



Better Buildings Residential Network Peer Exchange Call Series

*Marketing Residential Energy Efficiency in the Era of IRA
(The Inflation Reduction Act)*

June 8, 2023

Agenda and Ground Rules

- Moderator
 - **Jonathan Cohen**, Better Buildings Residential Network, DOE Residential Buildings Integration Program (RBI)
- Agenda Review and Ground Rules
- Residential Network Overview and Upcoming Call Schedule
- Opening Poll
- Featured Speakers
 - **Peter Troast**, Energy Circle
 - **Deanna Cioppa**, Pearl Certification
 - **Pamela Brookstein**, Elevate Energy
- Open Discussion
- Closing Poll and Announcements

Ground Rules:

1. **Sales of services and commercial messages are not appropriate** during Peer Exchange Calls.
2. Calls are a safe place for discussion; **please do not attribute information to individuals** on the call.

The views expressed by speakers are their own, and do not reflect those of the Dept. of Energy.

Better Buildings Residential Network

Join the Network

Member Benefits:

- Recognition in media, social media and publications
- Speaking opportunities
- Updates on latest trends
- Voluntary member initiatives
- One-on-One brainstorming conversations

Commitment:

- Members only need to provide *one number*: their organization's number of residential energy upgrades per year, or equivalent.

Upcoming Calls (2nd & 4th Thursdays):

- *6/22: Paying for Home Decarbonization and Electrification – Addressing Cost Questions*
- *7/13: Stakeholder Engagement Keys to Success – Lessons Learned by Energy Efficiency Programs*

Peer Exchange Call summaries are posted on the Better Buildings [website](#) a few weeks after the call

For more information or to join, for no cost, email bbresidentialnetwork@ee.doe.gov, or go to energy.gov/eere/bbrn & click Join



Peter Troast
Energy Circle



MARKETING RESIDENTIAL EFFICIENCY IN THE ERA OF IRA MANAGING EXPECTATIONS & DEMAND

Department of Energy, Better Buildings Residential Network

Peter Troast, Founder & CEO

June 8, 2023

What We'll Discuss

- 1 EVOLVING CONSUMER AWARENESS OF IRA, HEAT PUMPS AND ELECTRIFICATION
- 2 THE TIMING PROBLEM OF GROWING HOMEOWNER AWARENESS
- 3 STRATEGIC CONSIDERATIONS TO THINK ABOUT
- 4 IMMEDIATE MARKETING RECOMMENDATIONS



ELECTRIFICATION
HEAT PUMPS
INSULATION & AIR SEALING
INFLATION REDUCTION ACT
EVOLVING STATE OF CONSUMER
AWARENESS



CLIMATE

The New York Times

GIVE THE TIMES

This Guide Can Help You Save Money and Fight Climate Change

The new climate and tax law can bring big savings for anyone looking to buy an electric car or make their home more energy efficient.



Seiji Matsumoto

By Nadia Ponovich and Elena Shao Feb 1, 2023

Forbes

FORBES > MONEY > INVESTING

EDITORS' PICK

How To Cash In On Billions In Green Home Improvement Tax Credits And Rebates

Jonathan Ponciano Forbes Staff

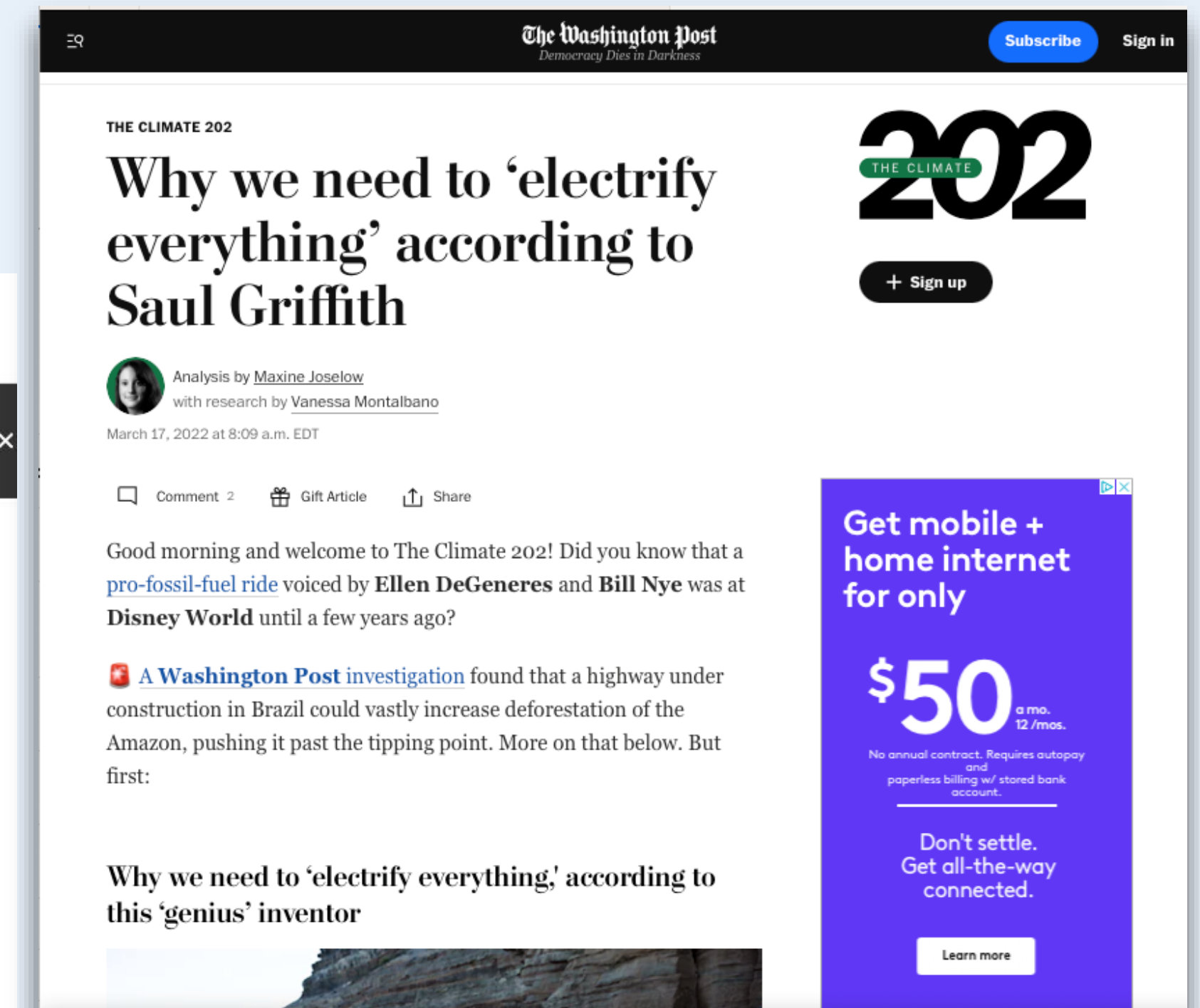
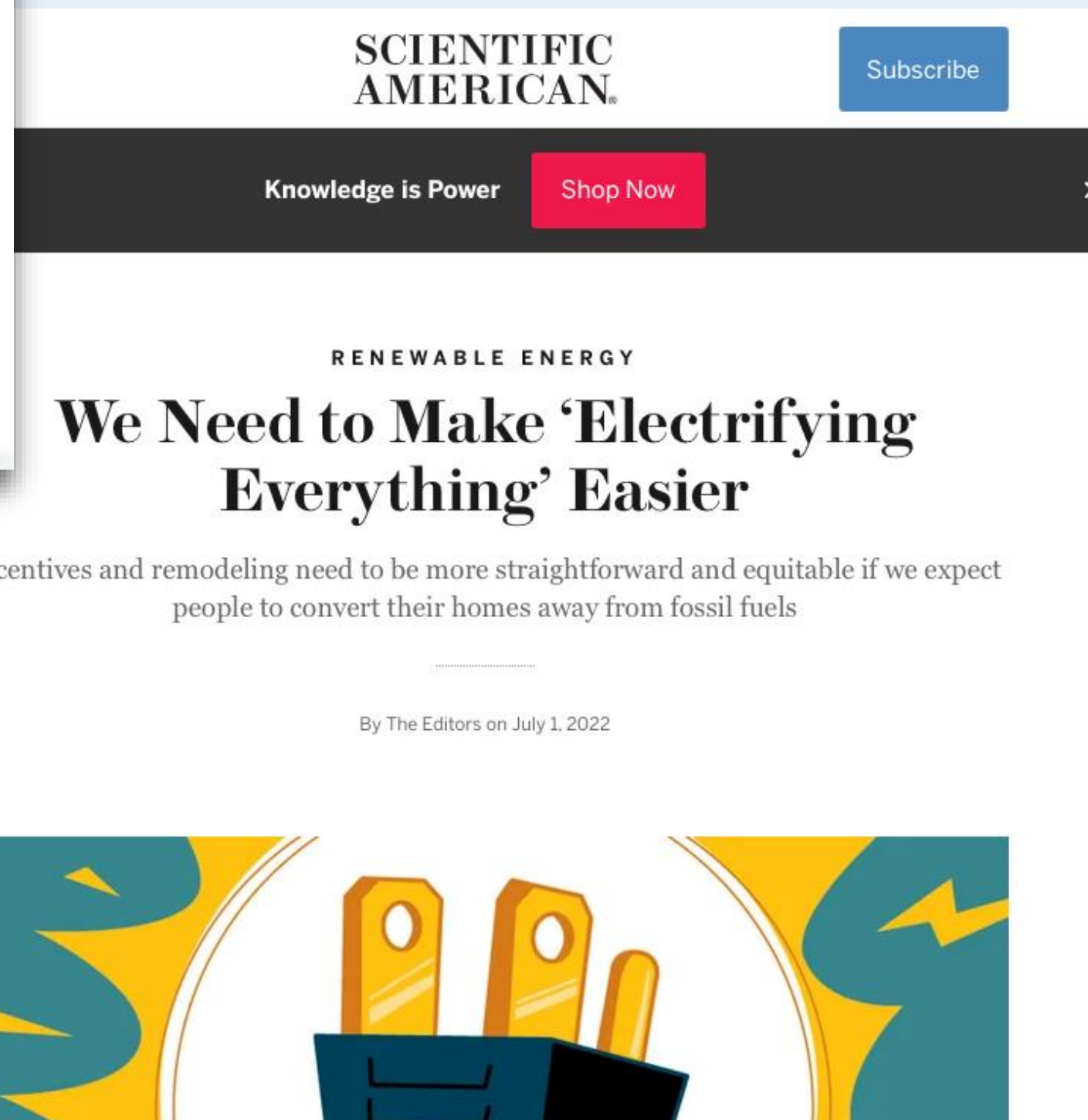
Follow

1

Sep 28, 2022, 06:30am EDT



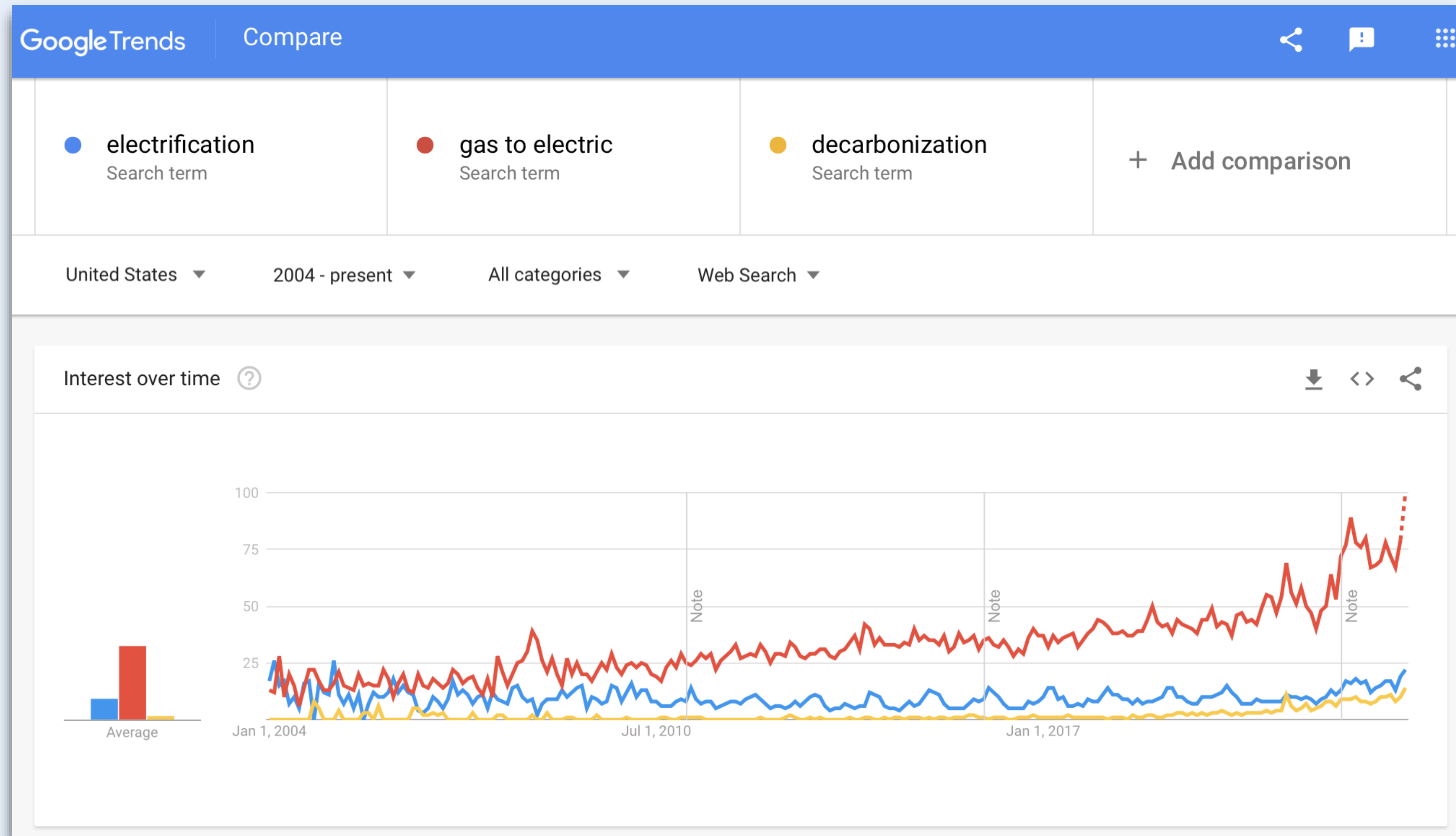




Evolving Consumer Awareness

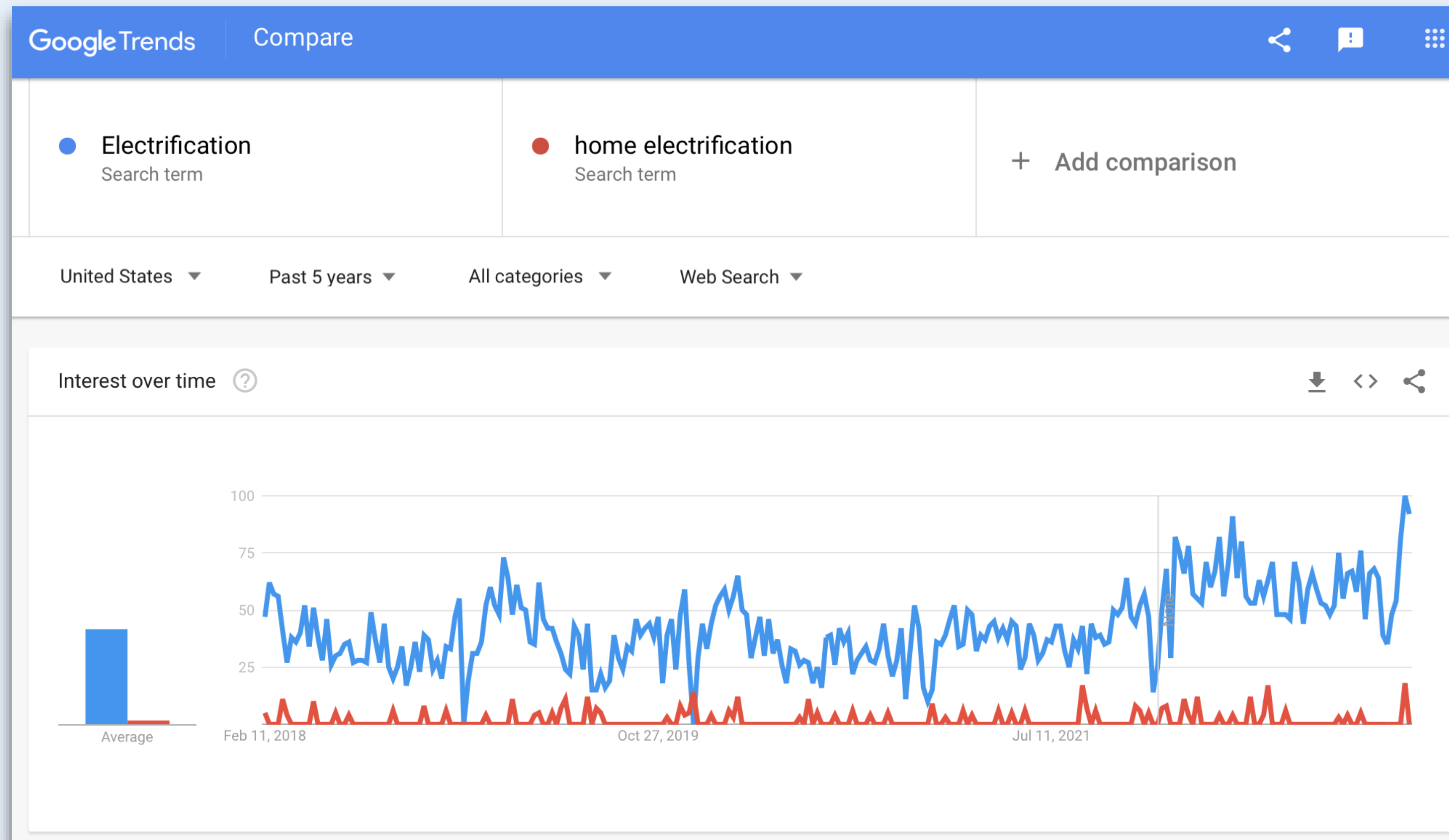
Keyword	Intent	Volume
⊕ heat pump	I C	74,000
⊕ inflation reduction act of 2022	I	49,500
⊕ heat pump water heater	I C	27,100
⊕ heat pumps	I C	22,200
⊕ mini split heat pump	C	14,800
⊕ what is a heat pump	I	14,800
⊕ geothermal heat pump	I C	12,100
⊕ heat pump installation	C	12,100
⊕ infrastructure bill	I C	12,100
⊕ energy efficient windows	I	9,900
⊕ how does a heat pump work	I	8,100
⊕ solar tax credit	I	8,100
⊕ energy conservation	I C	6,600
⊕ energy efficiency	I C	6,600
⊕ heat pump systems	I	6,600
⊕ heat pump vs furnace	C	6,600
⊕ pool heat pump	C	6,600
⊕ ductless heat pump	C	5,400
⊕ how do heat pumps work	I	5,400
⊕ heat pumps system	n/a	0





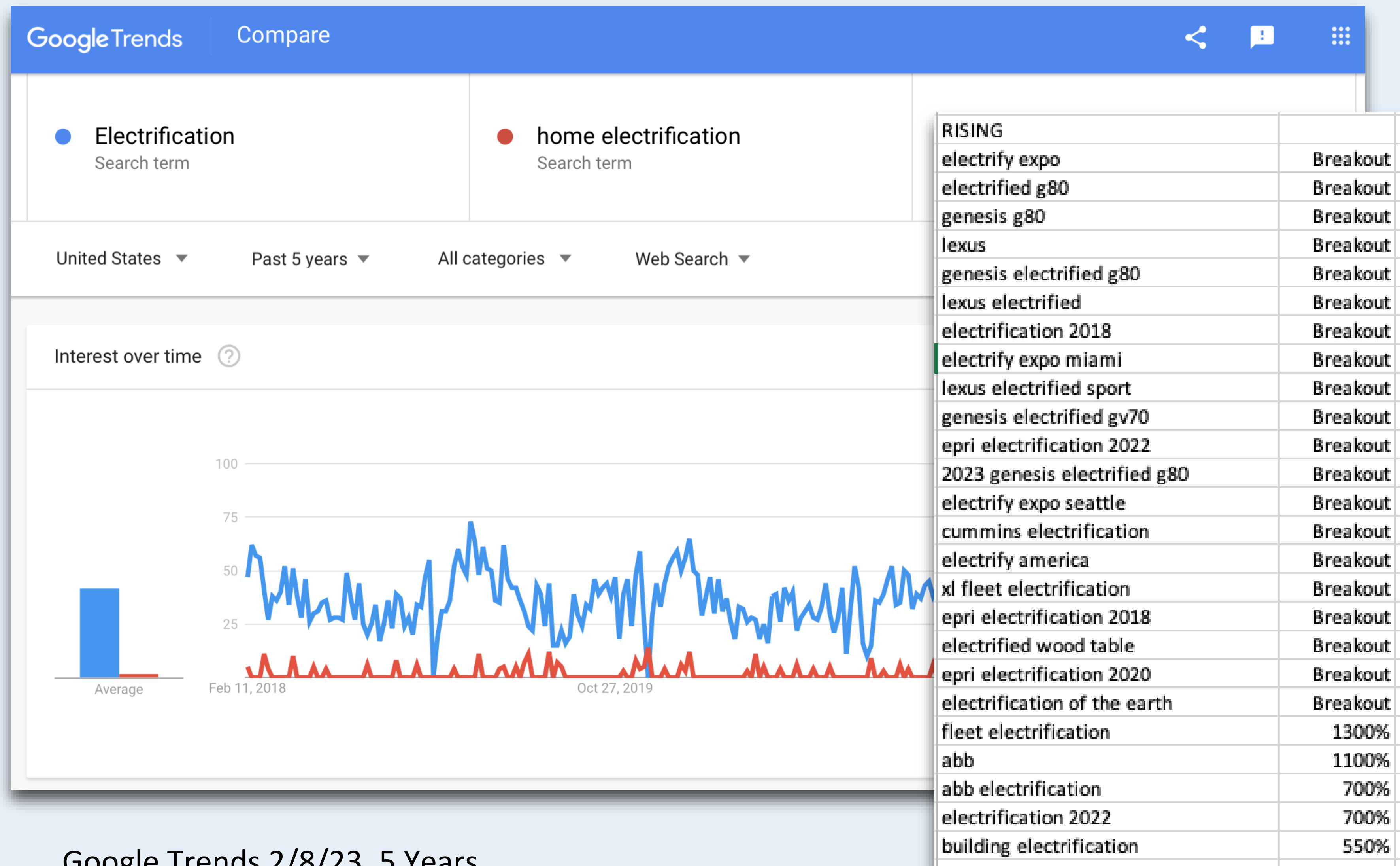
Google Trends 2/8/23, 19 Years





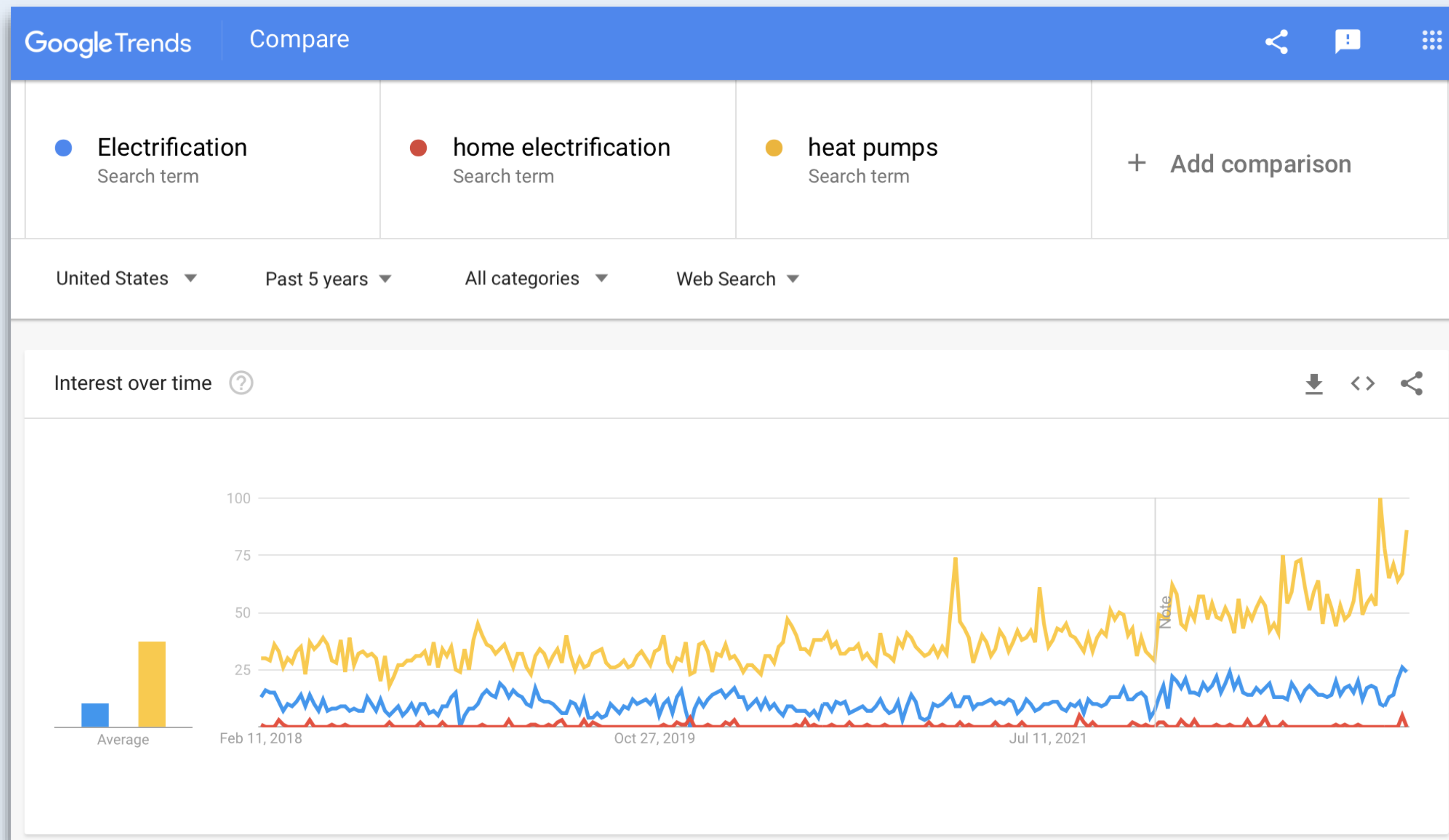
Google Trends 2/8/23, 5 Years





Google Trends 2/8/23, 5 Years





Google Trends 2/8/23, 5 Years





● heat pumps
Search term

● ductless heat pump
Search term

● heat pump water h...
Search term

● mini split AC
Search term

● induction cooking
Search term

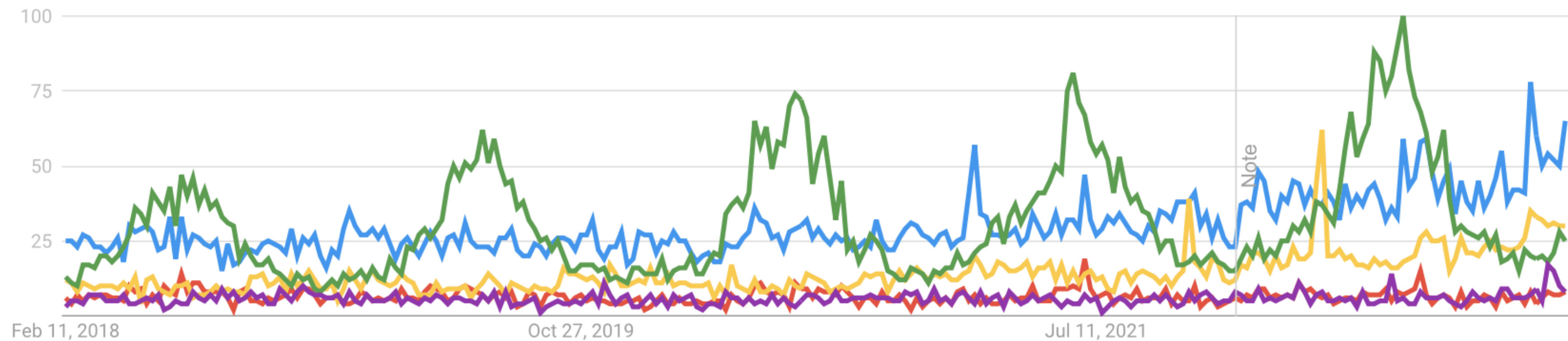
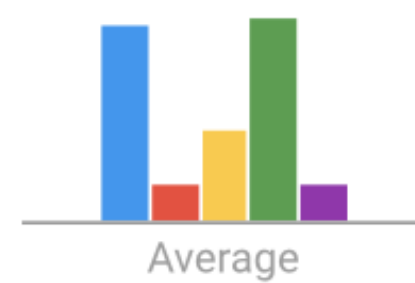
United States ▼

Past 5 years ▼

All categories ▼

Web Search ▼

Interest over time ?



“electrify my home”

Keyword Variations

4 Total volume: 140

Keywords	Volume	KD %
electrify my home	140	42
electrify my heart home and away	0	n/a
electrify my home australia	0	n/a
washington electrifying my home	0	n/a

View all 4 keywords

Questions

n/a

We have no data to show.

Related Keywords

418 Total volume: 23.4K

Keywords	Volume	KD %
electrify your home	30	32
electrify home	260	47
home electrification	110	47
electrify my	30	36
electrify heat	30	18

View all 418 keywords

“all electric home”

Keyword Variations

232 Total volume: 800

Keywords	Volume	KD %
all electric home	110	34
all electric homes	50	31
all electric home vs gas	30	41
generator for all electric home	30	64
all electric heating for homes	20	n/a

View all 232 keywords

Questions

56 Total volume: 150

Keywords	Volume	KD %
are all electric homes more expensive	20	n/a
are carbon monoxide detectors required in all electric homes	20	n/a
can carbon monoxide be in an all electric home	20	n/a
can you have carbon monoxide in an all electric home	20	n/a
do all electric homes need carbon monoxide detectors	20	n/a

View all 56 keywords

Related Keywords

94 Total volume: 12.3K

Keywords	Volume	KD %
all electric homes	50	31
all electric house	110	32
electric homes	50	39
electric home	170	46
electric for home	20	46

View all 94 keywords

“home electrification”

Keyword Variations

26 Total volume: 180

Keywords	Volume	KD %
home electrification	110	47
e-den home electrification	20	n/a
home electrification solutions	20	n/a
electrification of homes	10	n/a
electrification of the home	10	n/a

View all 26 keywords

Questions

1 Total volume: 0

Keywords	Volume	KD %
what is home electrification	0	n/a

View all 1 keywords

Related Keywords

344 Total volume: 19.5K

Keywords	Volume	KD %
electrify your home	30	32
electrify home	260	47
electrify heat	30	18
electrify my home	140	42
electric for home	20	46

View all 344 keywords



heat pumps, mini splits, heat pump water heaters, solar

Aug-Dec 2022 vs 2021 (after IRA passage)

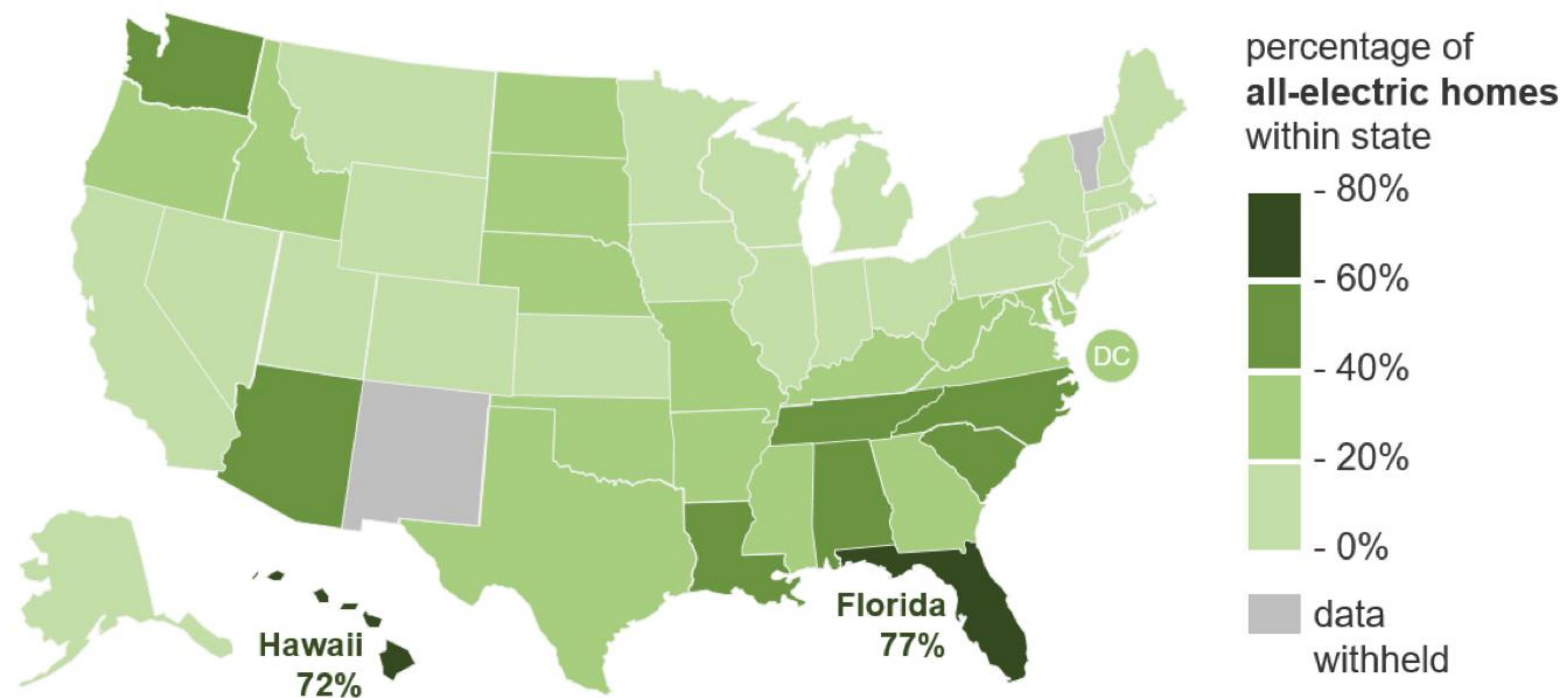
Impr. <>	Clicks <>	CTR <>	Avg. CPC <>	Conversions <>	Conv. rate <>	Cost <>
1,654,254 (+64.02%)	30,787 (+109.48%)	1.86% (+27.71%)	\$6.58 (-16.84%)	7,272.84 (+227.99%)	23.62% (+56.55%)	\$202,485.23 (+74.20%)



Energy Circle Aggregated Google PPC



All-electric homes by state (2020)



Data source: U.S. Energy Information Administration, 2020 *Residential Energy Consumption Survey*



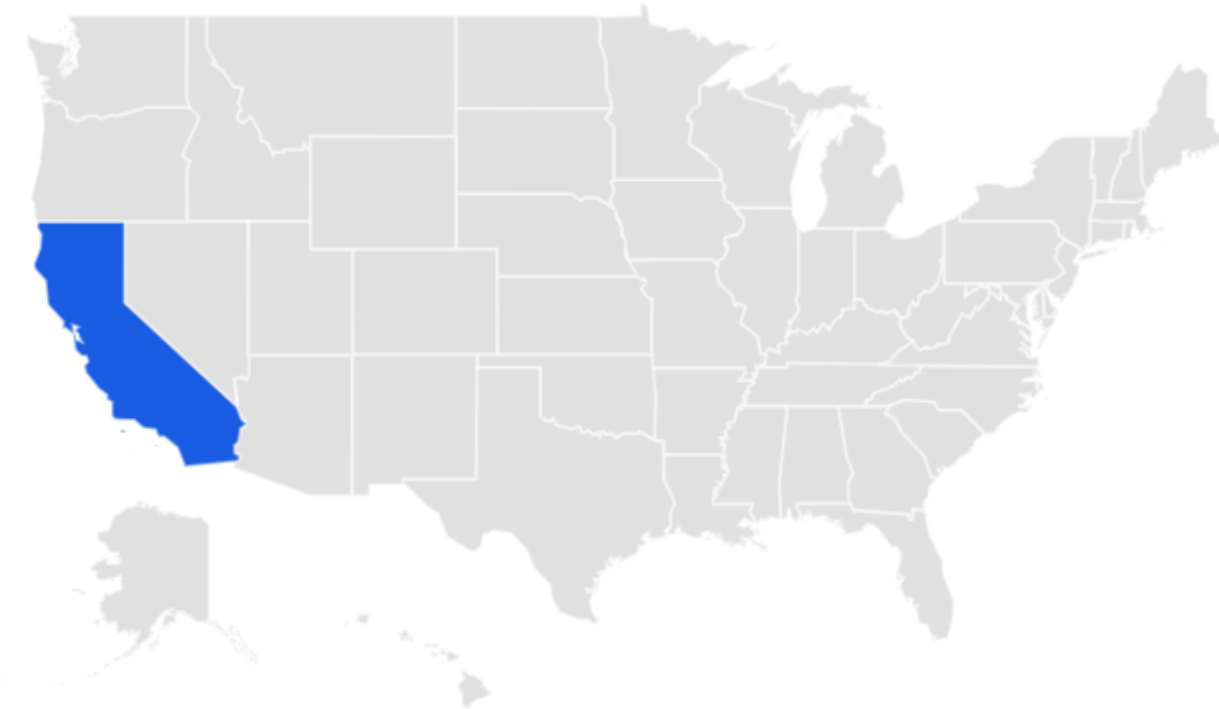
2020 *Residential Energy Consumption Survey*,
September 2022



home electrification

Interest by subregion ?

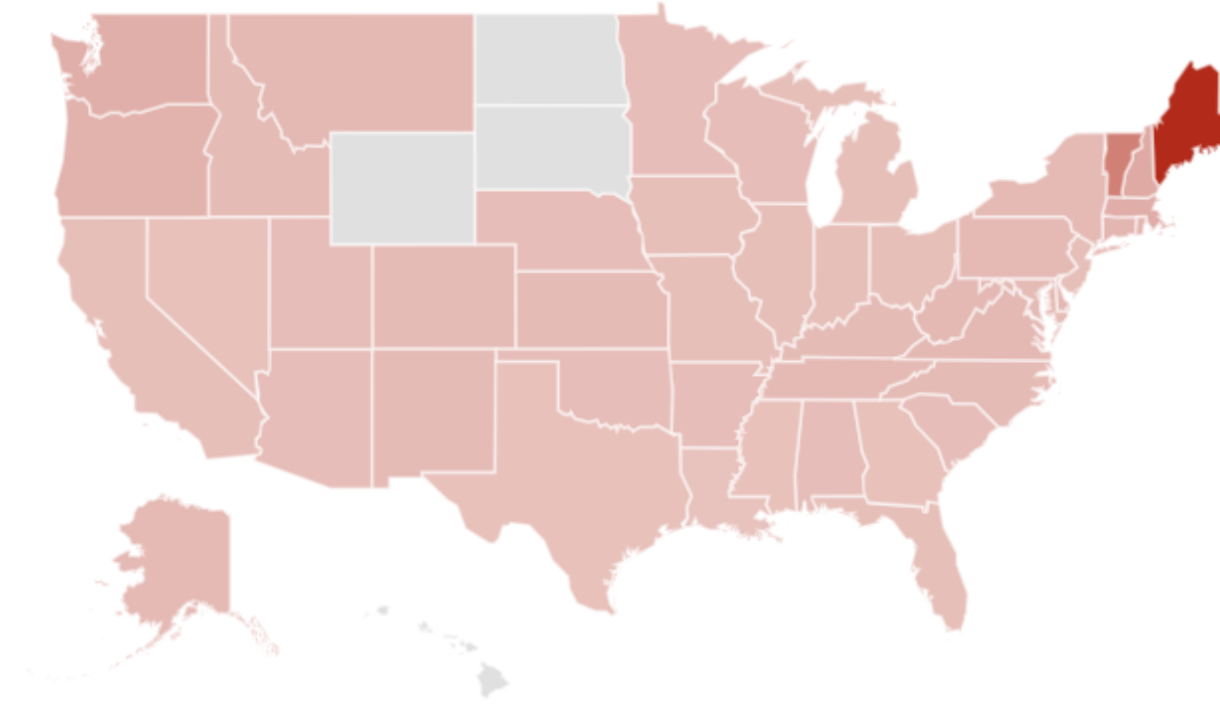
Subregion ▼



heat pumps

Interest by subregion ?

Subregion ▼



Google Trends 3/8/23, Last 12 Months



WHERE TO FOCUS:
ELECTRIFICATION, HEAT PUMPS,
INSULATION & AIR SEALING, IRA



Content

Education

Search Engine

Optimization

Right Now:

HEAT PUMPS

IRA

INSULATION/AIR SEAL

For the Future:

HOME ELECTRIFICATION



Target Audiences

LMI

First Home
Young Families
Retirees



Electrification

Super Greens
EV Owners



Heat Pumps & Envelope

Everyone
Problem Houses



MARKETING APPROACHES:
BRIDGING THE TIMING GAP
BECOMING THE TRUSTED AUTHORITY



Keep in Mind:
We're Confused
About the IRA;
Homeowners are
VERY Confused

"Rebates"

"Electrification"

"Heat Pumps"

"Tax Credits"

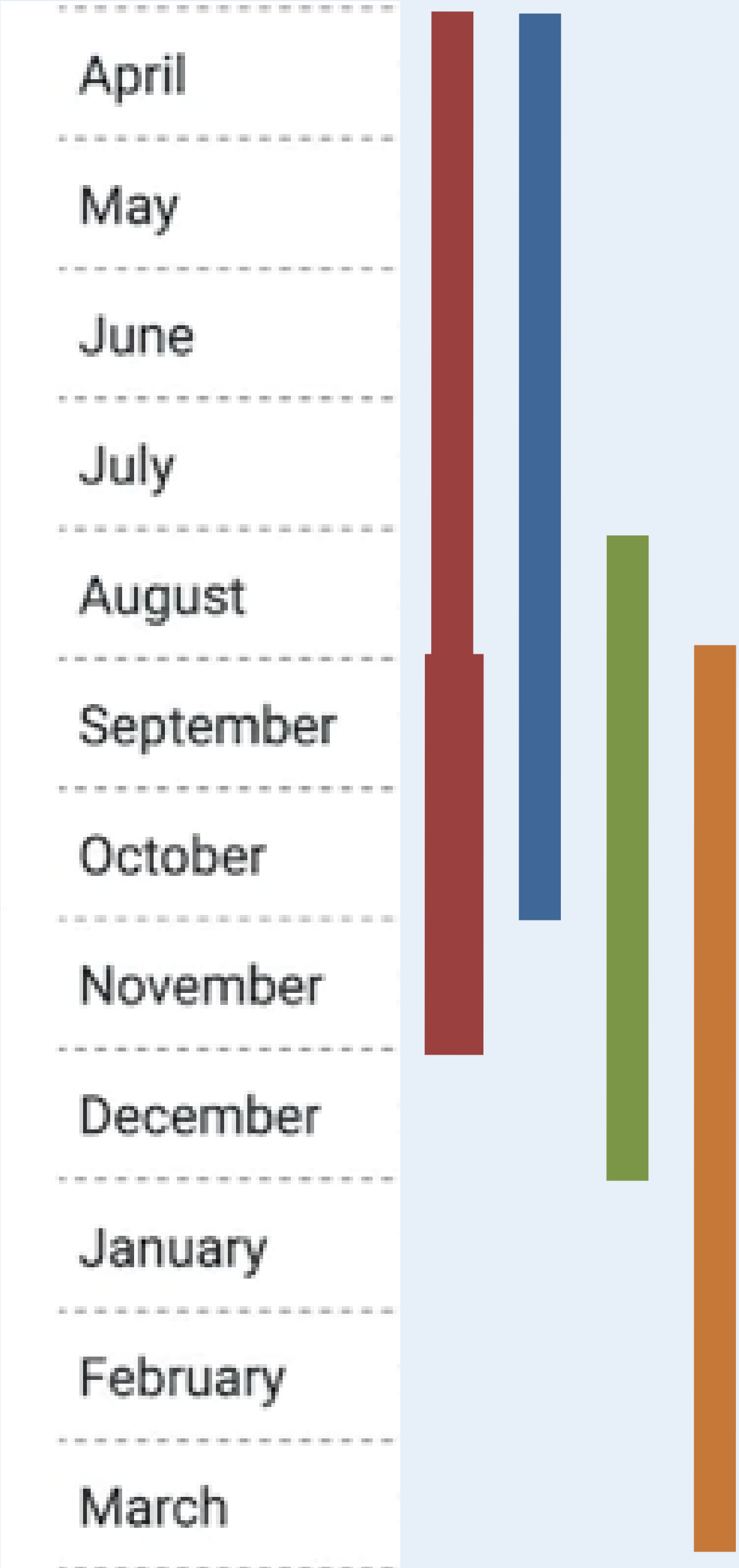


Lay the Foundation;
Prepare for Active
Marketing

Brand & Digital FOUNDATION	Active LEAD GENERATION
<i>Slower building</i>	<i>More immediate</i>
Website Incentive Content Video Google My Business Reviews Custom Audiences Awareness Paid Social	Google & Bing Ads Local Services Ads Facebook Lead Ads Video Advertising



Staging the Next 12 Months



Tax Credit Focus with Year-End Urgency

Foundation Work, Audience Building & Planning Support

Rebate Campaign Ramp Up; Concrete Information by State

Campaigns in Full Swing



Strategic Considerations

- Company Positioning
How Aggressive Around IRA?
vs. “we’re the incentive experts”
vs. not communicating rebates/incentives
- Low/Moderate Income Focus
- SOP’s & Data Management for Long Term Leads (CRM)
- Processes/Communications to Overcome Project Delays
- Shifts to Sales Process (incl modeling)
- Offer a Planning Process



QUESTIONS?

Peter Troast
peter@energycircle.com





Deanna Cioppa
Pearl Certification



Marketing Residential Energy Efficiency in the Era of IRA



Deanna Cioppa
Marketing Director, Homeowner Division
June 8, 2023



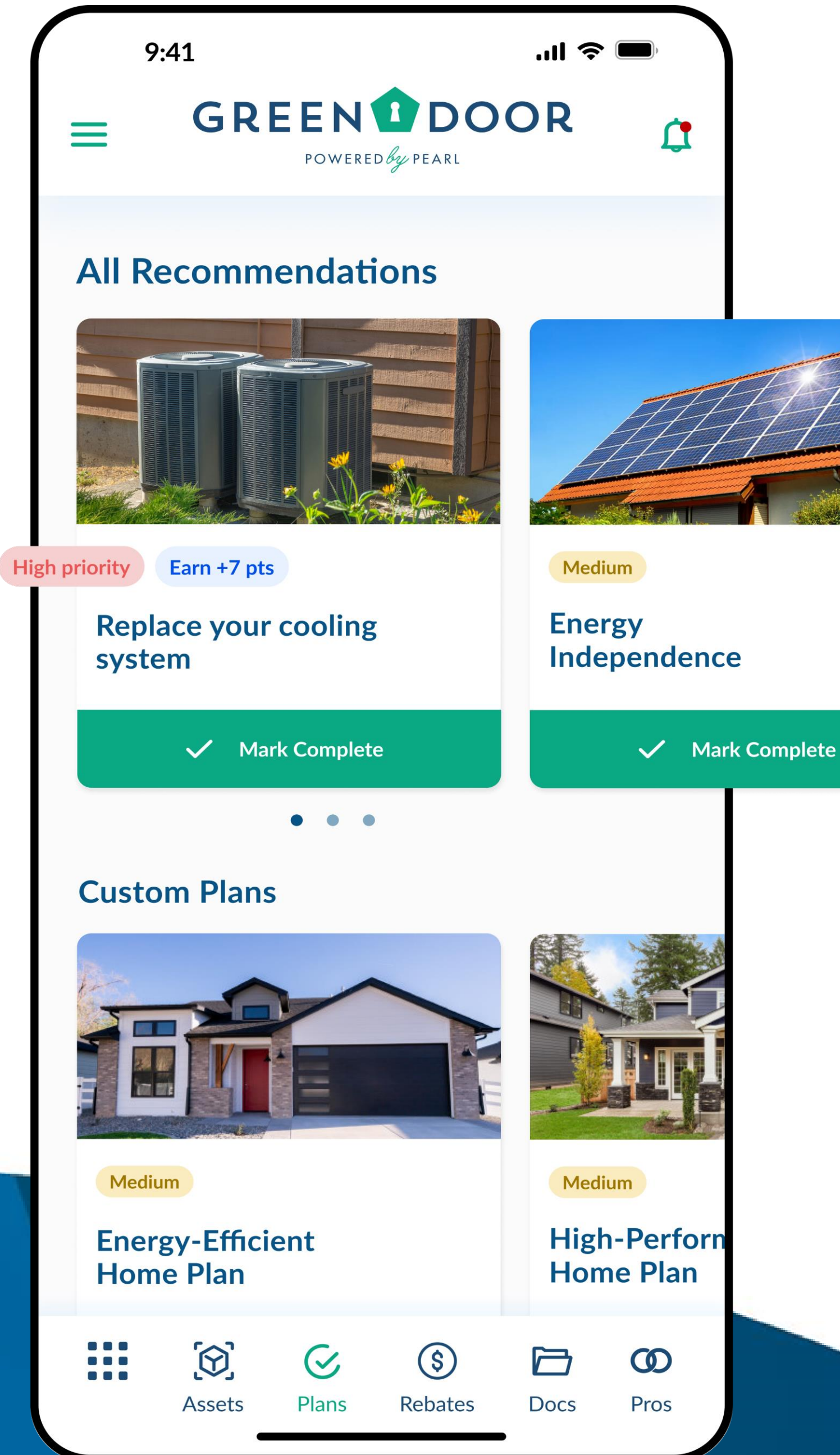
What is Pearl Certification?

Third-Party Certification for High-Performing Homes

Pearl Certification makes high-performance home value visible to benefit homeowners and the contractors, builders, raters, real estate professionals, and public entities who serve them.

The App: Green Door, Powered by Pearl

Green Door is an all-in-one home improvement app that helps you increase your home's value, improve your home's comfort and health, cut your energy bills, and shrink your carbon footprint.





Marketing to Homeowners Post-IRA

Opportunity:

- To **educate** US homeowners about existing and near-term incentives for adoption of energy-efficient home features, with the goal of **driving adoption behavior** now and in the future

What's needed:

- Homeowner-facing content, and plenty of it

What does this content look like?



10 ways
the Inflation



Top takeaways for
homeowners from the
Inflation Reduction Act

By Pro Blogger



How
HOMES

By Marketing Blogger



Understanding the Homeowner Audience

- What are their unanswered questions?
- Where do they look for answers?



SEO/YouTube SEO

- Where do they “live” day to day?
- What formats do they share?
- What’s the tone of this shared content?



Social Intelligence

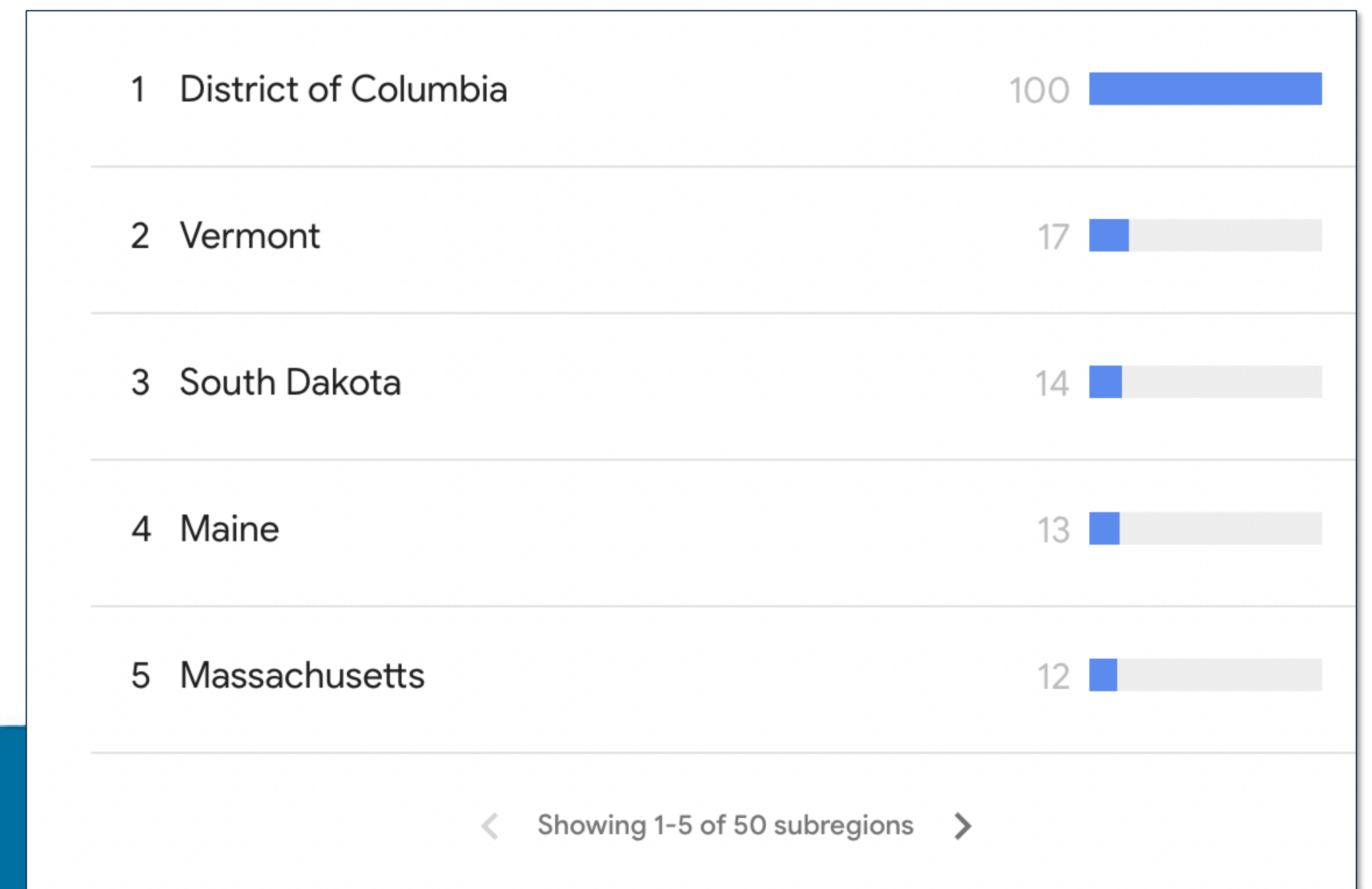


What Our Research Has Shown Us

What are their unanswered questions?

It's not necessarily IRA.

- “Inflation Reduction Act” is an insider term.
- If homeowners aren't searching for IRA, then what do we create content around?



Source: Google



What Our Research Has Shown Us

What are their unanswered questions?

Homeowners care about nuts and bolts.

- Top keywords we're tracking are about systems and appliances like heat pumps, solar, windows, etc.
- More likely to search for rebates and tax credits for these specific items.

Keyword	Average Monthly Searches
Heat pump	74,000
Heat pump water heater	27,100
Mini split heat pump	18,100
Heat pump installation	12,100
Energy efficient windows	9,900
Solar tax credit	8,100
Energy efficiency	6,600

Source: SEMrush



Homeowners by Concern

Based on social intelligence gathering, SEO, and ad performance, 2022-2023

Cost
Savings

Home
Value

Health &
Comfort

Don't
Forget
to



How We've Leveraged Our Understanding

Step 1:

Created Keyword
Clusters Organized
by Topic

Step 2:

Created Content in
the Big Rock
Content Model

Step 3:

Supported with Paid
Search, Organic &
Paid Social



Premium Content

Everything You Need to Know

About Home Energy Rebates & Tax Credits

Blog (SEO)

☆ BLOG

Everything You Need to Know About Home Energy Rebates & Tax Credits

← Back to Blogs

Mar 03, 2023

Whether you're looking to **cut down on your utility costs**, reduce your carbon footprint, or make your **home more attractive to potential buyers**, there are lots of reasons to want an energy-efficient home. But if the price of making home performance improvements has given you pause, there's good news: There will soon be a number of ways homeowners will be able to recoup some of the costs associated with those improvements.

The majority of those ways come via existing and upcoming rebates and tax incentives created by programs under the **2022 Inflation Reduction Act (IRA)**, as well as through existing rebates offered by some utility providers. Let's examine some common home performance improvements, what incentives are available for those improvements, how to qualify for those incentives, and more.

A High-Performing Home That Doesn't Break the Bank

Before we dig into rebates and tax credits, let's identify exactly what we mean when we talk about "home performance improvements." In simplest terms, home performance improvements are upgrades and modifications you can make to your home that reduce its energy consumption, increase health, safety, and comfort, and often lower the cost of running that home. These can include installing **energy-efficient windows** and doors, **heat pumps** and **heat pump water heaters**, **improved insulation**, efficient electric appliances, improved wiring, and even a whole **home electrification** project.

In other words, these are projects that reduce or eliminate your reliance on combustion-driven appliances, such as gas stoves or gas- or oil-powered furnaces.

The IRA has and will reduce the cost of making these upgrades for many homeowners, as long as certain conditions are met. Let's get into that now.

Home Energy Rebate Programs

So what programs or initiatives do you need to understand in order to start planning your next home performance improvement project? The list is long, but here's an overview of some of the most impactful policies and programs.

☆ BLOG

Green Door Guide to Heat Pump Rebates and Tax Credits

← Back to Blogs

Apr 10, 2023

☆ BLOG

The Green Door Guide to Dryer Rebates (and Washer Tips, Too)

← Back to Blogs

Jun 01, 2023

☆ BLOG

Green Door Guide to Heat Pump Water Heater Rebates and Tax Credits

← Back to Blogs

May 16, 2023

Lead Gen Ads

Pearl Certification Sponsored

There are \$9 BILLION in home improvement and energy efficiency rebates coming in 2023 and beyond. Will you be ready to take advantage?

Learn how to find and apply for your share of the savings. Read the latest guide from the home performance experts at Pearl Certification.

#homerenovation #homeupgrade #homevalue #sustainability #energyefficiency #rebates #savemoney #taxcredits #powerofpearl

FORM ON FACEBOOK

How to Save Big on Home Improvements

Learn more

Like

Comment

Share

Sponsored

Green Door
pearlcertification.ac-page.com/

Home Rebates & Tax Credits | Federal Heat Pump Tax Credit | Energy Efficien...

Learn how to apply for home energy rebates & tax credits on heat pumps, solar, & more. Learn about valuable rebates and tax credits for heat pumps,...

Find a Pearl Contractor

Success Stories

How Certification Works

Create a free account now

1

Pearl Certification

Hi,

Thank you for signing up for your complimentary eBook from Pearl Certification, the leader in energy efficiency certification for homes, and congratulations on starting your home performance journey. Download your copy of **Everything You Need to Know About Home Energy Rebates & Tax Credits** by clicking the link below.

DOWNLOAD EBOOK

This guide was created by the building science experts at Pearl, and is full of information to help you:

- Discover thousands of dollars in rebates and tax credits already available or coming online soon.
- Find out which home improvement and energy categories will qualify (hello, heat pumps and solar!)
- Learn about one tool you can use to automatically find and surface the rebates and tax credits you may qualify for.

2

Pearl Certification

Hi,

I hope you found our guide to home energy rebates and tax credits useful!

With thousands of dollars in savings available now and in the near future, you may be wondering how to start planning to maximize all these incentives.

You already know that Pearl's free Green Door app can help you find the rebates and tax credits you may qualify for. A great next step is to assess your home's performance, where it could be doing better, and then make a plan for improvement based on your timeline and budget.

CREATE YOUR HOME INVESTMENT PLAN

With Green Door's Home Investment Plans you can:

- Assess your home's performance on a feature-by-feature basis.
- Receive customized home improvement plans based on your existing home features and goals.
- Find rebates and tax credits you can use to save big on your projects.
- Shop lists of sustainable products from your plans.
- Connect with local, vetted Pearl Network Contractors to complete installation.
- Earn points toward a Pearl Certification, which can add an average premium of 5% to your home's resale value.

SIGN UP FOR GREEN DOOR

3

GREEN DOOR
POWERED by PEARL

Hi, {FIRSTNAME},

Trying to make sustainable choices for your home can be overwhelming – untangling acronyms, knowing which metrics to look for, and trying to get the most performance for your money.

Green Door takes the confusion out of sustainable living. Through our exclusive partnership with **Build with Ferguson**, you can now shop thousands of gorgeous, kitchen and bath appliances and fixtures – and get them certified by Pearl for free!

Simply:

- Log into your Green Door account and head to your Home Investment Plan.
- Click on Pearl Certifiable products.
- Access a curated list of thousands of gorgeous, efficient, high-performance kitchen and bath appliances at Build with Ferguson.
- Filter the Rebates Finder to display rebates on the product types you're interested in.
- After purchase, be sure to add your new high-performing assets in Green Door, and we'll certify them for free!

SHOP SUSTAINABLE PRODUCTS NOW

4

GREEN DOOR
POWERED by PEARL

Hi, {FIRSTNAME},

When you need to make improvements to your home, how do you know who to trust? At Pearl Certification, we vet our Network Contractors for high-quality installation and more. You can read more about our standards for our partners [here](#).

Then, head to Green Door to search for and connect with local, vetted professionals for installation, home energy audits, and more.

Simply:

- Log into your Green Door account and go to Find Professionals.
- Put in the kind of pro you're looking for and your zip code.
- Click on our Network Contractor profiles to read more about them.
- Click Connect to get in touch and set up your project.

FIND A PEARL NETWORK CONTRACTOR

After your project is complete, your Pearl Network Contractor will update your home's profile in Green Door with your new assets, and a Pearl team member will certify the work for your peace of mind and assign any Pearl Points you might qualify for to help you reach the next tier in Pearl's Certification system.

9:41

GREEN DOOR
POWERED by PEARL

✓

You successfully updated an asset.

825 / 975

Asset

Silver

Gold

Platinum

GOLD

Assets

Docs

Pros

Never, ever launch a campaign without a firm understanding of your audience as content consumers.

SEO keyword research and social intelligence gathering can be done without a massive budget outlay.

Some tools we like →

SEO

- Google Trends
- Google Analytics & Search Console
- Google Ads (includes Keyword Planner)
- SEMrush (paid)
- TubeBuddy (paid but cheap)

Social Intelligence (all paid)

- Buzzsumo
- AdClarity
- Talkwalker
- Brandwatch

Get Green Door
for yourself!





Thank you.

deanna.cioppa@pearlcertification.com

[More on Pearl](#) | [Green Door App](#)



Pamela Brookstein
Elevate Energy



ELEVATE

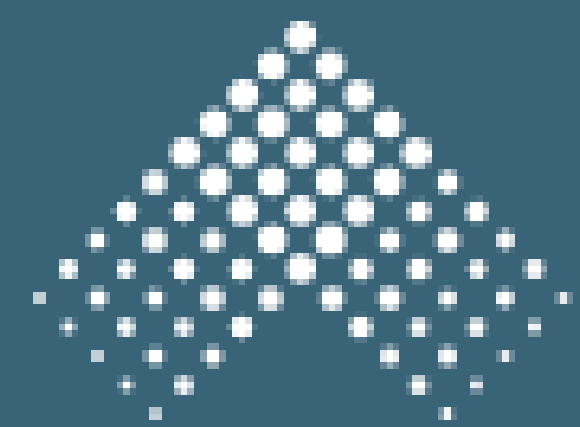
Sold!

Listing and Marketing a High-Performing Home

June 8, 2023

Agenda

- Introduction
- Homebuyers and energy efficiency
- Opportunity at home sale
- Real estate engagement



ELEVATE

We design and implement programs that reduce costs, protect people and the environment, and ensure the benefits of clean and efficient energy use reach those who need them most.

Value for High-Performing Homes

- Continuing education course designer
- Real estate agent instructor
- Consumer research





ELEVATE

What do we know from Elevate's research?

What do homebuyers know about energy efficiency?

- Not much

**“What is a heat pump? Or air-sealing?”
- Chicago homeowner, 2022**

Did homebuyers think about efficiency when home shopping?

- No, not really
- HOWEVER! All is not lost.
- They become engaged when:
 - Presented with range of benefits
 - Have lived experience

Why do I need to talk about ALL of the benefits?

Tastes Great, Less Filling



Why do I need to talk about ALL of the benefits?


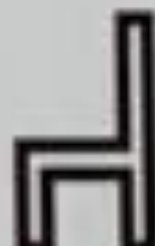


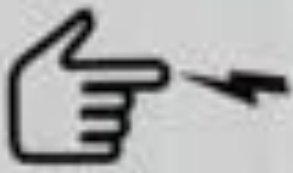

Consider...my humidifier

About humidity

Relative humidity (RH) is the amount of moisture in the air compared to how much moisture the air can hold. The higher the RH, the more humid it feels.

Warm air can hold more moisture than cold air. Raising the humidity level in a cool, dry room can make it feel warmer and more comfortable.

Keeping indoor humidity levels between 40-60% has many benefits:

-  Helps temporarily relieve congestion and cough
-  Helps protect wood furniture
-  Helps keep throat and nasal passages hydrated
-  Helps keep indoor plants healthier
-  Helps reduce static electricity
-  Adds essential moisture to dry indoor air

The experience economy and its relationship to benefits

74% of Americans prioritize experiences over products*

Cinque Terre



Couch



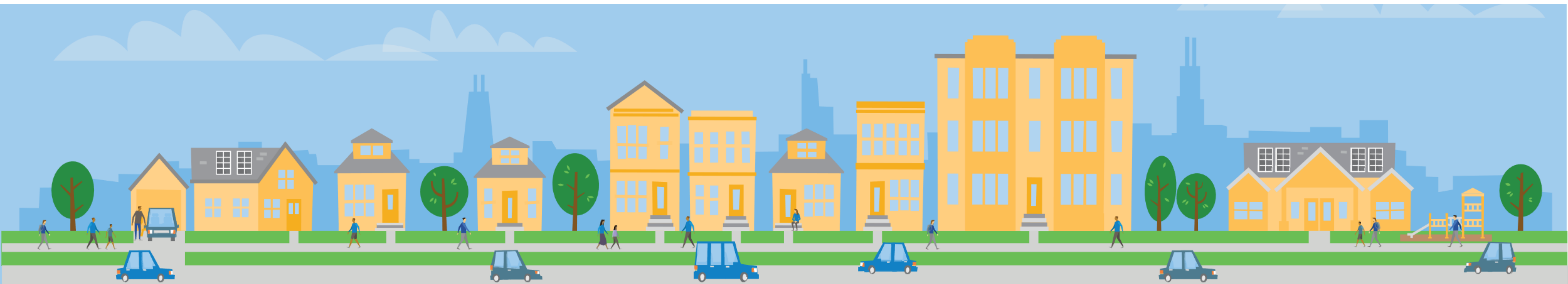


ELEVATE


The opportunity with home sales

Opportunity at the time of sale

- Open house and showings
- Real estate listing




An example of benefits and experience: Pearl Certification



1775 Denison Rd,
Naperville, IL 60565-6725

Certified on February 08, 2022
Pearl Gold Certificate | Pearl Score: 838



Heat Pump: Top 1% of electric-heated homes

This home's heating and cooling equipment is very efficient and exceeds ENERGY STAR standards.

As summarized by the US Dept. of Energy, heat pumps use electricity to move heat from a cool place to a warm place - making the cool space cooler and the warm space warmer. This is how they manage work well in both summer and winter months.

Because they move heat rather than generate it, they can provide the same benefits as regular heating and cooling equipment at a fraction of the cost.



1775 Denison Rd,
Naperville, IL 60565-6725

Certified on February 08, 2022
Pearl Gold Certificate | Pearl Score: 838




Attic Insulation: Top 10% of IL homes

This home's attic is very well-insulated - it will keep you warmer in the winter and cooler in the summer. Feel at home in your home!

With the superior insulation installed in this attic, you'll feel the difference right away: this house will be more comfortable - particularly in second floor rooms. Good attic insulation also protects against excessive winter heat loss that causes roof damage from snow melt.

Plus, enjoy lower utility bills year round.



1775 Denison Rd,
Naperville, IL 60565-6725

Certified on February 08, 2022
Pearl Gold Certificate | Pearl Score: 838

Learn more about this Pearl Certified home's benefits: read the free report at www.pearlcertification.com/registry.


Pearl Certification is a national firm that provides third-party certification of **high-performing homes**: homes with "performance assets" that make them **healthy, safe, comfortable, energy and water efficient**. Pearl is an ENERGY STAR Partner.


This Pearl Gold home has verified high-performing assets for a number of features that enhance the quality of life for its owners. Pearl Certified: it's what value feels like.

What You Need to Know

This home has many high-performing features, including its heat pump, attic insulation, attic hatch, air sealing and refrigerator.

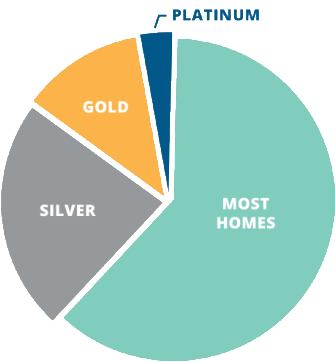
This home will be healthier, more comfortable, cleaner and quieter, and cost less to operate, than most Illinois homes.





Gold Certified: Special Performance Features of this High-Performing Home

U.S. Homes Eligible for Pearl Certification Levels



Heat Pump: Top 1% of electric-heated homes	Attic Insulation: Top 10% of IL homes	Attic Hatch: Very Well-insulated
Air Sealing: Top 7% of IL homes	Refrigerator: Very efficient	Clothes Washer: Very efficient
Clothes Dryer: Very efficient	Dishwasher: Very efficient	

6:22 PM

Unblast


Home

Posts

Videos

Photos


Community



Sally Sales with High-Performing Homes

2 hrs · 🌐

Check out my new Pearl Gold Certified listing in Mesa, AZ. It ranks in the top 8% of homes across the U.S., delivering more comfort, better indoor air quality, and lower utility bills!



👍 12

1 Share

👍 Like

💬 Comment

➦ Share

🔍 Learn More

💬

⋮



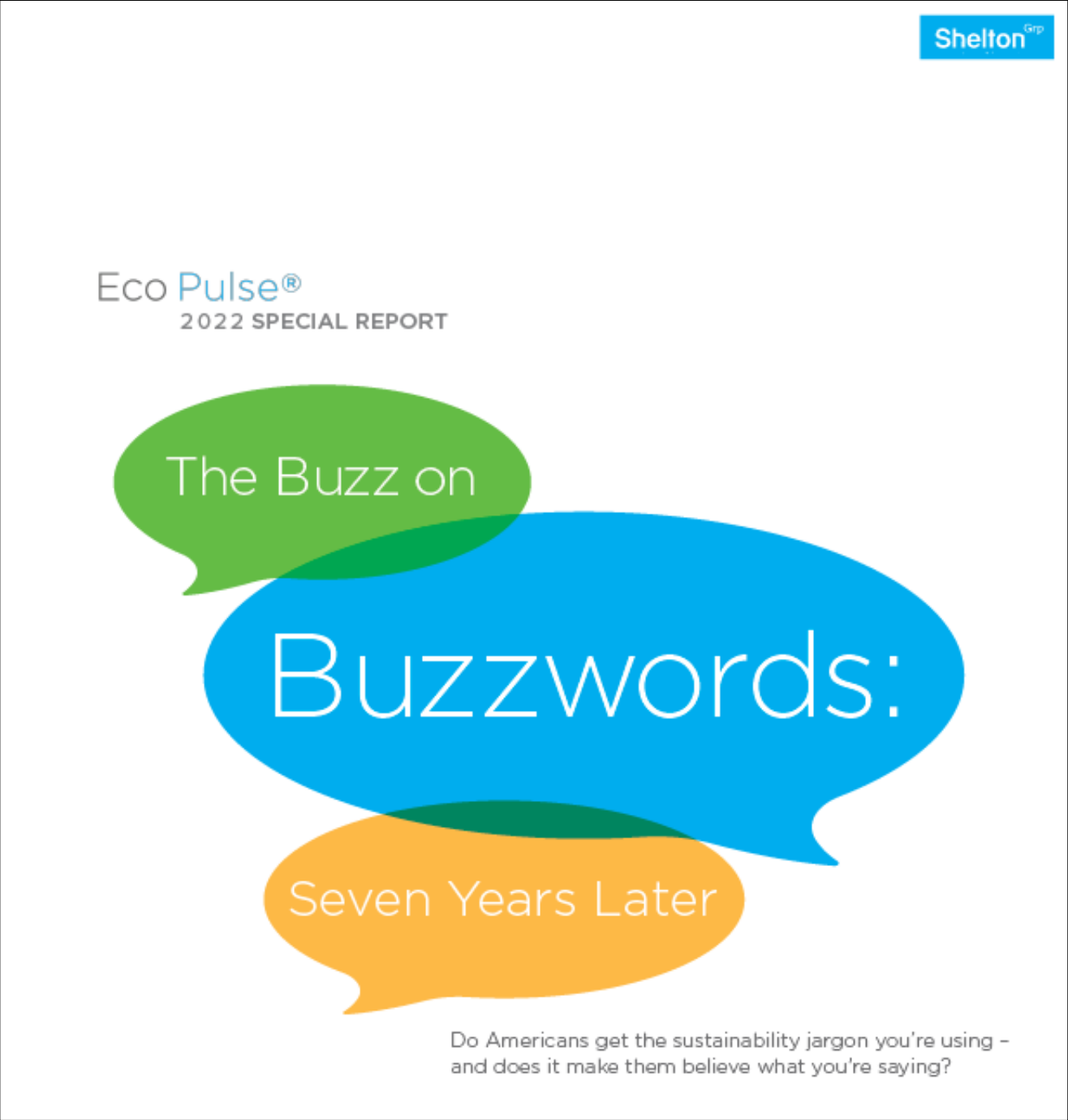
ELEVATE

An MLS Listing in Cedar Rapids, Iowa A missed opportunity

A missed opportunity: a real MLS listing

Are you looking to reduce your carbon footprint?

Does anyone buy a home for the low carbon footprint?



Low Carbon Footprint

Do they say they understand it?

NOT REALLY

48%

Do they find it meaningful?

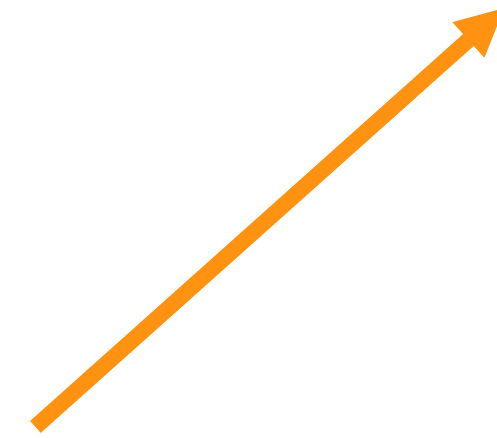
NOT REALLY

48%

sheltongrp.com

A missed opportunity: a real MLS listing

Are you looking to reduce your carbon footprint? Invest in energy efficiency today and enjoy the **cost savings** for a lifetime.



This is one benefit. The home costs \$575,000. Buyers may not care that much about cost savings.

A missed opportunity: a real MLS listing

Are you looking to reduce your carbon footprint? Invest in energy efficiency today and enjoy the cost savings for a lifetime. This home was built using some of the latest technologies to be a "Net Zero Energy" ready home.




Oh no! What does this mean?

What type of experience does it provide?

A missed opportunity: a real MLS listing

Are you looking to reduce your carbon footprint? Invest in efficiency today and enjoy the cost savings for a lifetime. This home was built using some of the latest technologies to be a "Net Zero Energy" ready home. These technologies include the use of a **heat pump** for the heating/cooling. Added insulation under the **concrete slab**.



Why mention the concrete slab in a listing? I want a fancy home that gives me a great living experience that my friends envy.

A missed opportunity: a real MLS listing

Are you looking to reduce your carbon footprint? Invest in efficiency today and enjoy the cost savings for a lifetime. This home was built using some of the latest technologies to be a "Net Zero Energy" ready home. These technologies include the use of a heat pump for the heating/cooling. Added insulation under the concrete slab. "Zip" system sheathing with high density foam added.

In the words of Janet Jackson: What have you done for me lately?



ELEVATE

Real estate agents and the opportunity

Why real estate professional engagement?

- Real estate agents talk to everyone
 - Rural, urban, suburban
 - All incomes
- 86% of sellers/buyers use a real estate agent
- People ask their agents about all sorts of things
- But: we must engage and education in a way that resonates

elevatenp.org/education-for-real-estate-agents

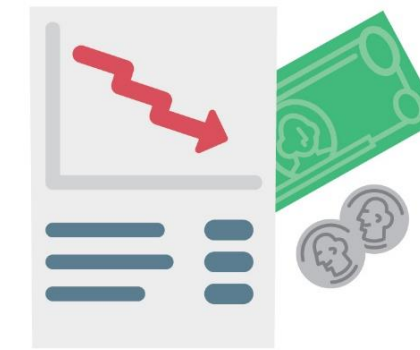


EDUCATION FOR REAL ESTATE AGENTS

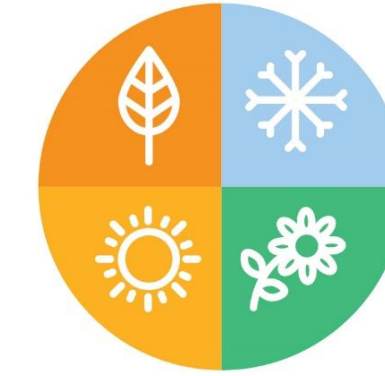


Solutions based on research

- Third-party certification
 - Who wants third-party certification?
 - Agents, appraisers, homebuyers
- Turn-key marketing materials
 - Feature the whole range of benefits
- High-quality continuing education



Cost less to heat
and cool



More comfortable



Healthier for their
occupants



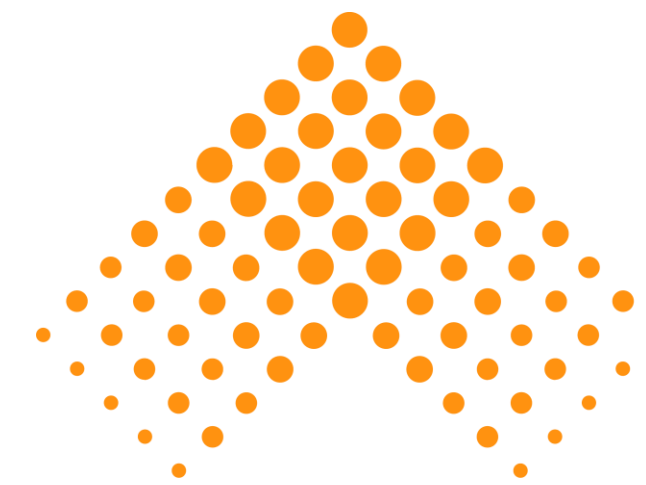
Increased home
value



Better for the environment

Contact information

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- Pamela.Brookstein@ElevateNP.org
- 773-269-2220
- elevatenp.org/real-estate-professionals



ELEVATE

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- in @ElevateNP

Smart Tools for Efficient HVAC Performance (STEP) Campaign



Scan this QR code to visit our website

Contact: christian.valoria@pnnl.gov

The STEP Campaign aims to increase adoption of **smart diagnostic tools** to streamline HVAC system performance testing and troubleshooting, **reducing energy-wasting faults** and **improving occupant comfort**.

To join the STEP Campaign, visit: bit.ly/3DFmEaE



HVAC Contractors and Technicians

- Reduce callbacks, improve consistency and quality, streamline processes
- Find out where to get training on smart diagnostic tools
- Be recognized for successful adoption of smart diagnostic tools!



Utilities and Program Implementers

- Streamline quality installation and quality maintenance programs
- Improve engagement with your contractors
- Be recognized for programs that utilize smart diagnostic tools!



HVAC Training Organizations

- Offer qualified training on System Performance with smart diagnostic tools
- Promote your training events
- Be recognized for providing training!



Weatherization Organizations

- Ensure your ASHP/CAC installations are operating at optimized efficiency
- Develop pilot with PNNL team
- Be recognized!

ORGANIZING PARTNERS

Buildings UP

The Buildings Upgrade Prize

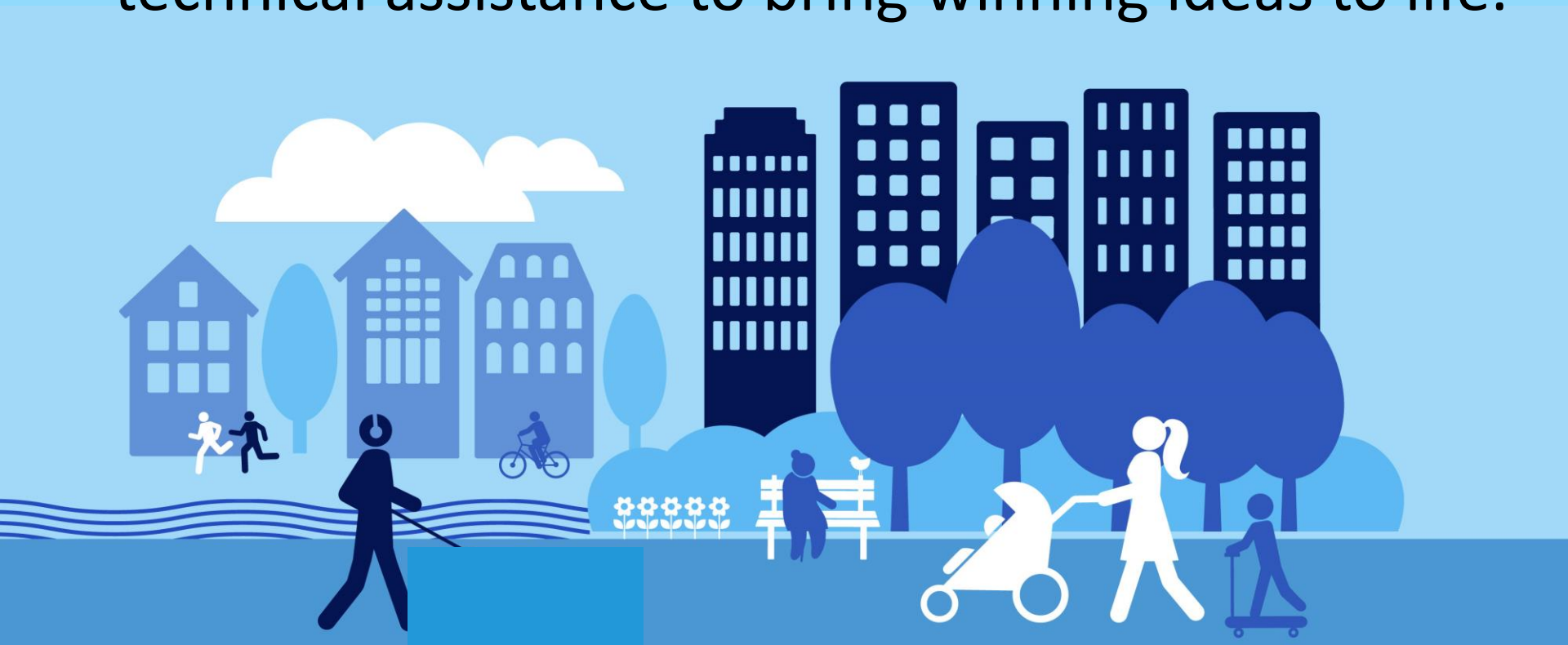
AMERICAN
MADE
U.S. DEPARTMENT OF ENERGY

Building capacity to transform U.S. buildings into energy-efficient and clean energy-ready homes, commercial spaces, and communities

Upgrading existing buildings to efficiently run on clean energy will help address climate change. This means transitioning **residential and commercial buildings** to efficient electric equipment, such as **heat pumps and heat pump water heaters**, and ensuring comfort with measures such as **insulation and air sealing**.

Teams participating in **Buildings UP** will develop innovative plans to leverage the billions of dollars through the Bipartisan Infrastructure Law, the Inflation Reduction Act, utility rebate programs, and many other funding sources available and capitalize on this unprecedented opportunity to improve our homes, businesses, and communities.

Buildings UP will award more than **\$22 million** in cash prizes and expert technical assistance to bring winning ideas to life.



www.heroX.com/buildingsUP

Form Your Team and Submit Your Application by July 2023!

- Community-based organizations
- Local governments
- Utilities
- Non-profit organizations
- For-profit energy efficiency companies
- and more!

Multi-stakeholder teams are encouraged

Application support available for new and under-resourced teams

Follow Buildings UP on HeroX for prize info and updates
Questions: buildingsUP@nrel.gov

Buildings UP | U.S. Department of Energy

Explore the Residential Program Guide

Resources to help improve your program and reach energy efficiency targets:

- [Handbooks](#) - explain *why* and *how* to implement specific stages of a program.
- [Quick Answers](#) - provide answers and resources for common questions.
- [Proven Practices](#) posts - include lessons learned, examples, and helpful tips from successful programs.
- [Technology Solutions](#) **NEW!** - present resources on advanced technologies, **HVAC & Heat Pump Water Heaters**, including installation guidance, marketing strategies, & potential savings.
- [Health + Home Performance Infographic](#) – spark homeowner conversations.



<https://rpssc.energy.gov>

Health + Home Performance Infographic



DOE’s new Health + Home Performance Infographic reveals the link between efficiency and health – something everyone cares about. Efficiency programs and contractors can use the question-and-answer format to discover a homeowner’s needs.

The infographic is ideal for the “kitchen table” conversations where people decide what to do – and who they want to do it. It also has links for homeowners to find a qualified contractor if they do not already have one.

[Download](#) this infographic from DOE’s Better Buildings Residential Network.

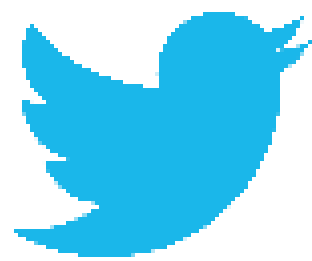
Looking for photos to help tell your energy efficiency story? Visit our image libraries:
<https://www.energy.gov/eere/better-buildings-residential-network/articles/image-libraries>



Beginning Thursday, June 8, 2023, the U.S. Department of Housing and Urban Development (HUD) will host a one-day conference and three-day special event on the National Mall in Washington, D.C. called the Innovative Housing Showcase – and the U.S. Department of Energy (DOE) will be there!

Thank You!

Follow us to plug into the latest Better Buildings news and updates!



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[Office of Energy Efficiency and Renewable Energy
Facebook](#)

Please send any follow-up questions
or future call topic ideas to:

bbresidentialnetwork@ee.doe.gov