



ZERO
ENERGY READY HOME
U.S. DEPARTMENT OF ENERGY

Marketing Materials

Brand Yourself as a Leader!

All partners receive access to a Partner branded logo and web button to use on both web based and print materials to show off your association with the US DOE Zero Energy Ready Homes Program!



Show Why Your Homes Are Better!

Give your customers clarity through contrast so they can quickly see what's special about your homes! No jargon or tech-talk required! A branded consumer brochure and point-of-sale fact sheet tell the story of why a Zero Energy Ready Home works better, lives better, and lasts better!

The Future of Housing—Today
Only a select group of the top builders in the country meet the extraordinary levels of excellence and quality specified by U.S. Department of Energy guidelines.

A Symbol of Excellence

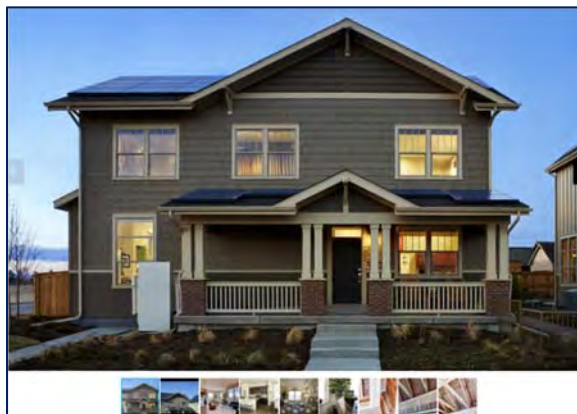
- HEALTHFUL ENVIRONMENT
- COMFORT PLUS
- ADVANCED TECHNOLOGY
- ULTRA EFFICIENT
- QUALITY BUILT
- DURABILITY

KEY
■ DOE Zero Energy Ready Home
■ ENERGY STAR Certified Home
■ Existing Home

A Symbol of Excellence
Every Zero Energy Ready Home offers a cost-effective, high performance package of energy savings, comfort, health, and durability unparalleled in today's marketplace.

Be a Part of the Tour of Zero

The U.S. DOE Tour of Zero lets American homebuyers take a look inside Zero Energy Ready Homes across the country! Here they can see photos, key features, performance metrics, powerful testimonials, and find ZERH builders like you! All builder partners have the chance to enter their homes into the Tour of Zero!



2,288 ft²
3 bedrm, 2 bath
2 floors
cold climate
\$420,000 w/o land

HERS 7 This home's score w/ PV
0 = a net zero energy home
100 = typical new code home
130 = average existing home

\$47 Average monthly energy bill*
\$3,077 saved per year**
\$130,865 saved over 30-yr mortgage**
*actual w/delivery charges; **calculated; **calculated with fuel escalation rate per 2014 EIA Annual Energy Outlook

Trust Matters! Be Backed by DOE!



Everyone loves the expert's opinion! Boost a buyer's confidence in you and your homes by using OUR words! Make use of a variety of pre-approved, "drop-in" messages from the US Department of Energy to communicate the value of Zero Energy Ready Homes from a trusted source. Perfect for websites, social media, press releases, and flyers!

"According to the U.S. Department of Energy...."

Increase Sales Leads!

All registered partners are automatically added to the DOE Partner Locator tool which is searchable by state! The locator tool leads users to your partner profile page complete with your company's information! The more ZERH homes you certify, the higher you move up the list!

Search Partners:

Or Filter By:

State:

Partner Type:

A map of the United States with state abbreviations. The map is colored in shades of green and blue. The states are labeled with their two-letter abbreviations: WA, OR, CA, NV, UT, AZ, NM, TX, MT, WY, CO, ND, SD, NE, KS, OK, MN, IA, MO, AR, LA, WI, MI, IN, OH, KY, TN, MS, AL, GA, FL, NY, PA, VA, WV, NC, SC, MD, DE, CT, RI, NJ, MA, VT, NH, ME.

National Consumer Campaign!

Don't just tell your customers the benefits of a Zero Energy Ready Home, let them see for themselves! This consumer facing video helps explain the superior living experience that comes with the purchase of a Zero Energy Ready Home!

