



# RESIDENTIAL NETWORK

## Network View Newsletter

### News From the Field

#### Learn From the Top Peer Exchange Call Takeaways

The sixth [Lessons Learned: Peer Exchange Calls](#)

“greatest hits” fact sheet summarizes top takeaways about customer service and other tips shared by Better Buildings Residential Network members during Peer Exchange Calls held in fall 2015. Here are two takeaways:



- Leverage HVAC upgrades to spark conversations about whole-home performance. Customers, who have put their trust in a contractor to complete their HVAC repair, might welcome the contractor’s expert efficiency advice.
- Residential energy efficiency customers have different backgrounds, needs, and motivations, which programs can use to tailor messages and services to different groups. [EnergySavvy](#) uses cloud software to pair utility data with marketing data and create individual utility customer profiles to target energy efficiency messages.

Read the [full document](#) for more lessons learned from fall 2015 Peer Exchange Calls.

#### Loan Program Returns to Provide Efficiency Financing in the Keystone State

The Pennsylvania Treasury, in partnership with clean energy finance company Renew Financial and the Energy Programs Consortium, announced it is relaunching the [Keystone Home Energy Loan](#)

[Program](#), which provides Pennsylvania homeowners with up to \$20,000 of affordable financing for home energy efficiency improvements.



June 2016

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**JOIN THE  
RESIDENTIAL  
NETWORK »**

**Be Recognized**

**SEND YOUR  
SUCSESSES  
TO DOE »**

**DOE FUNDING  
OPPORTUNITIES »**

**REGISTER FOR  
UPCOMING PEER  
EXCHANGE**

KeystoneHELP was originally launched in 2006 by energy efficiency lender and Residential Network member [AFC First Financial Corporation](#), which is now a part of Renew Financial, as a pilot program that was expanded statewide. Approximately 14,000 homeowners were able to borrow up to \$15,000 for a range of home energy improvements during the last iteration of the program.

[Read more](#) about Keystone HELP's earlier success and current program features.

## DOE, Network Member Seek Innovative Ideas for Energy Efficiency

In May 2016, the U.S. Department of Energy's (DOE's) Building Technologies Office announced the latest [winners for its JUMP platform](#) and announced additional "calls for innovation."



[JUMP](#) is an online crowdsourcing initiative aimed at advancing energy-efficient building technologies. JUMP issues calls for innovation to invite the public to present their ideas to market leaders in research and development.

Residential Network member [CLEAResult](#) and the National Renewable Energy Laboratory are leading one of these calls to seek ideas for ways to leverage smartphone applications to enhance the way we live, manage, and interact with our homes.

[Learn more](#) about the Residential Energy Efficiency Applications for Smartphones call for innovation.

## Fannie Mae Offers a New Method for Homeowners to Finance Upgrades

Residential property-assessed clean energy (PACE) programs have grown in recent years; now Fannie Mae is offering a new mortgage option that allows homeowners to finance energy upgrade costs up to 15% of the appraised value of their homes.



Fannie Mae's [HomeStyle Energy program](#) provides financing for solar photovoltaics, along with energy- and water-efficient upgrades, for single-family homes and multifamily homes of up to four units. The difference with Fannie Mae's program is that PACE is typically an assessment tied to the property's tax bill, whereas the HomeStyle

## CALLS »

### Peer Exchange Calls— Register Directly Below

All are invited to take part in these topical calls that are more discussion than webinar and serve as a forum to ask questions and bounce ideas off peers. Register directly below:

#### June 23

##### Home Improvement Catalyst: Strategies for Ongoing Customer Engagement (201)

1:00–2:30 PM ET

[Register now](#)

#### July 7

##### It's Getting Hot in Here! Best Practices for Hot and Humid Climates (101)

1:00–2:30 PM ET

[Register now](#)

#### July 14

##### Innovation Station: The Latest Advances in Energy Efficiency Technology (301)

1:00–2:30 PM ET

[Register now](#)

#### July 21

##### The Return of Residential PACE – the Sequel (201)

1:00–2:30 PM ET

[Register now](#)

#### July 28

##### Trade Talk: Best Practices for Fostering and Using Contractor Networks (101)

1:00–2:30 PM ET

[Register now](#)

### Find the Latest Peer Exchange Call Summaries

Readers can now review summaries from the following calls:

- May 12, 2016  
[Bullseye: Top Strategies for Targeted Marketing \(101\)](#)

Energy program can be added at the time of mortgage issuance or refinancing.

[Learn more](#) about the HomeStyle Energy program.

## Explore 2016 Better Buildings Summit Presentations

Presentations from DOE's 2016 Better Buildings Summit are now available in the [Better Buildings Solution Center](#).

The Summit featured a dedicated single-family residential session track including presentations on Health and Home Performance: A Game Changer; Uncover the Hidden: Making Home Energy Data Accessible in the Real Estate Market; The Return of Residential PACE; and The Amazing Race: 1 Year Into the \$5 Million Georgetown University Energy Prize.

Visit the [Better Buildings Solution Center](#) to view these presentations and more on other cutting-edge topics.



- May 19, 2016  
[Walking the Talk: Employer Assisted Programs \(301\)](#)

## Proven Practices Spotlight



**Q:** How can time limits on financial incentives help residential energy efficiency programs attract customers' attention?

**A:** Deadlines can create a sense of urgency and motivate homeowners to action on home energy upgrades. Visit the [Better Buildings Residential Program Solution Center](#) to learn more about successful time-limited incentives.

## Meet the Members

### Members From Coast to Coast Join the Residential Network

The Better Buildings Residential Network is pleased to welcome its newest members:

- [Black Hills Professional Home Inspections, LLC](#) (Rapid City, SD)
- [Brooklyn Green Home Solutions](#)
- [Collis Roofing, Inc.](#) (Longwood, FL)
- [Conservation Consultants, Inc.](#) (Pittsburgh, PA)
- [Four Walls Inspections, LLC](#) (Atlanta, GA)
- [FS Energy](#) (New York, NY)
- [Fuel Fund of Maryland](#)
- [Renovate America](#) (San Diego, CA)
- [Symbiotic Technologies & Programs, LLC](#) (Centennial, CO)
- [WattzOn](#) (Mountain View, CA)



## Related Events

[American Society of Heating, Refrigerating, and Air-Conditioning Engineers 2016 Annual Conference](#)

June 25–29  
St. Louis, MO

[2016 ACEEE Summer Study on Energy Efficiency in Buildings](#)

August 21–26  
Pacific Grove, CA

[National Association of State Energy Officials \(NASEO\) 2016 Annual Meeting](#)

September 11–14  
Providence, RI

[Behavior, Energy and Climate \(BECC\) Change Conference](#)

October 20–22  
Baltimore, MD

[2016 Southeast Energy Efficiency Alliance \(SEEA\) and Association of Energy Services](#)

Learn more from these programs and other members. Sign up to become a Residential Network member by completing a [membership form](#).

## Resource Corner

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### Kick Back With the Latest Home Energy Reading Material

- “[A Compilation of Current Home Performance Standards](#)” (*Home Energy* magazine blog, June 2016)
- “[Energy Codes 101: What Are They and What Is DOE's Role?](#)” (DOE Building Technologies Office blog, May 2016)
- [Opportunities for Energy and Economic Savings by Replacing Electric Resistance Heat With Higher Efficiency Heat Pumps](#) (American Council for an Energy-Efficient Economy [ACEEE], May 2016)

## Share the View

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Forward this email to colleagues or encourage them to sign up to receive each issue by selecting “Better Buildings Residential Network” when updating their [DOE email subscription preferences](#).

Do you have something you would like to share with other members through the *Better Buildings Network View*? Send an email to [Better Buildings Residential Network Support](#) to submit your idea.

[Professionals \(AESP\) Southeast Conference](#)

October 25–26  
Atlanta, GA

*Have an event you want featured? Email the details to [Better Buildings Residential Network Support](#).*

### Social Media Spotlight



Subscribe to DOE's [YouTube channel](#) to view remarks from the 2016 Better Buildings Summit, including the keynote address from Kasim Reed, mayor of Atlanta, Georgia.

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