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Office of Energy Efficiency & Renewable Energy

DOE Zero Energy Ready Home

Zero Energy Ready Home Newsletter: January 2016

A Note From Sam Rashkin:

Getting Homebuyers to Act in Their Own Self Interest... it Takes a Village... A Village of Innovation Partners

If you read our last newsletter, you know that we have polled hundreds of the most educated building performance professionals (e.g., HERS Raters, architects, engineers, research scientists, building science professionals, high-performance builders, etc.) about a hypothetical home purchase situation. We ask them to choose among three identical side-by-side-by-side homes: a code minimum home; an ENERGY STAR Certified Home for a \$5,000 premium; or a Zero Energy Ready Home for a \$10,000 premium. Virtually 100% of these experts, representing what has to be the most educated homebuyers that could ever be assembled, choose the Zero Energy Ready Home. Of course they do. These experts know this choice allows them to live in a higher value home with superior comfort, health, safety, and durability for lower cost of ownership (e.g., utility savings that exceed any additional mortgage expenses).

Now the challenge. How do we get consumers to act in their own self-interest and also seek this level of excellence when buying a new home? This is the "it takes a village" part.

The U.S. Department of Energy (DOE) is engaging the depth and breadth of all housing industry manufacturers and their associations related to high-performance homes to rally around one common consumer message: look for Zero Energy Ready Home because it's "the Home Experts Would Choose". The call to action is to become a DOE Innovation Partner and agree to promote DOE's 'Tour of Zero' web site in consumer facing communication. This includes web sites, advertising, signage, and social media.

The tour features images, testimonials, key facts and statistics for award-winning Zero Energy Ready Homes in all U.S. climate zones. In other words, extensive examples of outstanding homes that exceed performance of typical homes. The primary tool for a consistent message is a 'button' provided by DOE that can be customized for each partner and invites consumer to "see the home of the future today" by visiting the 'Tour of Zero.' This summer, DOE expects to also provide Innovation Partners a link to a compelling consumer video about 'The Home Experts Would Choose' that features the seven-must have systems in each Zero Energy Ready Home.

Working together we can get American consumers to recognize a better choice for the largest purchase of a lifetime. And it will be good for business, jobs, clean air, energy savings, and future value. To find out more how to be an [Innovation Partner](#) or take the [Tour of Zero](#), visit the [Zero Energy Ready Home](#) web site.



Partner logo goes here.

is partnering with the
U.S. Department of Energy
to bring homes of the future
to families today.

Take the zero energy
ready home tour.

energy.gov/zero-energy-home-tour

ZERO
ENERGY READY HOME
U.S. DEPARTMENT OF ENERGY

Two High-Performance Home Solution Webinars You Don't Want to Miss

The Zero Energy Ready Home team have locked in two of the best experts in the nation to provide guidance for every high-performance builder, architect, or HERS rater. First up, Greg Cobb, president and CEO of iEngineer LLC, will present Low-Load HVAC and Zero Energy Ready Homes on January 28 at 12:00 p.m. (EST) ([register here](#)). Building low-load homes creates a new set of challenges for HVAC designers and installers. Right-sizing equipment, managing ventilation and controlling interior moisture levels are critical if you wish to: (1) deliver the energy efficiency benefits of a tight, well-insulated envelope, (2) maintain homeowner comfort and (3) ensure long-term structure durability. In this webinar you will learn key HVAC design techniques and critical pitfalls to avoid when building highly energy efficient homes.

Second up is a person who needs no introduction, Dr. Joseph Lstiburek of Building Science Corporation (Dr. Joe). He will present Getting Enclosures Right in Zero Energy Ready Homes on February 16 at 12:00 p.m. (EST)([register here](#)). Without a doubt, Joe Lstiburek is a leading authority on high-performance buildings. What's unique about Joe is that he provides specific, actionable guidance based on decades of experience, extensive research, and a unique ability to identify and communicate common sense solutions. Attendees to this webinar will learn best practices for High-R assemblies including specific recommendations for ensuring proper application of the four critical building science control layers that minimize risk of moisture problems and maximize performance. Don't miss these special webinars!

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