

## 2014 ENERGY STAR® New Homes Program

### Build your business by becoming a leader in energy-efficient construction

ENERGY STAR is a national, voluntary program designed to identify, promote, and increase the use of energy-efficient products. Established by the U.S. Environmental Protection Agency in 1992, the ENERGY STAR brand now appears in dozens of product categories for the home and workplace, as well as on new homes. The ENERGY STAR provides consumers an easy way to recognize energy-efficient products and homes, and is understood by more than 80 percent of Americans.<sup>1</sup>

As an ENERGY STAR homebuilder, you can provide your customers a more comfortable home that uses less energy. By enrolling in the SCE&G ENERGY STAR New Homes Program, you can also take advantage of financial incentives, program support, and training and marketing resources.

### SCE&G Program Overview

The 2014 SCE&G ENERGY STAR New Homes Program will award a limited number of financial incentives to homebuilders who complete and submit certification of the construction of new ENERGY STAR certified homes in SCE&G's electric service area between January 1 and December 31, 2014. Homebuilders of all production volumes are encouraged to apply. In addition to financial incentives, homebuilders enrolled in the program will have access to training and marketing resources from both SCE&G and the National ENERGY STAR New Homes Program.

### How to Enroll

All interested homebuilders must complete and submit an enrollment form for the SCE&G program at [www.sceg.com/contractors](http://www.sceg.com/contractors). SCE&G will review all applications, and selected homebuilders will be notified in writing of the number of homes eligible for incentives.

In addition to the SCE&G program enrollment form, all homebuilders are required to fill out an Online Partnership Agreement with the National ENERGY STAR New Homes Program. The agreement is located online at: <http://energystar.gov/homesPA>.

<sup>1</sup> EPA Office of Air and Radiation, Climate Protection Partnerships Division. National Awareness of ENERGY STAR for 2009: Analysis of 2009 CEE Household Survey. U.S. EPA, 2010.

### Reporting Requirements

SCE&G is required to collect certain data from homes that are delivered to the ENERGY STAR New Homes Program. This data is usually collected by the HERS Rater during the final performance testing of the home. Homebuilders should work closely with their HERS Rater to ensure this information is submitted to SCE&G. Financial incentives will only be paid after SCE&G receives the required information and verifies its accuracy.



The form is titled "ENERGY STAR CERTIFIED NEW HOME". It includes the following fields:

- Address: [Text input field]
- Built by: [Text input field]
- Verified by: [Text input field]
- Date: [Text input field]
- ENERGY STAR® for Homes Version Number: [Text input field]
- Optional information: [Text input field]

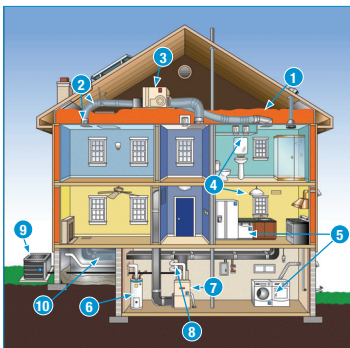
At the bottom of the form, it states: "This home has been independently verified to meet EPA's strict guidelines for energy efficiency. Learn more at [energystar.gov](http://energystar.gov)"

## Home Testing and Certification

All ENERGY STAR certified homes are tested to meet strict guidelines for energy efficiency. A Residential Energy Services Network (RESNET) accredited, independent Home Energy Ratings System (HERS) Rater is required to verify this certification through use of an approved energy use simulation program and a series of on-site inspections and diagnostic tests.

Following is a summary of the basic steps involved to qualify homes under ENERGY STAR guidelines:

1. Complete the ENERGY STAR Online Partnership Agreement as described above.
2. Select a RESNET accredited HERS Rater.
3. Work with your HERS Rater to identify the energy efficiency measures needed to meet or exceed ENERGY STAR specifications.
4. Build homes according to the measures you have selected.
5. Conduct on-site inspections and home performance testing.
6. Obtain an ENERGY STAR label and certificate from your HERS Rater for each qualified home.



- 1 High-Efficiency Attic Insulation
- 2 Tight Ducts
- 3 High-Efficiency Heat Pump
- 4 High-Efficiency Compact Fluorescent Light Bulb
- 5 ENERGY STAR Appliances
- 6 Non Electric Resistant Water Heater
- 7 High-Efficiency Furnace
- 8 Combustion Safety
- 9 High-Efficiency Air Conditioning
- 10 Insulated Tight Ducts

## Program Benefits

### Financial Incentives

SCE&G will offer incentives to reward homebuilders who deliver homes that meet ENERGY STAR Version 3.0 guidelines. The number of incentives awarded to each homebuilder is determined through an enrollment process. ENERGY STAR Version 3.0 homes completed in SCE&G's electric service area between January 1 and December 31, 2014 are eligible for \$750 per home.

### Marketing

ENERGY STAR branded marketing materials will be provided to enrolled homebuilders. In addition, SCE&G will assist enrolled homebuilders in taking advantage of the many resources available through the National ENERGY STAR program, including an online Marketing Toolkit, and free materials such as brochures and posters.

### ENERGY STAR Training

The program will provide homebuilders with the training necessary to promote the ENERGY STAR brand, communicate the associated benefits of buying an ENERGY STAR certified home, and improve their homes' energy performance. Both sales and technical training courses will be available to participating homebuilders.

### Quality Assurance and Quality Control

A Quality Assurance and Quality Control (QA/QC) program will be implemented as part of the SCE&G ENERGY STAR New Homes Program. The QA/QC program provides another layer of assurance to homebuilders that their homes meet ENERGY STAR specifications.

**Get started today!**

Call an SCE&G representative at  
**1-877-510-7234** or visit  
[sceg.com/contractors](http://sceg.com/contractors).

