

The Better Buildings Residential Network hosts weekly 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. Follow the links below to view full summaries of each call, and visit the [Better Buildings Residential Network website](#) to view a schedule of upcoming Peer Exchange Calls.



Marketing & Outreach

Upgrades lead to comfortable tenants, and comfortable tenants tend to stay longer. Elevate Energy used trusted channels, such as owner associations, to highlight the non-energy benefits of upgrades such as higher retention rates and lower recruitment costs for building owners and management.

Member Highlighted: [Elevate Energy](#)

[Do You Hear Me Now? Communicating the Value of Non-Energy Benefits](#) – November 10, 2016





Fresh-from-the-field aggregated data provided by smart thermostats opens up a world of insight into opportunities for program improvement, informed decision-making, and continuous savings. CLEAResult used data to identify homes experiencing long HVAC runtimes and offer them a cooling tune-up program.

Members Highlighted: [CLEAResult](#) and [Vermont Energy Investment Corporation](#)

[Hibernation Mode: What Smart Thermostats Can Do for You](#) – December 15, 2016



Program Design & Customer Experience



Contractor Engagement & Workforce Development

Understand different business models in the HVAC supply chain and hone in on the specific motivators for each actor. The Energy Trust of Oregon appeals to the contractor business model by publishing a list of quality HVAC contractors trained in energy-efficiency optimization, giving those contractors the opportunity to gain more visibility among prospective customers.

Member Highlighted: [Energy Trust of Oregon](#)

[Home Improvement Catalyst: Engaging Trades in Optimizing HVAC System Performance](#) – January 12, 2017





Identify key motivations and barriers to energy efficiency measures in your community. Efficiency Maine identified two important decision-making motivators: *convenience* and *price*. To make energy efficient purchases more convenient, Efficiency Maine moved upstream and made incentives available to distributors. Now, when plumbers need to replace equipment quickly, the efficient appliance is a competitive choice.

Members Highlighted: [Efficiency Maine](#)

[State of the Union: Best Practices from 'Most Improved' Energy Efficient States in 2016](#) – January 19, 2017



Program Design & Customer Experience