

December 2014

A note from Sam Rashkin: Special Words for a Special Builder...

One of our best DOE Zero Energy Ready Home champions, Jean Brown, called a few weeks back needing help with a speech. She and her husband, Steve Brown, had recently completed the first DOE Zero Energy Ready Home retrofit project in Garland, Texas. Now she was speaking at a charity event for affordable housing with an impressive array of dignitaries. She wanted a hard hitting message that spoke to her passion for the low-income households in need. In minutes I got back to her with the following short introductory message. I share it with you because I hope it also helps you with words that effectively speak to the power of zero.

Imagine the home of the future.

Imagine a home with no utility bills knowing the average low-income family can spend 20% or more of their salary on energy costs.

Imagine a home where occupants' health is so well protected, parents can often throw away their children's inhalers within months of moving in.

Imagine a home where advanced construction practices provide a blanket of comfort like nothing we have experienced before.

Imagine a home built to the highest quality standards with detailed checklists and independent verification.

Imagine a home built to rigorous guidelines for excellence based on recommendations from the best housing experts in the nation.

Imagine a home that protects each family's investment well into the future by meeting and exceeding future code requirements and performance expectations.

The truth is that you don't have to imagine this home.

The DOE Zero Energy Ready Home delivers all of this incredible value to each and every labeled home today.

This is the truly affordable home that lives better, works better, and lasts better

And every time we don't build a home to DOE Zero Energy Ready Home specifications, the resulting opportunity costs can last for hundreds of years.

That's why we're proud to be bringing DOE Zero Energy Ready Homes to low-income families here in Garland, Texas.

Your Story Compellingly Clear

Your success as a builder of Zero Energy Ready Homes is critical to the overall success of this program. We can set high standards and you can build incredible homes, but getting consumers to understand and appreciate the value of a ZER home is what will define success for us as a program and you as a builder. That's why DOE developed a Point-of-Sale Fact Sheet that shows with compelling clarity the added value for consumers to purchase ZER homes compared to ENERGY STAR Certified Homes and a typical existing home. The Point-of-Sale Fact Sheet, located under marketing materials in your [partner profile](#), is now automatically customized for your business! If you already have a logo uploaded onto your profile, then your fact sheet is ready to go with your image and information. If you do not yet have a logo, you can upload one onto your account and it will appear in your public facing partner profile as well as the customized fact sheet and customized marketing brochure. Show YOUR customers the difference YOUR homes make!

Consumer Tour of Zero

At ZERH, we are working on another tool to assist you in reaching your customers and successfully marketing your ZER homes. This showcase of ZER homes from across the country to take a look inside these special homes through pictures and infographics. The Tour of Zero showcases the empirical performance difference of a ZER home including actual data from ultra-low utility bills, testimonials from homeowners, statistics, lists of features, and floor plans, all of which illustrate why these homes live better, work better, and last better. As we develop this tour, we may need more information from you, so please start talking to your current customers and collecting those utility bills.

Big Thanks for Making a Difference!

On October 23rd-24th, the ZERH program held its 2nd Production Builder Roundtable Meeting in Suwanee, GA. The purpose was to provide top executives from leading builders with a forum to share business and technical lessons

learned, identify a list of common challenges delivering DOE ZERHs, and identify new solutions to bring back to their individual businesses. Over this day-and-a-half-long meeting, there was a remarkable, sustained level of energy and collaboration with active discussion. A full copy of the report from this meeting which highlights the key results will be available on the ZERH homepage soon.

The names of the ZERH partners who participated are listed below. Additionally, a huge thank you goes out to Mitsubishi for hosting and sponsoring such an amazing event!

- Steve Bostic, Amerisips
- David Brewer, Southern Homes
- Steve Brown, Carl Franklin Homes
- Mike DiGiovanni, Boulder Creek Neighborhoods
- Randy Erwin, M Street Homes
- Steve Kamrass, Sareth Builders
- John McLinden, StreetScape Development
- Gene Myers, New Town Builders
- Greg Pacholski, StreetScape Development
- Bill Rectanus, New Town Builders
- Todd Usher, Addison Homes
- Thomas Wade, Palo Duro Homes
- Brandon Weiss, Evolutionary Home Builder
- Todd Lewis, Tommy Williams Homes

Looking for Leading Lenders

DOE Zero Energy Ready Home program has created an exciting new opportunity for lenders to participate and to help recognize the value of innovative technologies and systems used by forward-thinking builders. Builders always tell us that the lending and appraisal process is still a challenge to financing energy efficient and innovative homes. Lender Partners who join the program agree to use available green appraisers and to facilitate the hand-off of the Appraisal Institute's Residential Green and Energy Efficient Addendum for certified homes printed out with HERS software to the appraiser. If you have a preferred lender, why not ask them to [sign up](#) today?

Webinars

Sales and Value Recognition of Zero Energy Ready Homes

Date & Time: December 18, 2014 12:00PM to 1:15PM EST

Presenters: Laura Stukel, Elevate Energy & Sandra Adomatis, Adomatis Appraisal Services

Description: Net-Zero Energy properties have unique, high-performance features that should be prominently presented during the listing and sales process. However, these features also present challenges for appraisers and lenders:

Lenders are challenged to find appraisers with competency and competent appraisers are challenged with limited Net-Zero Energy sales data. This webinar will reveal solutions on how to overcome these hurdles and how to market these homes.

[Register Here](#)

The 2015 Race to Zero Student Design Competition Top Winners to be Constructed!

An amazing development has just been announced for the second U.S. Department of Energy (DOE) [Race to Zero Student Design Competition](#). This year, the top two teams will see their work come to life. Zero Energy Ready Homes Partner, Carl Franklin Homes, will be constructing the homes designed by both the winner and the runner-up of the competition. This is an exciting opportunity for college students to have their work built; there is no greater reward. Once again, DOE is engaging college students across the United States and Canada to vie for the best market-ready zero energy ready home designs. Register your team by December 15, 2015, to participate in the second annual competition, which will be held on April 18-20, 2015, at the National Renewable Energy Laboratory in Golden, Colorado. And, view the [2014 results](#).

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