

2016 ENERGY STAR®

Partner of the Year Award Application

Contractor of the Year - Home Performance with ENERGY STAR Program

The simple
choice for
energy
efficiency.



The Home Performance with ENERGY STAR Program is proud to announce its participation in the 2016 ENERGY STAR Awards. The ENERGY STAR Awards honor organizations that have made outstanding contributions to protecting the environment through energy efficiency. The Home Performance with ENERGY STAR Program is proud to recognize winners' contributions to the home performance industry. These awards are presented to participating contractors who demonstrate innovative business practices that make them leaders among their peers. The award winners take on challenges and apply unique approaches to realize notable success in their local Home Performance with ENERGY STAR markets. They exhibit outstanding professionalism, build strong customer relationships, and apply building science solutions to improve homes.

In 2013 and 2014, the US Department of Energy (DOE) honored eight participating contractors for their outstanding achievements and contributions to the Program with the Housing Innovation Award for Home Performance with ENERGY STAR. That award is being renamed to the Home Performance with ENERGY STAR Contractor of the Year Award and more strongly integrated with the ENERGY STAR Partner of the Year Awards. [Go online](#) to read about the winners' accomplishments.

Award Winner Recognition

Winners will be invited to attend the 2016 ENERGY STAR Awards in Washington, D.C. Winners will also be recognized at a major home performance industry event in front of their peers and industry-specific networking and educational sessions. Winners' accomplishments will be featured in:

- National press and journal articles
- DOE and Home Performance with ENERGY STAR websites
- Home Performance with ENERGY STAR quarterly e-newsletter
- National workshops and webinars throughout 2016

Eligibility Requirements

DOE will present Home Performance with ENERGY STAR Contractor of the Year Awards to Home Performance with ENERGY STAR participating contractors who demonstrate significant innovations in advancing the market for home performance. Applicants must be in good standing with their local Sponsors and adhere to program guidelines as set forth by the local Sponsor and the national Program.

Award Criteria

Participating contractors will be evaluated based on the following criteria. Participating contractors who are exemplary in more than one area will be viewed as stronger candidates for the Home Performance with ENERGY STAR Contractor of the Year Award.

Customer Relations

Applicants demonstrate an effective, systematic approach to building strong customer relationships including established channels for customer feedback, consistently high customer ratings, and responsiveness to customer concerns. Participating contractors with strong customer relations are able to anticipate and proactively manage customer needs.



Examples of relevant metrics and supporting documents: referral rates, reduction in response time, number of customers, testimonials, excellent quality assurance results, high customer ratings, etc.

High Energy Savings

Applicants consistently achieve verified high energy savings for Home Performance with ENERGY STAR projects and are able to demonstrate replicable and innovative approaches to achieve savings. Applications should include savings measurement & verification methodologies (may be obtained from Sponsor).

Examples of relevant metrics and supporting documents: Verified energy savings could be determined based on measurement of actual pre/post energy consumption data or verified through commonly accepted EM&V practices

Industry Leadership

Applicants provide evidence of leadership in their market by showcasing efforts to engage in local and national policy and/or regulatory initiatives, training and mentoring, industry trade groups and continuing education.

Examples of relevant metrics and supporting documents: mentoring programs, training opportunities, student participation, articles and papers, industry advocacy, etc.

Sales and Marketing

Applicants provide evidence for innovative approaches to marketing Home Performance with ENERGY STAR services and demonstrate success by connecting marketing activities to sales. Applicants may also consider highlighting unique partnerships, community events, marketing campaigns, or uniquely efficient or effective approaches to the sales process.

Examples of relevant metrics and supporting documents: marketing dollars per job or audit, number of potential customers reached, website statistics, marketing materials (brochures, flyers, graphics), systematic lead qualification procedure, testimonials, high conversion rate (assessment to completed project), etc.

Application

Applications that include supporting data and materials will be considered stronger than those without. Participating contractors are encouraged to obtain a letter of recommendation from their Home Performance with ENERGY STAR Sponsor to support their application; however, it is not required.

DOE is specifically interested in learning how successful participating contractors distinguish themselves from other companies. We offer the following defining characteristics as guideposts for ideas of what might distinguish one applicant from another. We encourage applicants to include information about these characteristics as they see relevant to the specific application questions.

- Delivery models (i.e. consultant or contractor, whole house or primary trade, vertically integrated or sub-contractor dependent, etc.)
- Depth of energy savings
- Efficient, productive sales process
- Efforts to advance the home performance industry at local and national levels
- Project volume

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- Superior service and exceptional customer satisfaction
- Verified and/or guaranteed energy savings

Participating Contractor Organization:

Contractor Business Owner:

Contractor POC:

Mailing Address:

Phone Number:

Email Address:

Sponsor:

Sponsor POC:

Company is best described as:

- Envelope/Insulation
- Home Performance
- HVAC
- Pest Control
- Plumber
- Rater/Consultant
- Remodeler
- Other (please specify)

Complete the chart below to highlight the participating contractor's accomplishments.

	CY2014	CY2015
Number of Home Performance Assessments		
Number of Completed Projects		
Assessment to Upgrade Conversion Rate		
Year-Over-Year Growth in Completed Projects (%)		
Reported Total Energy Savings (Site MMBtu) <i>Conversion table available at the end of the application</i>		
Average Energy Savings per Project (Site MMBtu) <i>Conversion table available at the end of the application</i>		
Workforce involvement in home performance (% of employees engaged in home performance activities)		

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Company sales attributed to home performance (%)		
Average home performance invoice (\$)		

Describe how your company's success is a result of innovation. Include what distinguishes you from your competition. Provide specific details and highlight successes in the criteria outlined above. This could include partnerships developed to recruit clients and increase the scope of projects. (Limit your response to 500 words)

Describe how your company is exceptional according to the criteria above or in another area in which your company is particularly outstanding. Include quantifiable examples to illustrate your argument. (Limit your response to 500 words)

Describe how the Home Performance with ENERGY STAR approach to improving homes is integrated into your company's delivery of home performance services. Include in your response how your company leverages the Home Performance with ENERGY STAR platform in your marketing and customer facing materials and how your company has improved efficiencies delivering Home Performance with ENERGY STAR services. (Limit your response to 500 words)

The HPwES Program will verify the applicant meets the following requirements with their HPwES Sponsor.

- Participating contractor is current and in good standing with the HPwES program.
- Participating contractor actively contributed to the local HPwES program for past 12 consecutive months.
- Participating contractor meets national HPwES Program's qualifications for local participation.

Participating contractors are encouraged to submit a letter of recommendation from their HPwES Sponsor, marketing materials, customer testimonials, or other information to support application.

[Go online](#) to learn more about the DOE's Housing Innovation Awards or to [read about Home Performance with ENERGY STAR's 2014 Housing Innovation Award winners](#).

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All information provided on this application is subject to review and verification by the Department of Energy. Applications are subject to Freedom of Information Act requests. Please mark, as appropriate, any and all proprietary information.

MMBtu Conversions

Fuel	Units	MMBtu Conversion
Electricity	kWh	X 0.0034
Natural Gas	Therms	X 0.100
Natural Gas	CCF	X 0.1029
#2 Fuel Oil	Gallons	X 0.1387
Liquid Propane	Gallons	X 0.0916

ENERGY STAR is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.