

# 2020 ENERGY STAR® Awards

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## PART 2: Partner of the Year & Sustained Excellence Award Application

### Home Builders

#### Award Description:

The Partner of the Year and Sustained Excellence awards for home builders recognize ENERGY STAR builder partners that have demonstrated excellence and leadership in constructing and promoting homes that earn ENERGY STAR certification.

#### Eligibility Requirements:

**To be eligible for recognition, applicants must meet each of the following requirements:**

- Formally committed (in MESA at [www.energystar.gov/mesa](http://www.energystar.gov/mesa)) to building 100% of their homes to meet ENERGY STAR program requirements in 2019<sup>1 2</sup>;
- Constructed at least 50 homes (for market rate home builders) or at least 25 homes (for affordable/low-income housing builders) earning ENERGY STAR certification during the 2019 calendar year<sup>3</sup>;
- Maintained active ENERGY STAR partnership in good standing for at least one full year; and
- Maintained satisfactory compliance with all applicable EPA regulations (EPA will perform a compliance/enforcement screening for each applicant as part of the application review process).

To be eligible for a Sustained Excellence award, applicants must meet the above requirements AND have received a Sustained Excellence award the previous year or received a Partner of the Year award each of the past two years. Applicants meeting these requirements will be automatically considered for a Sustained Excellence award.

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<sup>1</sup> EPA may consider extenuating circumstances outside of the builder's control that prevented them from fulfilling their 100% commitment. If this applies to your application, please email us at [energystarhomes@energystar.gov](mailto:energystarhomes@energystar.gov) before the application deadline.

<sup>2</sup> The specific entity applying for an award must have made the 100% commitment in 2019; and that entity's commitment cannot be transferred to another division or corporate office for the purpose of meeting the eligibility requirements. Those other entities must have also made the 100% commitment in 2019 to be eligible to apply.

<sup>3</sup> Applicants should make their best estimate of the expected number of homes to be verified for ENERGY STAR certification during calendar year 2019. EPA will confirm the final actual number of reported homes prior to selecting award winners. Affordable housing builders who have not built at least 25 ENERGY STAR certified homes (and/or have not made the 100% commitment) may apply for consideration to receive a Certificate of Recognition, rather than a Partner of the Year award.

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#### Application Instructions:

ALL application materials must be submitted electronically through your My ENERGY STAR Account (MESA) ([www.energystar.gov/mesa](http://www.energystar.gov/mesa)) using the electronic application forms provided. These materials must include:

- **PART 1: General Instructions & Executive Summary** which includes a brief description of your organization and six bullet points showcasing your organization's main ENERGY STAR certified homes achievements during 2019 in the corresponding fields. *(required)*
- **PART 2: Award Accomplishments Document** consisting of your organization's responses to Sections A and B of this application. *(required)*
- **PART 3: Supporting Materials** electronic samples of materials used by your organization (e.g., samples of 2019 marketing and training materials) in support of the ENERGY STAR-related activities described in Section B below. Applicants must provide at least one supporting material for at least one activity in Section B. *(required)* When possible, please consolidate supporting materials into one electronic file. Any materials submitted may be used by EPA in promotion of the ENERGY STAR program and will not be returned to applicants.
- **PART 4: Organization's High-Resolution Logo** *(required)*

#### Selection of Award Winners:

- EPA will evaluate applications based on the information provided in response to the areas specified in Section B.
- EPA may select any number of award winners, depending on the quality of the applications received.
- EPA will consider the builder's size (i.e., large/national corporate builder, division, or small local builder) and market sector (i.e., market rate vs. affordable/low-income) when evaluating applications.
- A large/national builder and one of its divisions cannot receive separate awards; and a builder cannot receive separate awards as an affordable/low-income housing builder and a market rate builder.
- Qualifying individual divisions within the same corporate entity may apply separately, but if a corporate entity applies, then its individual divisions may not also apply.
- Multiple divisions within the same corporate entity may apply together with a single application only when the corporate entity is applying on behalf of all its divisions and has formally committed to building 100% ENERGY STAR certified homes across the organization.

**BEGIN APPLICATION**



2019

## PART 2: Award Accomplishments Document



ENERGY STAR

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### Section A (Required for all applicants)

<b>Organization Web Site:</b>	Enter organization's Web site URL here
<b>ENERGY STAR-related Web Page(s):</b>	Enter organization's ENERGY STAR Web page URLs here
<b># of Homes Earning ENERGY STAR Certification in 2019<sup>4</sup>:</b>	Enter # of homes earning ENERGY STAR certification in 2019 here

### Section B (Required for all applicants)

#### Instructions

Complete each section below using concise bullets. Successful applications will:

- Quantify your achievements (e.g., number of homes certified, number or percentage of sales staff trained on ENERGY STAR certified homes, number of ENERGY STAR-related newsletters sent to customers, homeowner satisfaction increased by x%).
- Specify annual and cumulative achievements within a given timeframe (e.g., built 100 ENERGY STAR certified homes in 2019 and 1,000 ENERGY STAR certified homes since 2008).
- Include electronic samples of supporting materials used in support of the ENERGY STAR-related activities described below. Applicants are required to submit at least one supporting material for at least one of the activities described below.
- Highlight what sets your organization apart.
- Tell a positive story about how you achieved new heights or rose to new challenges.

<sup>4</sup> Applicants should make their best estimate of the expected number of homes to be verified for ENERGY STAR certification during calendar year 2019. EPA will confirm the final actual number of reported homes prior to selecting award winners.

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*For applicants that received a Sustained Excellence award last year:* In each section, please describe any significant changes to your organization's ENERGY STAR-related activities (activities started, updated, improved, or eliminated) since your 2019 application was submitted. If there have been no changes, enter "We affirm that we are continuing to undertake the ENERGY STAR-related activities specified in our 2019 application." Repeat this statement in each applicable section.

#### 1. Promoting and Marketing ENERGY STAR (Maximum of 5 points):

In the space below, use concise bullets to describe marketing materials and promotional activities employed by your organization in 2019 to increase consumer awareness of your ENERGY STAR certified homes and participation in the ENERGY STAR program. Examples include, but are not limited to:

- Print, radio, and TV ads
- Direct mail campaign
- Consumer newsletters
- Outdoor signage
- Parade of homes
- Community events
- Dedicated ENERGY STAR webpage(s) and online content
- Social media
- Videos, vlogs, blogs
- Homeowner testimonials

Applicants are strongly encouraged to provide electronic samples of all relevant materials used for this activity.

• *Example – Featured the ENERGY STAR name and logo and information about the features and benefits of ENERGY STAR certified homes prominently on our company website, in social media posts, and in traditional marketing efforts, including distributing 1,000 direct mailers to potential customers.*

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#### 2. Educating Homebuyers (Maximum of 5 points):

In the space below, use concise bullets to describe your organization's efforts in 2019 to educate and inform your customers about the features and benefits of ENERGY STAR certified homes. Examples include, but are not limited to:

- Providing point of sale/collateral information, materials, or displays about ENERGY STAR certified homes
- Training sales staff and/or real estate professionals to promote the features and benefits of ENERGY STAR certified homes
- Training customer service representatives to answer homeowner questions related to the operation of their ENERGY STAR certified home
- Educating homebuyers post-sale about their ENERGY STAR certified home
- Surveying homebuyers about the value/importance of ENERGY STAR certified homes and/or energy efficiency in their purchasing decision

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

<ul style="list-style-type: none"><li>• <i>Example – Provided year-round, ongoing training to a total of 15 sales staff across all divisions about the features and benefits of ENERGY STAR certified homes.</i></li></ul>
<ul style="list-style-type: none"><li>• Click or tap here to enter text.</li></ul>
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#### 3. Meeting ENERGY STAR Program Requirements (Maximum of 5 points):

In the space below, use concise bullets to describe your organization's efforts in 2019 to ensure that its ENERGY STAR certified homes met all program requirements. Examples include, but are not limited to:

- Proactively working with EPA to understand and effectively implement program requirements
- Identifying cost effective solutions to achieve greater energy efficiency
- Providing technical training (e.g., training new trades or ongoing education of existing trades)
- Staffing/appointing a dedicated, in-house ENERGY STAR coordinator
- Holding preconstruction team meetings
- Developing comprehensive construction documents
- Developing quality management plans

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

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<ul style="list-style-type: none"><li>• <i>Example – Hosted a total of four mandatory vendor, trade, and construction management training days at every division to provide continuous education on ENERGY STAR Certified Home program developments.</i></li></ul>
<ul style="list-style-type: none"><li>• Click or tap here to enter text.</li></ul>
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#### 4. Demonstrating ENERGY STAR Leadership in the Home Building Industry (Maximum of 5 points):

In the space below, use concise bullets to describe your organization's efforts in 2019 to be an industry leader for the ENERGY STAR Certified Homes program. Examples include, but are not limited to:

- Delivering ENERGY STAR information in presentations at industry conferences or meetings (e.g., code meetings, home builder association meetings, energy efficiency conferences, etc.)
- Engaging with code officials, utilities, and green building programs regarding ENERGY STAR
- Sharing ENERGY STAR information/knowledge with other builders
- Including ENERGY STAR information in corporate communications (corporate webpages, press releases, annual reports or sustainability reports, etc.)

Applicants are strongly encouraged to provide electronic examples of all relevant materials used for this activity.

<ul style="list-style-type: none"><li>• <i>Example – Participated on a panel to present information about our positive experiences with the ENERGY STAR program to builders at a meeting of our local Home Builders Association.</i></li></ul>
<ul style="list-style-type: none"><li>• Click or tap here to enter text.</li></ul>
<ul style="list-style-type: none"><li>• Click or tap here to enter text.</li></ul>
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#### 5. Implementing Innovations or Emerging Technologies (Bonus):

In the space below, use concise bullets to describe any innovations or emerging technologies that your organization implemented in its ENERGY STAR certified homes in 2019. These innovations may go above and

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beyond core ENERGY STAR program requirements, including the use of connected home technology or advanced building practices. Applicants are strongly encouraged to provide electronic documentation (e.g., photos or product descriptions) of innovations/technologies used.

- *Example – Constructed approximately half of our ENERGY STAR certified homes in 2018 to also be WaterSense certified homes to raise public awareness of the relationship between energy use and water consumption.*
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### Prepare/Gather Remaining Documents for Upload

**PART 3: Supporting Materials** (at least one required, [as described](#) in the Application Instructions above)

**PART 4: Organization's High-Resolution Logo** (required)

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ENERGY STAR® is the simple choice for energy efficiency. For 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions already making a difference at [energystar.gov](http://energystar.gov).