

Getting the most bang for your brand

This blue logo is marketing gold – here’s how to use it



It has been shown time and again that builders who partner with Energy Star® can increase revenue, enhance customer satisfaction, and gain national recognition as industry and environmental leaders. The program has been able to develop that kind of brand value by asking its partners — builders, home energy raters, utilities, state and regional sponsors, and lenders — to work cooperatively to promote the program’s benefits and to increase sales of energy-efficient homes.

That cooperative arrangement leaves certain responsibilities for each type of partner, and builders are specifically asked to take the official step of signing on as a partner at the Energy Star® website, a process that entails only minutes, and is entirely free of charge. Moreover, some builders may not be aware that they are building homes that meet the Energy Star® standard – many builders who meet the 2006 IECC fall into this category because the two standards are very similar. Any builder working with an energy rater like EnergyLogic for code compliance work will receive a Home Energy Rating Certificate that lists the various codes and programs with which the home is compliant; if Energy Star® is listed here, or if an Energy Star® label is included with the certificate packet, then the builder’s eligibility to participate in the program is confirmed, and should be followed by that builder’s sign-on for partnership at the web page to receive the full range of program benefits mentioned above.

Energy efficiency will continue to be one of the most salable features in the new home market for the foreseeable future, and Energy Star® is undeniably the best-established symbol of that concept for the home-buying public. The familiar blue logo should be a universal visual cue on the promotional materials for any builder involved in the program – whether a long-time partner or a recent “convert”, only recently realizing that their standard building practices are sufficiently advanced to qualify (or can be cost-effectively upgraded to meet the standard). For over-extended marketing staffs and tightened budgets, Energy Star® offers a range of free co-branding opportunities and the expertise of experienced marketing partners. Please see a list of the resources at the Energy Star® web site, either through an easy search or by clicking back to the “builder resources” > “programs” page at the EnergyLogic site.

As always, EnergyLogic is pleased to assist its builder partners with any issues relating to compliance, program eligibility, and networking assistance. We offer training for sales staffs, as well, to see that the value of an energy-efficient home is being effectively conveyed to prospective homebuyers. Please return to the web site for contact and builder service information.