

Home Performance with ENERGY STAR®

is more than just an energy efficiency program; it's the model for the home improvement industry of the future. Participating contractors differentiate their services to homeowners by making their homes energy efficient, as well as healthy, safe, and comfortable. This goes a long way toward creating greater customer satisfaction and value for home improvement services. Soon, all customers will want to know that their home improvement contractor has earned the Building Performance Institute (BPI) accreditation.

Reward for Investment. Certification and accreditation are worth the investment for your business. Your knowledge and skills in building science can help you educate your customers to make the right decisions for their home. Set yourself apart from the rest—join the national leaders in the home improvement industry and take advantage of attractive financial incentives that make Home Performance with ENERGY STAR work for your company.

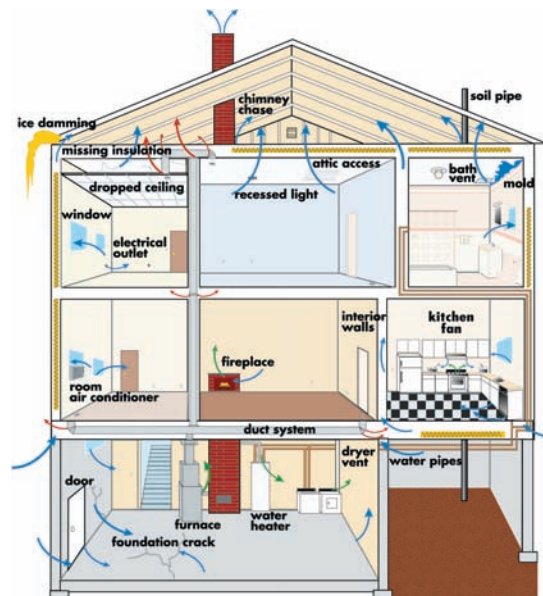
Other Program Benefits

- Mass media marketing
- Consumer Web site (www.GetEnergySmart.org) with contractor locator
- Toll-free consumer hotline for lead generation (1-877-NY-SMART)
- Consumer education materials

Next Steps for Participation

Please call 1-877-NY-SMART to get additional Home Performance with ENERGY STAR program details.

Ask about opportunities to participate in New York's ENERGY STAR Homes Program for new construction. Many BPI Accredited Home Performance with ENERGY STAR Contractors also participate as Home Energy Raters in this program—it's another vehicle to help expand your business.



BECOMING A PARTICIPATING HOME PERFORMANCE CONTRACTOR

gives you a real edge on your competition.



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The Building Performance Institute (BPI) sets the national technical standards for contractors in the building performance contracting trade. In addition to signing a program partnership agreement, contractors must be accredited by BPI in order to join the program.

1) Training Process

Although program training is not a requirement for certification, many contractors find it helpful to attend training prior to taking the certification exams. The program partially reimburses for training costs, upon successful completion.

The levels of certification are:

A. Building Analyst (BA)

Technicians learn the basics of building science, the home assessment process, and the use of diagnostic equipment, such as a blower door and combustion safety testing equipment. BA certification is required before a technician can earn certification in any of the Specialist disciplines.

B. BPI Specialist

Once the technician has taken BA training, they may go into a higher-level course. There are four areas of Specialist certification currently being offered by BPI: Envelope, Heating, A/C and Heat Pump Professional, and Manufactured Housing. Additional Specialist designations may become available.

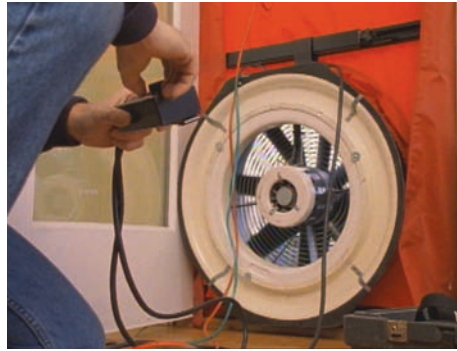
2) BPI Certification and Accreditation

BPI Certification applies to the individual technician and lasts for three years. The certification test consists of a written and an in-field component. Although BA certification is a pre-requisite for Specialist certification, it is possible to take both examinations on the same day. Most contractors elect to take advantage of this option, as it requires less downtime for their field personnel. To meet the needs of contractors seeking certification for multiple technicians, BPI will arrange a customized schedule. The program reimburses a portion of all certification costs.

BPI Accreditation applies to a company and must be renewed annually. BPI Accreditation requirements include having at least one technician on staff who has a BPI BA and Specialist certification; liability and worker's compensation insurance; and use of a qualifying quality assurance system. BPI Accredited Contractors agree to perform all work to BPI standards and report on a semi-annual basis to BPI. The program reimburses a portion of all accreditation fees.

3) Diagnostic Equipment

The program provides financial assistance to participating contractors in procuring necessary diagnostic equipment.



Program Incentives

As a BPI Accredited Contractor in the New York Home Performance with ENERGY STAR Program, you and your customers can qualify for a number of attractive program incentives. These incentives are summarized below.

1) Contractor Project Scope Incentives

- **Comprehensive Job Incentive**
This incentive is available to participating contractors and is based on the comprehensiveness of the work performed.
- **General Contractor/Referral Incentive**
When you bring in another contractor to complete a more comprehensive job, you qualify for an additional incentive. (Note: Referral work must be performed by a participating BPI Accredited Contractor.)

2) Bonuses for ENERGY STAR Qualified Appliances Adding a new ENERGY STAR qualified refrigerator, clothes washer, room air conditioner, or dishwasher to a project can be very appealing to customers. The contractor can include the appliance and lighting purchases into the home assessment and scope of work and earn an extra cash bonus. **Everybody wins.**



3) Co-op Advertising Incentives

The program offers cooperative advertising incentives for a variety of advertising, such as print, TV, radio, billboards, and home shows. Each contractor is eligible for cooperative advertising support, provided they complete at least one job.

4) Customer Incentives

- **Green Jobs-Green New York (GJGNY)**
The GJGNY program provides audit and financing services to all New Yorkers. Audits are free to most customers and low-interest rate financing can assist with the energy efficiency improvements.
- **High Efficiency Measure Incentive**
A 10% high efficiency measure incentive may be available in addition to GJGNY financing.
- **Assisted Home Performance with ENERGY STAR Work Scope Incentive**
Available to income-qualified homeowners.