

Selling ENERGY STAR

Putting the little blue label in context

For over 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. While approximately 90% of American households recognize the little blue ENERGY STAR label, many associate it only with consumer products and appliances. Home buyers may not know much about the brand or that an entire new home can be certified. Choose from the following talking points to highlight the value and proven track record of the ENERGY STAR program.

ENERGY STAR Program

- **ENERGY STAR is the government-backed symbol for energy efficiency**, providing simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions.
- ENERGY STAR and its partners have **saved American families and businesses \$430 billion** on their energy bills since 1992.
- To date, **Americans have purchased more than 8.8 billion ENERGY STAR certified products across more than 70 product categories.**



ENERGY STAR Certified Homes

A form for an ENERGY STAR Certified New Home label. The top left corner features the ENERGY STAR logo. The top right corner says "CERTIFIED NEW HOME". Below this, there are several input fields: "Address:", "Built by:", "Verified by:", "Date:", "ENERGY STAR® for Homes Version Number:", and "Optional information:". At the bottom, there is a small disclaimer: "This home has been independently verified to meet EPA's strict guidelines for energy efficiency. Learn more at energystar.gov".

- ENERGY STAR certified homes are at least **10% more energy efficient than homes built to code and achieve a 20% improvement on average**, while providing homeowners with better quality, performance, and comfort.
- The ENERGY STAR label provides home buyers with a clear way to identify **better built, more comfortable, and energy-efficient homes.**
- ENERGY STAR certified homes are **designed and built with tried-and-true best building practices** to deliver a home with better durability and reduced utility and maintenance costs.
- **More than 1.8 million ENERGY STAR certified homes** have been built to date
- Families living in ENERGY STAR certified homes have collectively **saved more than \$350 million on their utility bills.**

More information on EPA's ENERGY STAR Certified Homes program is available at www.energystar.gov/newhomes.