


The Better Buildings Residential Network hosts a series of Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient. Following are lessons learned shared by Residential Network members during Peer Exchange Calls held in Winter 2016 that prove seeing is believing when it comes to helping customers understand the value of energy upgrades. Follow the links below to view full summaries of each call, and visit the [Residential Network website](#) to view a schedule of upcoming Peer Exchange Calls.

Show Where Efficiency Investments Go the Furthest

- Promote residential upgrade measures with the greatest potential for homeowners to get the best value for their money. As part of its efforts to help homeowners save both water and energy, [Bridging the Gap](#), in Kansas City, MO, offered eye-catching Eco-Kits, then began the upgrade conversation with homeowners and explained how efficient showerheads, faucet aerators, and toilet tank kits offered the highest gallons saved per dollar spent.
 
- “[The Energy-Water Nexus and What It Can Do for Your Residential Program](#),” January 21, 2016

Makeover a Few, Market to Many

- Demonstration projects can show how energy efficiency upgrades produce measurable savings and contribute to the long-term sustainability of a program. Partnering with the local utility board and state and national nonprofit organizations, the [City of Knoxville, Tennessee](#), founded the Knoxville Extreme Energy Makeover (KEEM) program. This program provided whole-home energy efficiency upgrades at no cost to initial participants, then held workshops with volunteers that engaged the community in their own upgrades.
 - “[Energy Efficiency on Display: Using Demonstration Projects to Showcase Home Performance Opportunities](#),” February 25, 2015



Better Buildings Residential Network member [Nexus Energy Center](#) created a tiny green home, shown here next to the U.S. Space & Rocket Center, that demonstrates big energy savings to potential customers.

Offer Hands-on Experiences in a Home Setting

- Allowing potential customers to see and touch efficiency measures in action, such as an on-demand water heater, can help them better understand the value of home energy efficiency upgrades. [Nexus Energy Center](#) of Huntsville, Alabama, created a tiny green home to demonstrate energy-saving equipment in an interactive way and pique potential customers’ interest.
 - “[Energy Efficiency on Display: Using Demonstration Projects to Showcase Home Performance Opportunities](#),” February 25, 2016

Engage Potential Customers With Stories About Peers

- Use storytelling to help people understand how their neighbors and peers are benefiting from energy efficiency upgrades. [Milepost Consulting](#) (Seattle, WA) assists utilities and organizations with crafting a compelling story around their upgrade efforts. The program has found that narratives allow people to better understand data and upgrade benefits.
 - “[He Said She Said: The Power of Messaging](#),” February 11, 2016

Explore the Better Buildings Residential Program [Solution Center](#) for more information on these topics and other resources.

*DOE shares the items above as information, rather than endorsement.

Peer Exchange Calls take place on Thursdays from 1:00 to 2:30 p.m. Eastern. The schedule is announced on the [Better Buildings Residential Network website](#) and in the [Better Buildings Network View newsletter](#).