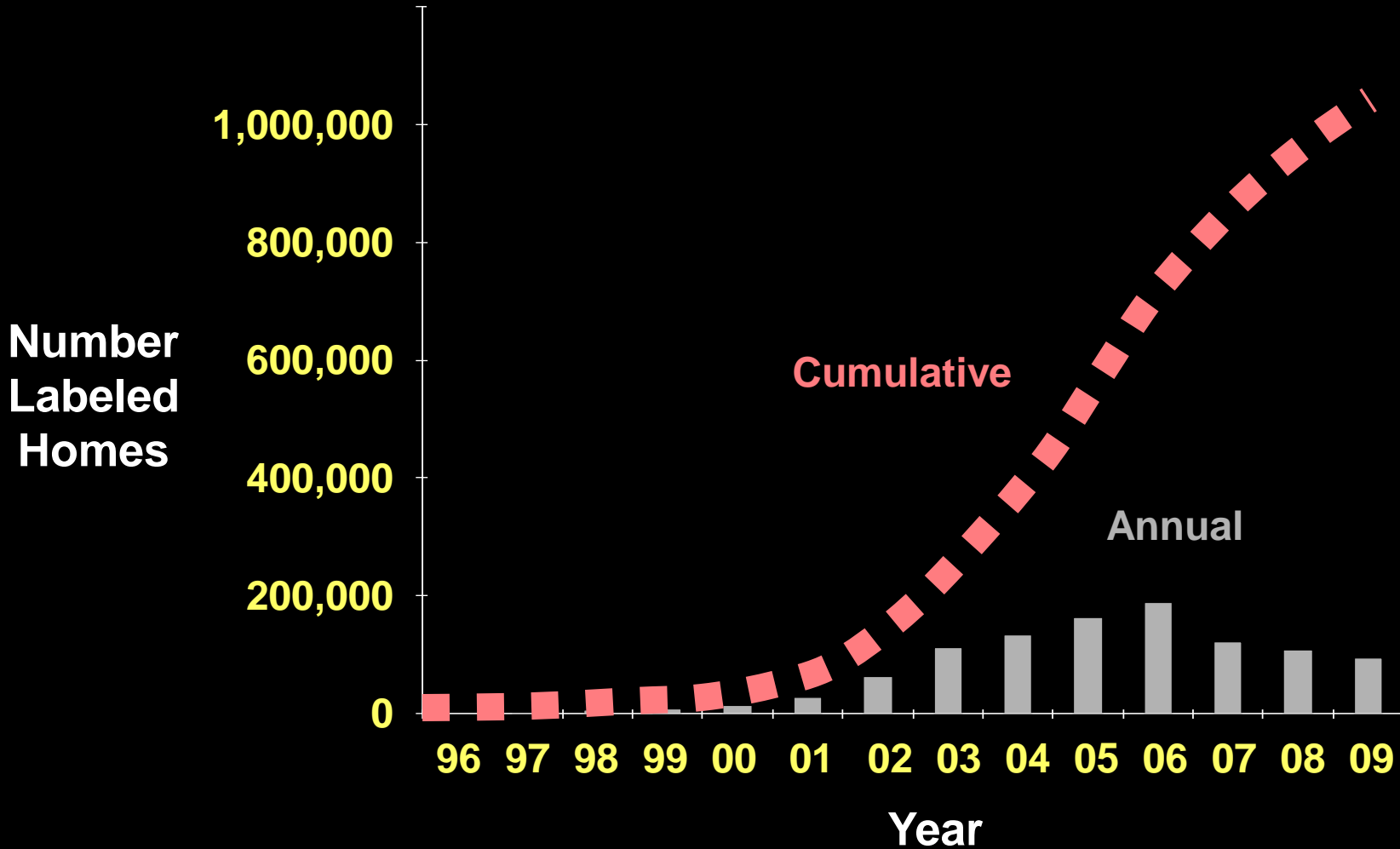


WHY GREEN BUILDINGS CANNOT BE BUILT WITHOUT AIR BARRIER SYSTEMS
OCTOBER 26, 2010



ENERGY STAR Qualified Homes Version 3:
Assured Performance with
Every Labeled Home
or
Selling Air Barriers
As Part of Complete Systems

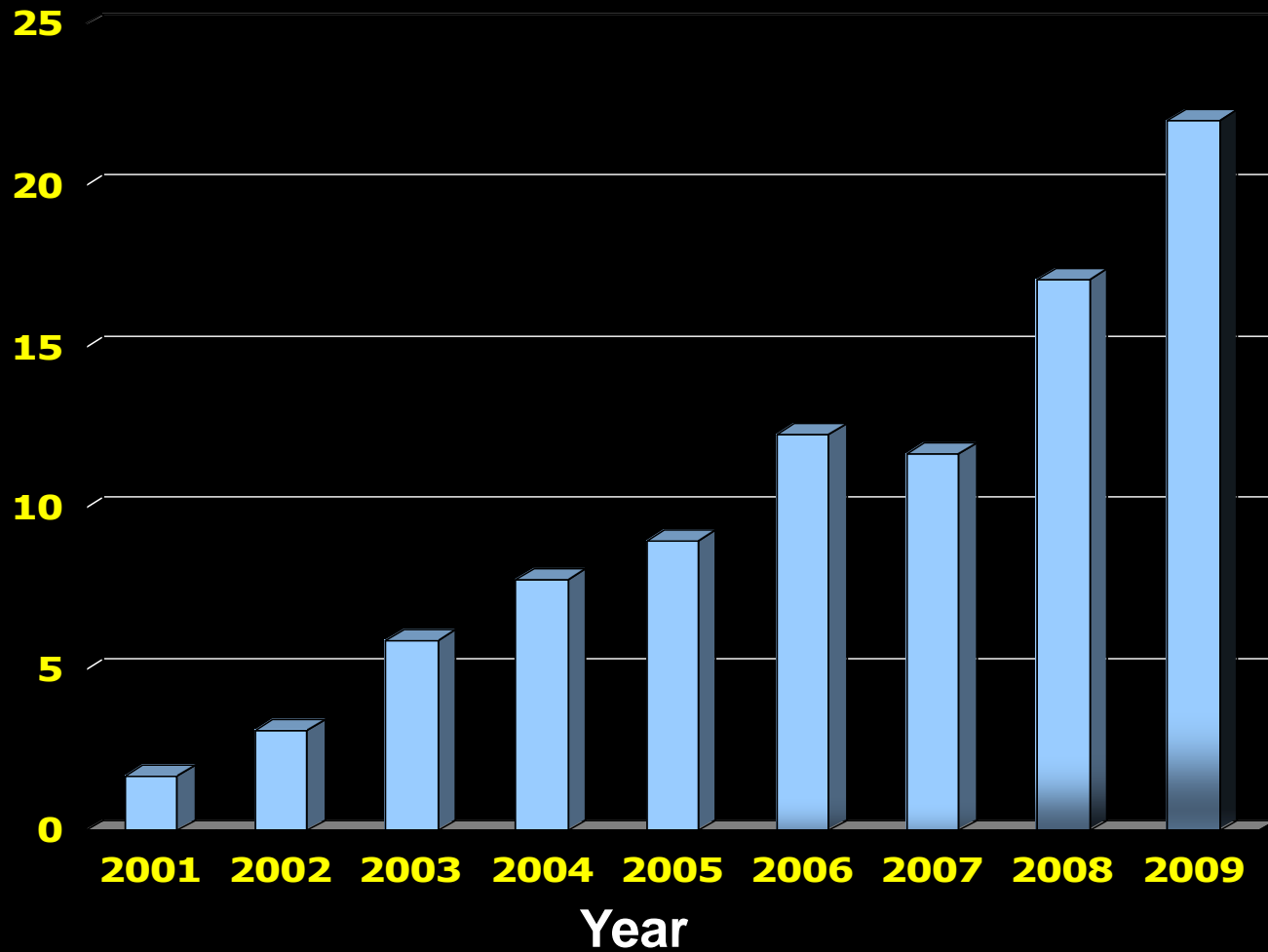
ENERGY STAR QUALIFIED HOMES : GROWTH



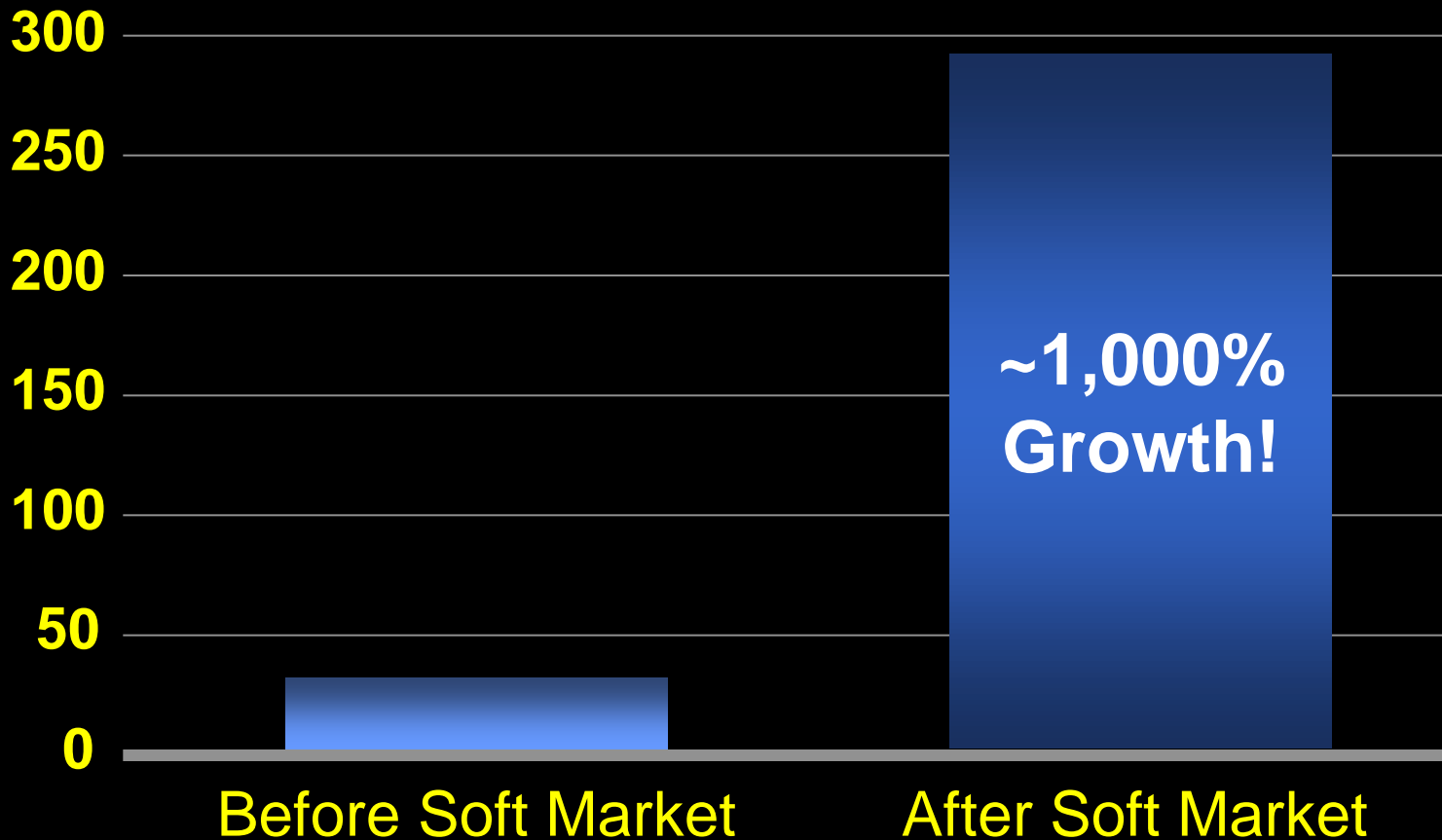
ENERGY STAR QUALIFIED HOMES: GROWTH



**% Market
Penetration**



ENERGY STAR QUALIFIED HOMES METRICS: BUILDER INTEREST



THE NEW NORMAL

- **Smaller Universe of Buyers**
 - 75% Fewer Housing Starts
 - Tighter Credit = Less Qualified Buyers
 - Less Compelling Reasons to Buy
- **You Can't Compete on Price**
 - Massive Inventory of Fire-Sale Homes
 - Massive Inventory of Homes Under Water
- **High-Performance Train Has Left the Station**
 - Energy Codes on Hyper Drive
 - Net-Zero Home Programs
- **A New Technology Change Everything**
 - Hint, it Has Nothing to Do with Housing

LOW COST INFRARED CAMERAS

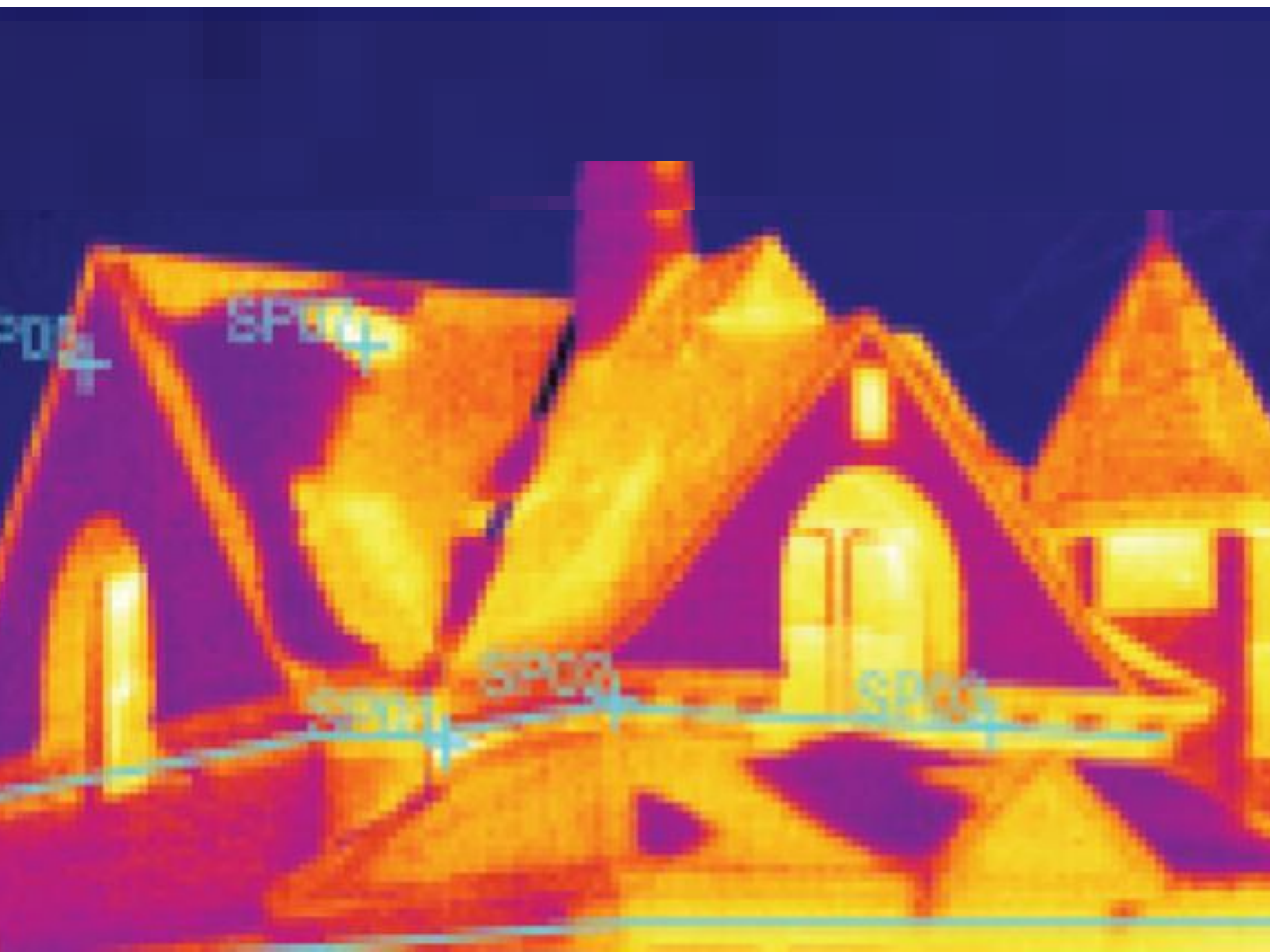
*The best thermal imager
for the money.*



\$2,495

[Learn More](#)





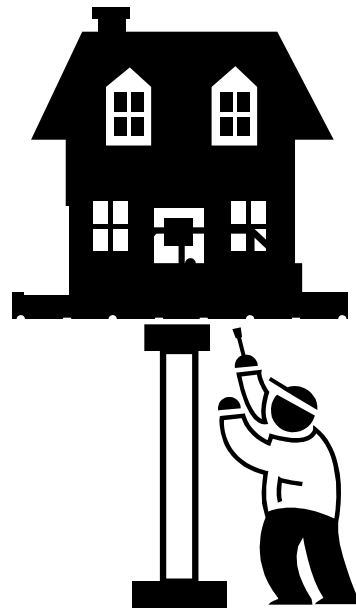
SP04

SP05

SP03

SP02

SP01



WHY ENERGY STAR FOR HOMES SPECIFICATIONS CRITICAL



A voluntary labeling program that:

Defines Energy Efficient

Rigorous Specifications

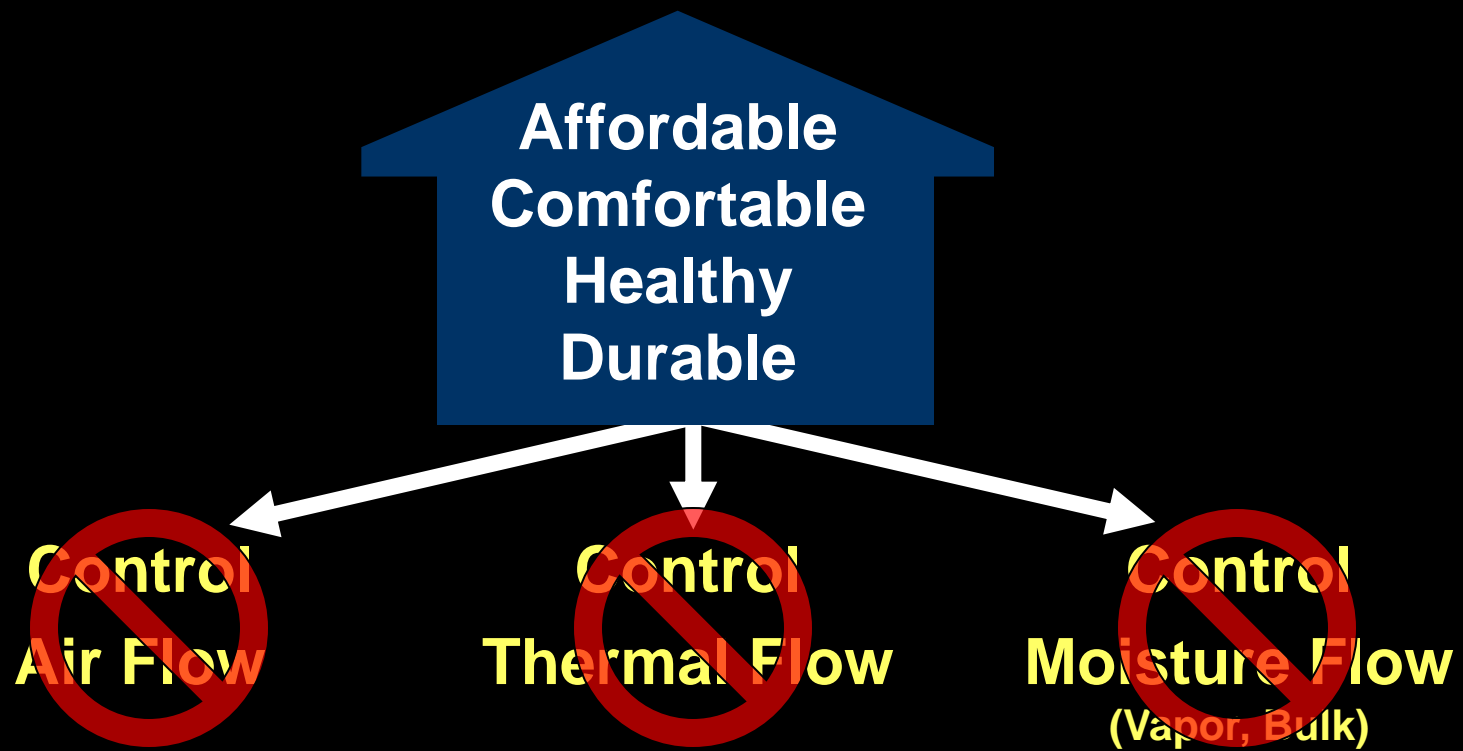
Third-Party Verified

Recognizes Builders

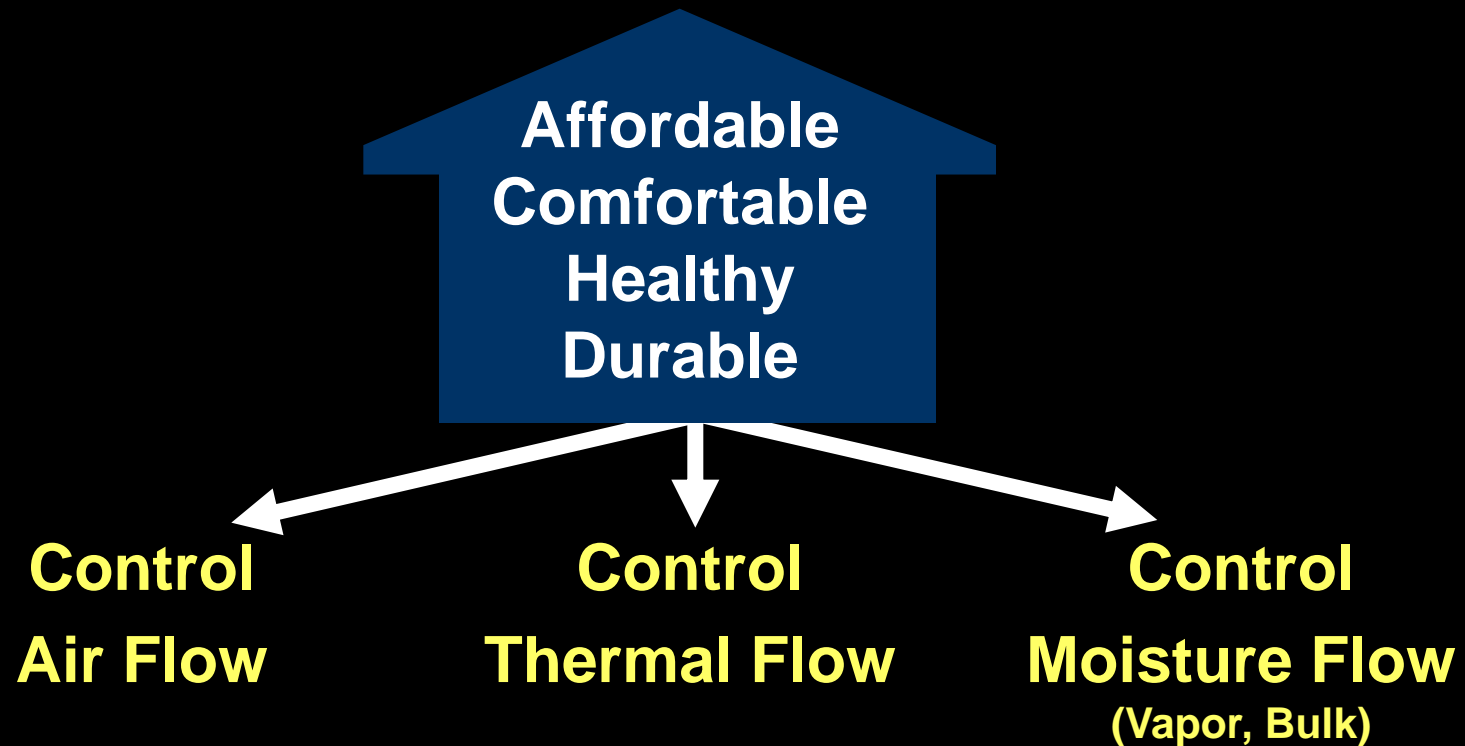
Government-Backed Label

Web Site, Marketing, Awards

PROBLEM: HOMES THAT FAIL



SOLUTION: HOMES THAT WORK



Defining Energy Efficient



Affordable
Comfortable
Healthy
Durable

Control
Air Flow

Control
Thermal Flow

Control Moisture Flow
Vapor Bulk

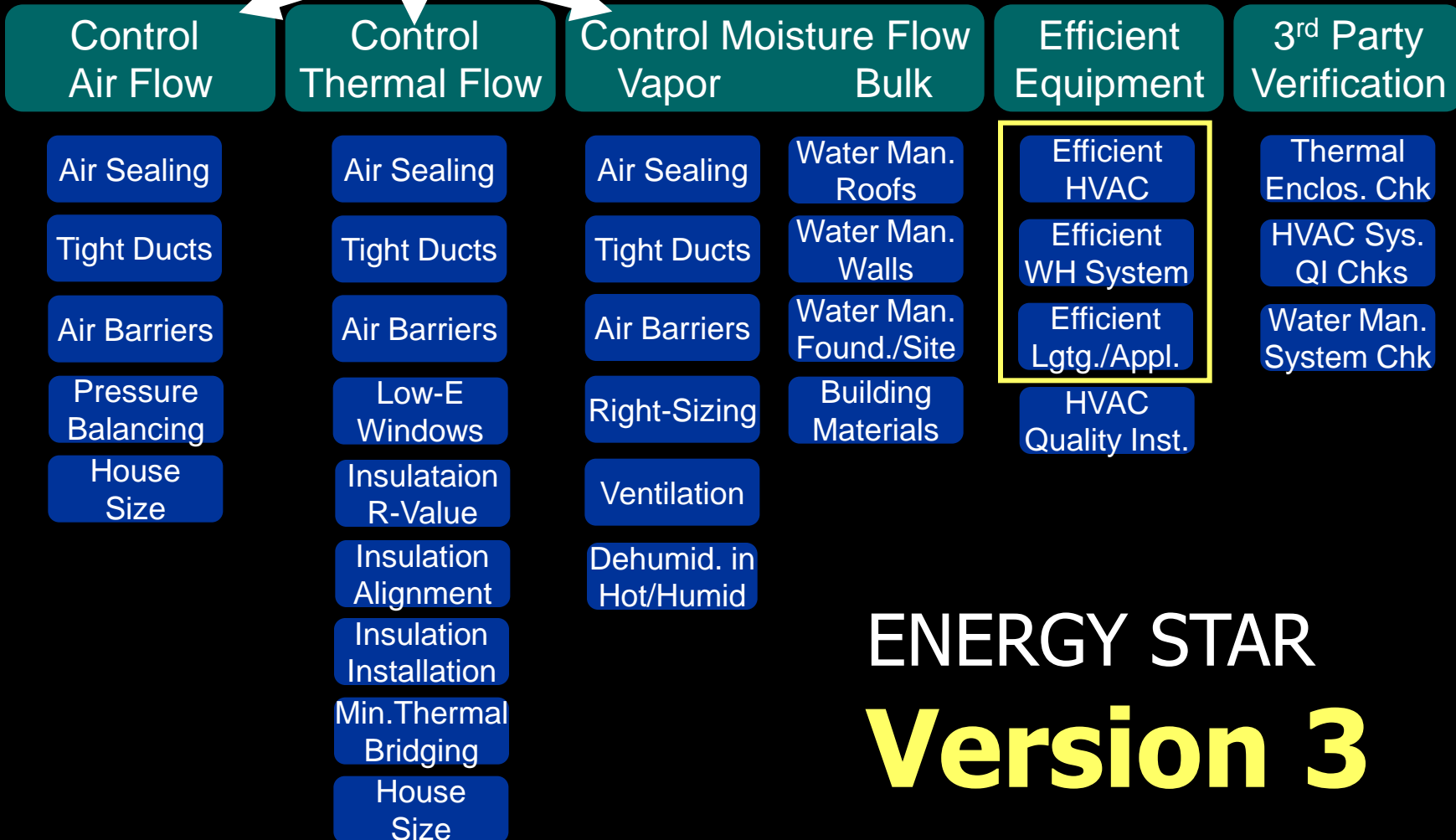
Efficient
Equipment

3rd Party
Verification

Defining Energy Efficient



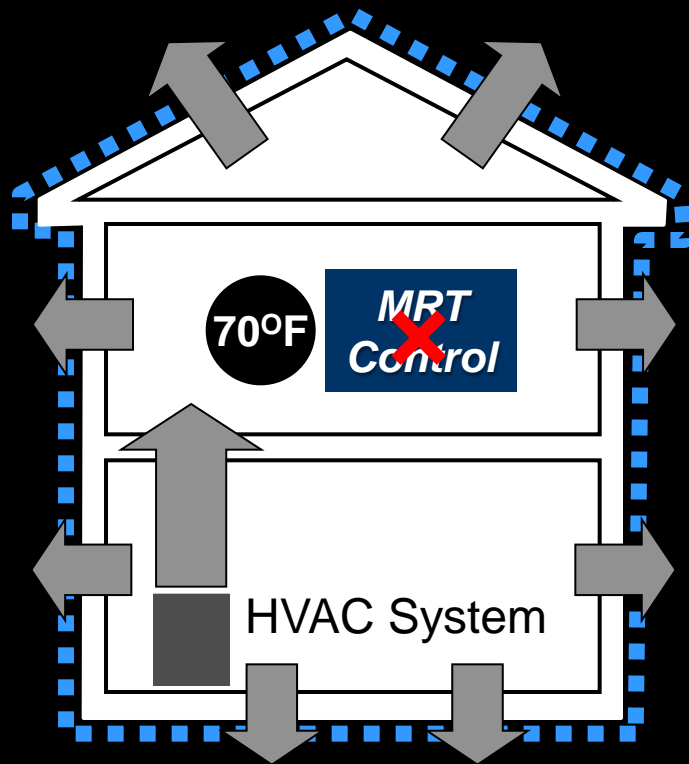
Affordable
Comfortable
Healthy
Durable



ENERGY STAR
Version 3

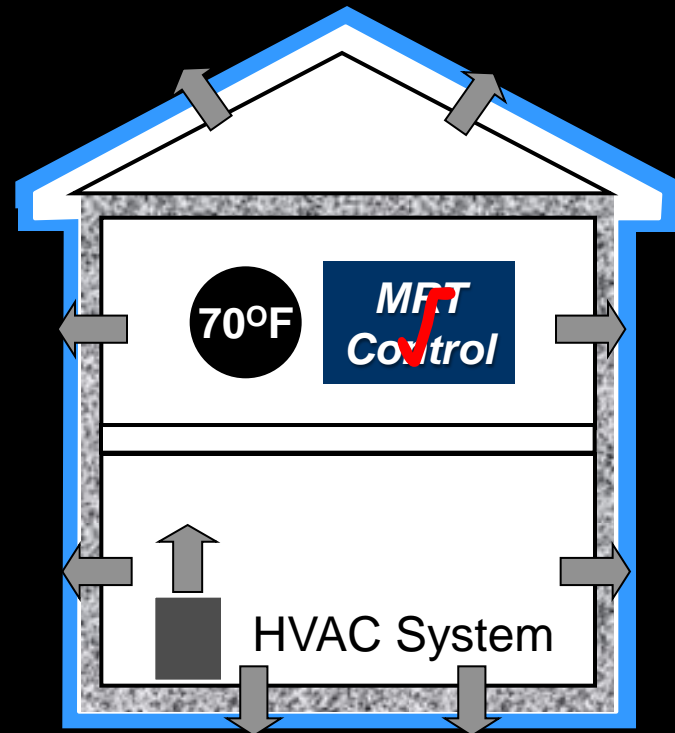
ENERGY STAR QUALIFIED HOMES VERSION 3

MAKING EXISTING HOMES OBSOLETE



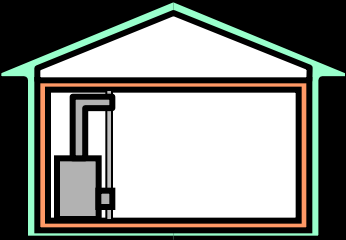
Existing Home:

- Thermal Enclosure Defects
- HVAC Min. Quality Installation
- Water Management Parts



Energy Star v3 Home:

- Thermal Enclosure System
- HVAC Quality Installation
- Water Management System



MANDATORY CHECKLISTS



Thermal Enclosure System:

- Air Leakage
- Insulation R-Value
- Insulation Installation
- Air Barriers
- Thermal Bridging
- High-Perf. Windows

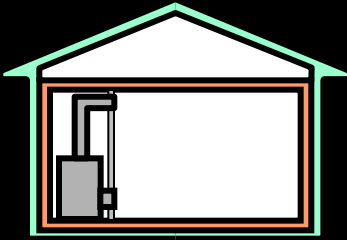




THERMAL ENCLOSURE SYSTEM VALUE PROPOSITION

- Visibly better **quality**
- Superior **comfort and health**
- Future **resale value**



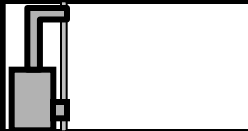


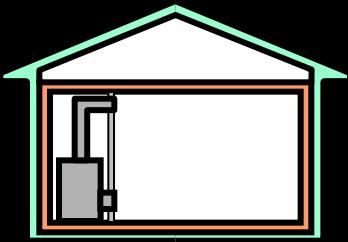
MANDATORY CHECKLISTS



HVAC Quality Installation System:

- Efficient Equipment
- Right-Sizing
- Air Distribution
- Refrigerant Charge
- Duct Installation
- Pressure Balancing
- Ventilation
- Filtration



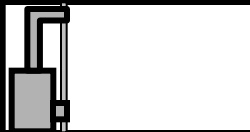


MANDATORY CHECKLISTS



HVAC Quality Installation System:

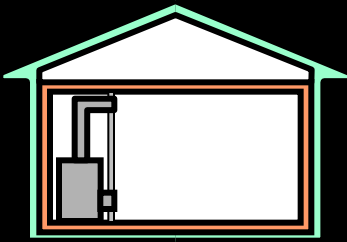
- Efficient Equipment
- Right-Sizing
- Air Distribution
- Refrigerant Charge
- Duct Installation
- Pressure Balancing
- Ventilation
- Filtration



HVAC System Quality Installation Value Proposition



- **Get What You Pay For**
- **Engineered Comfort**
 - Thermal Control
 - Humidity Control
 - Noise Control
- **Assured Fresh/Filtered Air**

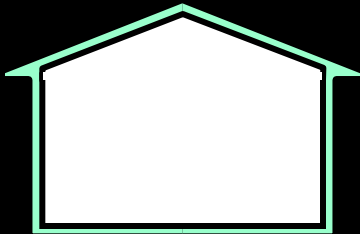


MANDATORY CHECKLISTS



Water Management System:

- Roof Membranes
- Flashing
- WRB's
- Fabric Filters
- Capillary Breaks
- Site Drainage

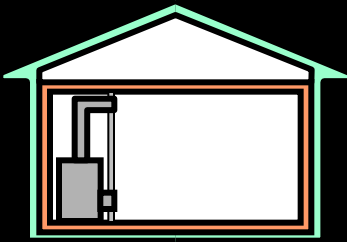


Water Management System Value Proposition



- **Better protection** for largest investment
- **Lower maintenance**
- **Healthier home**





ENERGY STAR QUALIFIED HOMES COMPLETE SYSTEMS



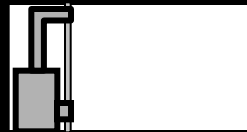
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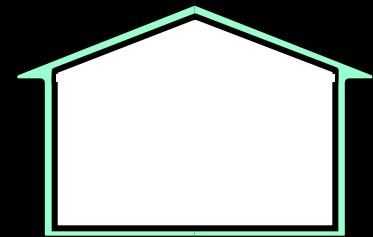
HVAC Quality Installation System:

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- Right-Sizing
- Air Distribution
- Refrigerant Charge
- Duct Installation
- Pressure Balancing
- Ventilation
- Filtration



Water Management System:

- Roof Membranes
- Flashing
- WRB's
- Fabric Filters
- Capillary Breaks
- Drainage Layer



THE BUSINESS CASE:

RESPONDING TO NEW NORMAL



- **Attract Smaller Universe of Buyers**
- **Make Price-Based Competition Obsolete**
- **Exceed High-Performance Expectations**
- **Bring on the Infrared Cameras**



HOW TO GET MORE INFORMATION

On the Web at:

<http://www.energystar.gov/homes>