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Office of Energy Efficiency & Renewable Energy

DOE Zero Energy Ready Home

Zero Energy Ready Home Newsletter: April 2017

Give Your Marketing a Power Boost: Become a National Housing Innovation Award Winner

Sam Rashkin



Okay, you've done the hard part. You've become a Zero Energy Ready Home builder partner and have constructed certified homes. Now, let's reward all that hard work and take advantage of an opportunity for special recognition for a truly special achievement. After all, you are in the top 1% of builders in the country constructing homes that meet the federal government's most rigorous guidelines for performance excellence.

The [Housing Innovation Awards](#) not only offer you the chance to earn a prestigious national award, but they come with a whole system of recognition. Consider the following benefits as a potential winner of the U.S. Department of Energy's (DOE's) Housing Innovation Awards:

- National awards are hard to come by and immediately raise the stature of a home building business. Winners can prominently promote this distinction with the plaques provided by DOE as well as with announcements in ads, web sites, and signage.
- All Housing Innovation Award winning homes are automatically added to the Zero Energy Ready Home '[Tour of Zero](#)'. This web site allows homebuyers to virtually tour extensive examples of the **'home of the**

future, today' in all climate regions including great images, homeowner and builder testimonials, performance metrics showing why these homes are so special, simple statistics, floor plans, and links directly to each builder.

- DOE is anticipating working with over 100 product manufacturers and associations to engage American consumers to take the 'Tour of Zero' and learn about a whole new level of home owner experience provided by our nation's leading home builders.
- You can provide links to your homes on the 'Tour of Zero' for added trust you are a special builder by showing your prospective buyers it's not just you saying you're special, but also the DOE.
- DOE will be providing press release templates to all award winners to help them promote their national recognition locally.

By the way, if you're reading this article and you're a home energy rating system (HERS) rater or architect working with home Zero Energy Ready Home builder partners, take this opportunity to increase the value of your services by informing your builder clients about this award and offering to assist in preparing the application. The Zero Energy Ready Home team is hosting [two webinars](#) (see *below for more information*) on the application process and best practices later this month. This is a great opportunity to learn about the awards, how to apply for them, and what criteria the judges will be looking for.

As I have said in the past, it is easy to be cynical about awards, but not this time. Zero is the future and Zero Energy Ready Home builders deserve recognition for leading the way.

Webinar Announcements

Efficient Hot Water Distribution in Zero Energy Ready Multifamily Buildings

Date/Time: April 25th, 2017 2:00pm-3:30pm

DOE Zero Energy Ready Home projects cover a large cross section of the housing industry, from affordable to custom homes and from single family detached all the way to 5 story multifamily buildings. Efficient hot water distribution is important in all ZERH projects, however the technologies and controls may differ when central hot water systems are used in multifamily buildings. In this webinar we'll review the recently updated DOE ZERH specifications for central hot water systems, and discuss designs and technologies to achieve efficient hot water distribution in multifamily projects. The presenters for this webinar are Jamie Lyons, Technical Director of the DOE Zero Energy Ready Home program, and Gabe Ayala of the Enovative Group.

[Register Here](#)

2017 Housing Innovation Awards: Application Process and Successful Strategies

Date/Time: April 19th and April 27th, 1:00-2:00PM

Since 2013, the DOE Zero Energy Ready Home program's Housing Innovation Awards has recognized over 100 homes across the country from the nation's leading builders providing American homebuyers with homes that live better, work better, and last better. Housing Innovation Award winners represent the very best in innovation on the path to zero energy ready homes. Earning an award not only provides you the distinction of a national award from the Department of Energy, but also includes a whole system of recognition including a page on the Tour of Zero, recognition in DOE communications, and customized press release templates for your own use. The Housing Innovation Awards provide a tremendous opportunity to earn truly distinguished recognition for your company.

Last year's award season was our most competitive and we expect this year the bar will be raised again. Zero Energy Ready Home builders already represent the top 1% of all home builders in the country, so you are competing against the best of the best. To give yourself the best chance of earning an award it is important to understand the application process and what our judges will be looking for. To help you out, the DOE Zero Energy Ready Home staff is hosting a live webinar on how to apply for the 2017 Housing Innovation Awards. In this webinar, our staff will take the audience through the application process and point out common mistakes made on applications. There have been some minor changes to last year's application process so even if you have applied last year, we strongly urge you to join us again. The webinar also gives insight into successful strategies for winning Housing Innovation Awards and Grand Awards.

[Register Here](#)

**When registering, please use the drop down menu to indicate whether you would like to attend the webinar on 4/19 or 4/27. Thank You!*

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