAR Certified Home labels provide unparalleled energy efficiency, comfort, durability, Indoor air quality and peace of mind.

Text Box 1. (ADD BUILDER'S NAME HERE] is proud to ofter new homes that have earned both the indoor airPLUS and ENERGY STARC certified Home sees because it means your home has been designed and built to standards well above most other homes on the market horsy.

Text Box 2. (INSERT ADDITIONAL COMPANY INFORMATION HERE, e.g., homeowner testimonials, description of companys participation in ENERGY STAR and Indoor all'PLUS and commitment to energy efficiency and improved indoor air quality.]

Indoor air quality Matters

People are increasingly concerned about mold, radon, carbon monoxide and toxic chemicals in their homes. Poor indoor air qualify can lead to eye irritation, headaches, allergies, respiratory problems such as asthma, and other serious health problems.

EPA studies show that levels of many indoor air pollutants can be two to five times higher than outdoor levels. And since most people spend close to 90% of their time indoors, keeping indoor pollution levels as low as possible is the right thing to do for you and your family.

Text Box 3. (INSERT LOGO ABOVE AND INSERT COMPANY NAME AND ADDITIONAL INFORMATION HERE, e.g., company history, company's ENERGY STAR/indoor airPLUS web page.)



Designed and built for improved indoor air quality and energy efficiency.



Co-Brand Image Box

- Co-brandable Brochure
- Add company name, logo, and other info (testimonials, etc.)





Only ENERGY STAR Certified Homes are eligible to earn the Indoor airPLUS label.

Indoor airPLUS 100% Commitment

Committed to Building 100% Indoor airPLUS



New in 2017 – now available!

- Showcase your commitment to building <u>all</u> your homes to earn the Indoor airPLUS Label.
- Commit by logging into your <u>My ENERGY STAR Account</u>.

Indoor airPLUS Leader Awards



This annual award recognizes market leading builders and Home Energy Raters who promote safer, healthier and more comfortable indoor environments by participating with Indoor airPLUS and offering enhanced indoor air quality protections for their new homebuyers.

http://www.epa.gov/indoorairplus/leader_awards.html

2016 Winners

Builders:

- Fulton Homes
- Mandalay Homes
- C&B Construction
- Greenhill Contracting
- Thrive Home Builders
- Habitat for Humanity –
 St. Louis

Raters:

- Integral Building and Design
- ASERusa
- E3 Energy
- Energy Inspectors
- Steven Winter Associates, Inc.

Technical Resources and Tools

https://basc.pnnl.gov/checklists/epa-indoor-airplus



Building America Solution Center

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Solution Center Home

Help

FIND YOUR TOPIC BY:

Building Components

Guides A-Z

ENERGY STAR Certified Homes

Zero Energy Ready Home

EPA Indoor airPLUS

FIND RESOURCES:

References and Resources

CAD Files

Image Gallery

Case Studies

Optimized Climate Solutions

FIND PUBLICATIONS:

EPA Indoor airPLUS



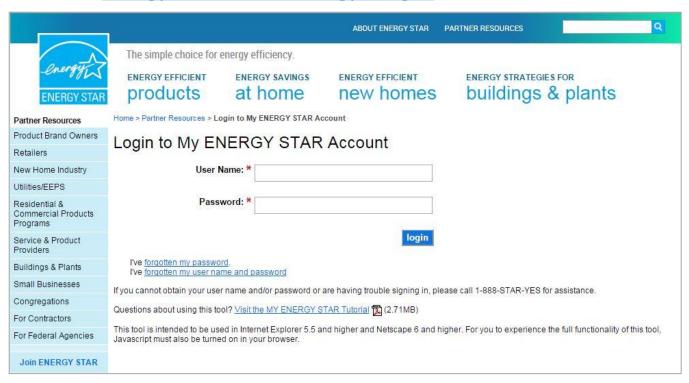
The U.S. Environmental Protection Agency (EPA) Indoor airPLUS checklist provides links to technical guides that align with measures included in the EPA Indoor airPLUS program requirements. The numbers and titles included in this checklist follow the same order and numbering as those in the EPA Indoor airPLUS Verification Checklist. At this time, only measures associated with the DOE Zero Energy Ready Home program are displayed in the accordions below. Completing these requirements fulfills the "Indoor Air Quality" section of the DOE Zero Energy Ready Home Program. To view the full program requirements see EPA's Construction Specifications document. Portions of the programmatic footnotes have been added to the Scope tabs in the guides. For additional DOE Zero Energy Ready Home program requirements and

information, visit the DOE Zero Energy Ready Home Website.

▶ ENERGY STAR for Homes Baseline
▶ Moisture Control
▶ Radon
▶ Pests
▶ HVAC Systems

Become an Indoor airPLUS Partner

- For <u>current</u> ENERGY STAR Partners:
 - Log into your My ENERGY STAR Account (MESA) www.energystar.gov/mesa
 - If you don't know your user name and password, click the link or email energystarhomes@energystar.gov for assistance.



Become an Indoor airPLUS Partner

After accessing your account, click "Join Indoor airPLUS".

Home > Partner Resources > My ENERGY STAR Account

My ENERGY STAR Account

Notifications:

Revision 08 of the ENERGY STAR Certified Homes program requirements is now available and can be used immediately by partners. The ENERGY STAR Partnership Agreement Terms and Commitments have also been updated and apply to all Builder and Rater partners.

You are invited to navigate directly to other ENERGY STAR tools and sites, change your password for your password-protected ENERGY STAR tools, or update contact information for you, your organization, and your colleagues.

To-Do List:

New Homes Builder Training

The builder training was updated in November 2014. We encourage you to review the updated Builder Training.

Review Training

(Internet Explorer or Firefox are the preferred browsers for this training. Please turn off your browser pop-up blocker.)

My ENERGY STAR Tools:

- Logo Downloads
- Home Builder Linking Opportunities
- Certified Homes Consumer Videos
- Certified Homes Co-brandable Consumer Brochure
- Certified Homes Co-brandable Banners
- Certified Homes Sales Training Kit New
- Indoor airPLUS Builder's Sales Training Kit New
- Certified Homes Co-brandable Yard Signs
- Indoor airPLUS Co-brandable Consumer Brochure
- Join Indoor airPLUS
- EPA Policies for Responding to Misuse of the ENERGY STAR Brand New

Thanks to our Panelists!









Learn more at:

www.epa.gov/indoorairplus

OR contact the Indoor airPLUS Team at

Indoor airPLUS@epa.gov