

# WHO ARE RESNET ENERGY SMART BUILDERS AND WHY YOU SHOULD BECOME ONE

## Presenters

Lenka Martin, Covington Homes  
Bill Rectanus, New Town Builders  
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October 7, 2015



## PRESENTATION OUTLINE

- RESNET Promotion of the HERS Index
- Overview of the RESNET EnergySmart Builder Program
- Builder Experiences
- Q & A wrap-up



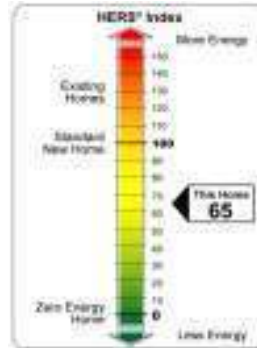
Who Are RESNET Energy Smart Builders and  
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## RESNET PROMOTION OF THE HERS INDEX

**HERS** stands for “Home Energy Rating System”

“HERS Index” or “HERS Score” allows for uniform estimation of a home’s energy consumption (similar to Miles Per Gallon (MPG) on a vehicle)



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## RESNET PROMOTION OF THE HERS INDEX

- Integration into Codes
  - “Energy Rating Index” in IECC 2015



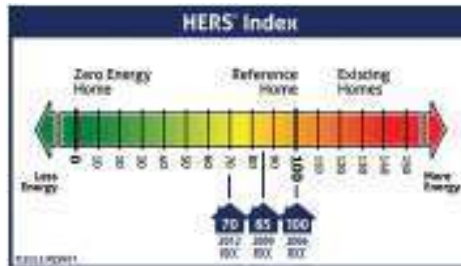
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## RESNET PROMOTION OF THE HERS INDEX



2015 IECC target ERI scores range from 51 - 55 based on climate zone



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## RESNET PROMOTION OF THE HERS INDEX

- Integration into Codes
  - "Energy Rating Index" in IECC 2015
  - ERI Information Fact Sheets



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## RESNET PROMOTION OF THE HERS INDEX

Six informational fact sheets are available

- Overview of the ERI Performance Path in the 2015 IECC
- Benefits of the Energy Rating Index Score Option
- Frequently Asked Questions
- Cost Effectiveness of Using the ERI to Comply with the 2015 IECC
- Implementation Guidelines for the ERI Performance Path
- ERI Performance Path Score Alternatives
- Case Studies: Incorporating the HERS Index into an Energy Code



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## RESNET PROMOTION OF THE HERS INDEX

- Integration into Codes
  - "Energy Rating Index" in IECC 2015
  - ERI Information Fact Sheets
- Coverage in popular media



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## RESNET PROMOTION OF THE HERS INDEX

### National and Local Media Coverage

**Who Are RESNET Energy Smart Builders and Why You Should Become One** October 7, 2015

**ANSI Approves HERS® Index as National Standard for Home Energy Ratings**

OCCASMET, CALIFORNIA—MarketWired - March 17, 2014 - In the past, the absence of a national governing standard for home energy ratings may have led to confusion for some homeowners trying to assess the validity of their energy rating. That changed on March 7, 2014, with the announcement of the American National Standards Institute's (ANSI) approval of the Home Energy Rating System (HERS) index as the national standard for governing home energy ratings of new and existing homes. As the organization responsible for overseeing the creation and use of thousands of standards and consensus measures, the ANSI approval lends added credibility to the HERS index as a national standard for measuring home energy efficiency.

The HERS index was created by the Residential Energy Services Network (RESNET), and its adoption as the national standard highlights the leading role played by RESNET in moving America toward greater energy efficiency. It reflects over two years of volunteer effort – including three rounds of public comment – that went into the consensus development process for ANSI/RESNET 301-2014.

The ANSI-approved standard is the first American National Standard for energy ratings and demonstrates the growing importance of the HERS index as a trustworthy source for homeowners and buyers for measuring energy efficiency. The ANSI/RESNET 301-2014 Standard provides a consistent, uniform methodology for evaluating and ranking the energy performance of homes, including:

- Procedures for calculating ratings
- Identifying energy savings
- The standard operating conditions to be used in the analysis
- Minimum performance levels for components of the system

Feb 14, 2011

### Builders offer MPG-like home efficiency labels

02:14 PM

Share | Print

By Shilpa Kulkarni, USA TODAY

© Copyright

AP Photo/Andrew

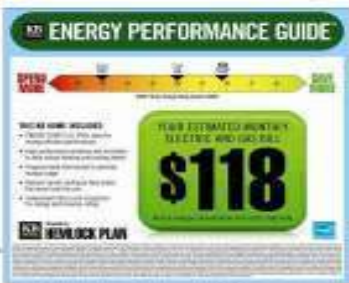
Just as cars are sold with miles-per-gallon labels, so are new homes that use wall-mounted labels estimating monthly energy bills.

ED Glavin, one of the nation's largest builders, announced Monday its plans to have an ENERGY PERFORMANCE GUIDE on each of its U.S. homes by the end of this month, and other production builders plan to follow.

"This is a game changer... Once it's out there, everyone will do it," says Jeffrey Morgan, the company's CEO. He says consumers will now understand that EB's houses, all of which meet Energy Star standards, will perform better than average from the moment.

The push for an MPG-like label comes as U.S. home builders seek a competitive edge against low-price developments, and as the U.S. government develops an efficiency score for existing homes.

"We're calling that [label] our life preserver," says Ron Peterson of Michigan-based Delta Group Inc., which includes Delta Homes, Gamma and Delta Builders. He doesn't have a specific timetable but expects California, Florida and Las Vegas will be among the first markets to feature the label.



February 14, 2011

### The Washington Post

Link to original story

### Energy audit can alert home buyer to problems that could be costly in the long run

By Kenneth H. Harter, Published: May 4

It may be the best kept secret in home real estate. For a couple of hundred dollars, a prospective buyer can add a limited energy audit to the standard inspection.

That audit might save the buyer thousands of dollars in future operating costs by pinpointing features of the home that need correction to improve efficiency. It might also be a tip-off to a sobering reality: This house is an energy guzzler. And that might prompt the buyer to say: Either the asking price comes down, or the seller fixes the problems, or I walk.

Though energy audits have been available for years — the best known is called HERS (Home Energy Rating System) — virtually nobody in the real estate field pushes them to buyers. Of the 120,000 HERS audits completed last year in the country, according to experts, just 17,000 were done on existing homes, a typical number in a market with 4.5 million houses. The rest were performed on newly built homes.



May 4, 2012

## RESNET PROMOTION OF THE HERS INDEX

- Integration into Codes
  - "Energy Rating Index" in IECC 2015
  - ERI Information Fact Sheets
- Coverage in popular media
- Social media/website



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[www.HERSIndex.com](http://www.HERSIndex.com)



### WHAT IS THE HERS® INDEX?

The Home Energy Rating System (HERS) Index is the industry standard by which a home's energy efficiency is measured. It's also the nationally recognized system for inspecting, testing and validating a home's energy performance.

[FIND OUT MORE](#)

Latest news: 5/13/15



**What's Behind the Growing Popularity of HERS® Index Scores?**  
When it comes to buying cars and appliances, American consumers can shop around for the best value based on MPG (miles per gallon) ratings for cars and Energy Guide labels, too.



**A Homebuyers Guide to Energy Efficient Homes**  
The demand for energy efficient homes has risen dramatically over the last few years due to the fact that they provide true owners with lower utility and maintenance costs.



## RESNET PROMOTION OF THE HERS INDEX

- Integration into Codes
  - “Energy Rating Index” in IECC 2015
  - ERI Information Fact Sheets
  
- Coverage in popular media
  
- Social media/website
  
- Leveraging relationships:
  - Partnership with the International Code Council
  - Utilities & Local Governments
  - EnergySmart Builder Program



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**Columbia Gas of Ohio**  
A NiSource Company

If you're looking to build a new home, chances are you've seen references to the Home Energy Rating System (HERS) Index.

**Here's what you need to know about this nationally recognized rating system.**


**A lower score is better.**  
The lower the score, the more energy efficient your home is. A score of 100 represents a perfectly efficient home. A score of 0 represents a home that is completely inefficient.

**The best way to build a home with a low HERS score:**  
Hiring a professional energy rater to evaluate your home and provide a HERS score. This score can be used to compare your home to other homes in the area and to track your energy usage over time.

**It's a national standard that you can rely on.**  
The HERS Index is a national standard that is recognized by the International Code Council (ICC) and the U.S. Department of Energy. It is the only energy rating system that is recognized by both organizations.

**EfficiencyCrawford.com**






## Who is Using the HERS Index?

- To date, jurisdictions in seven states have incorporated a HERS Index Score option into their residential code:
  - Arkansas
  - Colorado
  - Idaho
  - Kansas
  - New Mexico
  - New York
  - Massachusetts

## RESNET PROMOTION OF THE HERS INDEX



**EXCELLENCE IN BUILDING**

**Who Are RESNET Energy Smart Builders and Why You Should Become One**

**October 7, 2015**

## OVERVIEW OF THE RESNET ENERGYSMART BUILDER PROGRAM

- Builders are committed to:
  - Having all of their homes energy rated following RESNET Standards
  - Marketing their homes' HERS Index



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## OVERVIEW OF THE RESNET ENERGYSMART BUILDER PROGRAM

- Over 200 builders have joined the program
- Colorado Builders:



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## OVERVIEW OF THE RESNET ENERGYSMART BUILDER PROGRAM

- Benefits of being an EnergySmart Builder
  - Representation on the RESNET Board of Directors
    - Three representatives on the RESNET Board
    - Vote on RESNET Board representative
  - Representation at the national level to Congress
  - Posting on the RESNET web site and the RESNET Home Energy Rating Index Score websites
  - Authorization to use RESNET EnergySmart Builder logo on website and other marketing material



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[www1.resnet.us/builders/mou.aspx](http://www1.resnet.us/builders/mou.aspx)



RESNET ENERGYSMART BUILDER EXPERIENCES

- Lenka Martin, Covington Homes
- Bill Rectanus, New Town Builders



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### “ We Stand Apart”

- Local Smaller not Publically Owned Large Scale Production Builder
- Relational not Transactional
- Selling Value & Better way of living not Price
- Quality construction - Attention to detail – Better experience
- Building Culture – Creating Communities

COVINGTON HOMES  
 5241 Explorer Drive, Suite 115 • Colorado Springs 80921  
[www.covingtonhomesco.com](http://www.covingtonhomesco.com)

## Becoming Energy Smart Builder

- 1st year Energy Smart Builder
- “More Thought Per Square Foot”
- Building above code but no proof
- “We Build it Better” &
- We prove with with HERS score

ENERGY SMART BUILDER

COVINGTON HOMES  
 We Stand Apart  
[www.covingtonhomesco.com](http://www.covingtonhomesco.com)

## Embracing the HERS testing

- The Right Team
- Robby Schwarz with Energy Logic, Inc
- Todd Gamboa with Building Trust, LLC
- Training and educating trades and sales team
- Minor improvement to building techniques



Green & Energy Efficient Building Consultants

## Marketing High Performance

*This new home is*  
**ENERGY EFFICIENT**

*built by an*  
**EnergySmart Builder.**

*Enjoy the benefits of:*

- More comfortable living
- Healthier indoor environment
- More durable construction
- Lower water and energy use
- Lower utility bills & MUCH MORE!!!

*Ask about the HERS rating!*



Contact this builder at:

We Build it *Better!*



Our High Performance Homes offer:

- Greater Energy Savings
- More Comfortable Living
- Healthy Environment
- Higher Resale Value
- Lower Operating Costs
- Built to Current Code (not old codes)



HERS ratings on our homes  
correlate better performance

## Marketing High Performance



Higher *Standards*, Higher Value, Higher Savings

## Marketing High Performance

From *Beginning to End* -  
 We Stand *Apart*.



*"Excellence is to do a common thing  
 in an uncommon way."*  
 - Booker T. Washington

COVINGTON  
 COVINGTON HOMES  
[www.covingtonhomesco.com](http://www.covingtonhomesco.com)

Doing the Right Things the Right Way,  
*That is who we are...*  
 Creating a better way of Living.  
*That is what we do.*



Because it's not just a House,  
 it's a **Home.**

ZOC-ZOC

## Efficiency

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### Smarter Homes

## Our Homes are *designed* and *inspected* for High Performance

Why would you buy a NEW Home built to Years OLD standards?

**Thought per-Square Foot**

- Architectural creativity and thought of space (it makes a difference)
- Floor plans that suit lifestyles and encourage connectivity
- Efficiently spend money by careful selection of products

**Comfortable Design**

- Designed with you in mind
- Built for families, friends, and beautiful memories
- Healthy, safe, comfortable, and natural living (affix that's nice!)

**Efficiency**

- Energy efficient and water-wise. We test & certify our homes
- Waste reducing construction practices and water saving products
- Minimal processes that reduce paper (electronic everything)

**Streamlined Processes**

- Our Team spends more time with our homeowners (less red tape)
- Updates and information about the build process is available real-time
- We operate in the year in which we live (think 'back alley')

**Value**

- High Style without the designer price tag (we call this bang for the buck)
- We include much more above the 'standard' for less
- We pay attention to the details so our homeowners can enjoy the journey

**Stand the Test of Time**

- We build our homes the right way- we do not cut corners
- Our construction insures well- they get better with time
- Low maintenance, well-built, acute attention to detail

## Benefits of HERS testing & working with a reputable RESNET rater

- Your Rater Matters
- Verifying work is being done & done correctly
- Assisting with quality control
- Making trade partners accountable
- Saving time in the field
- Decreasing warranty recalls
- Building reputation
- Helping sell homes





**Lenka Martin**, Realtor<sup>®</sup>, Eco-Broker, CSP

Listing Broker, Sales Manager

Covington Homes

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(719) 205-5248

# RESNET Energy Smart Builder

New Town Builders  
Bill Rectanus, Vice President of Operations



## New Town Builders

Founded 1992

- o Greentree Homes

New Town Builders – Established 1999

- o New Urbanist Building Style

Denver Based Mid-Sized Home Builder

- o Top 15 by sales volume
- o National Builder Dominated Market
- o Annual Closings 120 – 140

Mission Driven to be an Innovative Market Leader



## New Town Builders

### Annual Closings

- 2012 – 101 Closings
- 2013 – 94 Closings
  - Lot supply issues
- 2014 – 126 Closings
- 2015 – 120 Closings
- 2016 – Estimated 240 Closings



## Current Product Lines



### Single Family

- Greentree
- Solaris
- Z.E.N
- Z - Lots

### 3-Story Townhomes

- Conservatory Green
- Perrin's Row
- Ridgeway

### 2-Story Townhomes

- Ridgeway



## Castlewood Ranch



### *Single Family on Acre Lots*

- Energy Star version 3.0
- Standard HERS Mid 50's with No PV
- 2 Story and Ranch Plans
- 2800 sf to 3600 sf
- Base prices \$485,000 to \$530,000



## Single Family Solaris



### *Our third generation of Solaris*

- Originally introduced in 2009
- Standard HERS 30-36 with 2.65 kW PV
- Zero Energy Option HERS <10 with about 10kW PV
- 4 two-story single family floor plans with basements
- 1,837 sf to 2,241 sf
- Base prices \$419,900 to \$464,900
- DOE Grand Winner Innovation 2013



## Perrins Row Townhomes



### *Our first generation of DOE ZERH Townhomes*

- Energy Star version originally introduced in 2009
- Standard HERS 24-31 with 3 kW PV
- 3 three-story floor plans
- 1187 sf to 1633 sf
- Base prices \$260,000 to \$370,000
- DOE Innovation Award 2015



## Single Family Z.E.N.



### *Zero Energy from a clean sheet of paper*

- Introduced in 2013
- Developed with software from ORNL, Passive House, NREL, HERS
- HERS <10 with 7-8kW PV
- Three two-story single family floor plans with basements
- 1,878 sf to 2,115 sf
- Base prices \$472,900 to \$491,900
- DOE Grand Winner Innovation 2014



## Marketing the HERS Score



## Marketing the HERS Score



Marketing the HERS Score

**NEW TOWNS** *Nobis Collection*  
*The HERS Score: Score Low for Big Gains*

**HERS Score Chart:**  
 130+ Very Poor Energy Performance  
 100-129 Poor Energy Performance  
 75-99 Average Energy Performance  
 50-74 Good Energy Performance  
 25-49 Very Good Energy Performance  
 0-24 Excellent Energy Performance

**NEW TOWNS Southmoor**  
 Superior Performance  
 ENERGY STAR  
 LEED GOLD

**EEBA** **thrive** **NEW TOWNS** *evolved*

Marketing the HERS Score

*Score LOW for Big GAINS*

**HERS Score Chart:**  
 130+ Very Poor Energy Performance  
 100-129 Poor Energy Performance  
 75-99 Average Energy Performance  
 50-74 Good Energy Performance  
 25-49 Very Good Energy Performance  
 0-24 Excellent Energy Performance

**The Power of ZERO**  
 E.E.N.  
 ENERGY EFFICIENT  
 ENVIRONMENTAL  
 ECONOMICAL

**INDIVIDUALLY POWERED WOOD-WOOD BLDGS**  
**VENTILATION INNOVATION**  
**OVER-PERFORMANCE**  
**SUPERIOR QUALITY**  
**ENERGY-EFFICIENT**  
**VALUED-BASED**  
**ZERO ENERGY**  
**PROGRESSIVE**  
**SUSTAINABLE**  
**TODAY'S BEST**  
**CONSTRUCTION**  
**LEADS WELL**  
**PERFORMS**  
**LONGEST**  
**INTEGRITY**  
**CONCEPT**

**The Power of ZERO**

**thrive** **NEW TOWNS** *evolved*

## Marketing the HERS Score



## Marketing the HERS Score





## Marketing the HERS Score



## Marketing the HERS Score



## Our Rater Relationship



- Design HERS Score Review
- Site Testing and Verification
  - Energy Star
  - DOE ZERH
  - EPA Indoor Air Plus
  - Water Sense – Coming Soon!
- Training
- HVAC Design - Manual J, S and D
- Plan Development Review and Consultation



## What's a Builder to do?

- Learn from the Industry
  - Local and National Network
  - National Programs
    - DOE Building America
  - Local and National Consultants
    - RESNET Certified Energy Rater
- Study the Scenarios
  - Don't stop at one
  - Partner with a good Energy Rater
  - Learn and Adjust
- Make sure it works
  - **Don't do harm in trying to do right!**

