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**ENERGY EFFICIENCY &
RENEWABLE ENERGY**

DOE Zero Energy Ready Home

February 05, 2018

Sam's Notes: It's Time to Engage Homebuyers

It appears almost every opportunity to make the builder business case for Zero Energy Ready Home (ZERH) includes the question, “what are you doing to engage homebuyers?” We get it. Builders need support communicating the value of ‘zero’ to the American Homebuyer. Now we’re doing something about it. And it begins with the first Innovation Partnership where DOE is inviting the depth and breadth of manufacturers and associations vested in high-performance homes to join forces educating homebuyers. To get the ball rolling, DOE held the first Innovation Partner Roundtable meeting at the 2018 International Builder Show. About 20 manufacturers were invited to start a discussion about three questions:

- What lessons have we learned communicating the value of high-performance;
- What high-impact actions could build on these lessons-learned; and
- Which of these high-impact actions should DOE undertake with Innovation Partners?

The answers to all these questions will be published shortly in our ***First Innovation Partner Roundtable Report***. But for now, I’d like to share some of the most significant findings. First, the key lessons-learned engaging consumers are that our messaging needs to be easy to understand, include useful content, and most importantly connect at an emotional level. Thus, it is important to focus on the consumer experience whether it’s impressive utility bill savings, better health, comfort taken to a whole new level, or less maintenance worries. Second, the high-impact actions identified focused on the need for collaboration among all high-performance home stakeholders. Together, they can consistently repeat an emotional, consumer experience-based message as part of a larger campaign that can capture the attention and imagination of consumers. And finally, the key actions moving forward with DOE are to develop that emotional message and then collectively push that message to consumers. And a critical key to getting this message out will be a well-crafted social media strategy.

Sounds simple. Of course it’s anything but simple. The ZERH team anticipates a very busy year growing the Innovation Partnership to over 100 organizations, working with marketing executives from these organizations to hone a power message for sharing, and then convening the partnership to develop, own, and implement a national campaign. I’m already exhausted. But more importantly, the entire ZERH team is totally excited about the opportunity to truly put zero on the minds of consumers...in a must-have way. So stay tuned. We will continually update our stakeholders on the progress and ask you all to be part of this important movement.

Zero Energy Ready Home of the Month

Engine Creek House by Mantell-Hecathorn Builders

2017 Housing Innovation Award Winner

“Our annual net energy usage will be below zero with only a 6.2-kW solar panel system for our 3,000-square-foot home. Pretty cool! We couldn’t be happier with our home.”



Builder: Hunter & Greg Mantell-Hecathorn

Location: Durango, CO

Website: www.m-hbuilders.com

Key Performance Metrics

HERS Index Score	11
Average Monthly Energy Bill	\$60
Estimated 30 Year Savings	\$132,000

[See more on the DOE Tour of Zero](#)

News and Notes

ZERH Leading Builder Webinar Series: Hot-Dry Climate

February 8th, 2017 3:00-4:00PM EST

There are a select group of leading builders across the country who are delivering a superior homeowner experience with Zero Energy Ready Homes. What business factors drove them to lead where others wait and watch? What technical solutions allowed them to cost-effectively achieve rigorous guidelines for outstanding home performance? What marketing messages, tools, and strategies have enabled them to effectively engage home buyers? What mistakes have they made that you need to avoid? What plans for the future do they have based on all that they have learned?

Don't miss the answers to these and other questions about the future of housing as the U.S. Department of Energy (DOE) invites some of its leading builder partners and Housing Innovation Award winners from the Zero Energy Ready Homes program to share their stories with you.

Speakers: Sam Rashkin (U.S. Department of Energy), Geoff Farrell (Mandalay Homes), Tom Wade (Palo Duro Homes)

[Register Here](#)

Building America Solutions Center

Optimized Climate Solutions

The Building America Program, funded by the Department of Energy (DOE), has worked for the last five years to reach the next level of cost effective energy performance in homes (approximately 30% above the [B10 Benchmark](#) – roughly consistent with the 2009 International Energy Conservation Code). To prove to industry that this level of performance is achievable and market viable, DOE created the DOE Zero Energy Ready Home Program. [The climate-specific guidance](#) in this section of the Building America Solution Center provides detailed information on optimized solutions that meet or exceed the ZERH program requirements, cost effectively.



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