

■ Hot Trend — Cool Green: Home Performance Remodeling

by Patricia Plympton, Navigant Consulting

More and more home owners today are interested in remodeling green. In fact, a recent survey by NAHB found that 46% of consumers expecting to spend \$10,000 or more remodeling their home in the upcoming year are eager to incorporate green products. The problem is that many home owners just don't know where to start.



As a remodeler, taking a whole-house approach to comfort and energy efficiency improvements through “home performance remodeling” is a great way to capitalize on this important new trend and help home owners start going green.

Home Performance remodelers use diagnostic equipment to assess a home's energy performance and offer home owners a prioritized list of improvements that work together to improve comfort, lower utility bills, and help protect the environment. Improvements typically include sealing air leaks and ducts, adding insulation, improving heating and cooling systems, upgrading lighting, and switching to energy-efficient appliances, where applicable.

Home performance remodelers report higher profit margins on their jobs and an increase in customer satisfaction. Comfort problems that have plagued homeowners for years (i.e. too cold or too hot rooms, drafts, indoor air quality) can be solved with the diagnostics and improvements offered by home performance remodeling.

In select areas, local sponsors offer Home Performance with ENERGY STAR, a whole-house home improvement program from the U.S. Department of Energy and EPA (see www.energystar.gov/homeperformance for available locations).

Many of these local sponsors offer contractors financing assistance for training and diagnostic equipment, as well as special financial incentives to homeowners for making improvements. Home Performance with ENERGY STAR also provides participating contractors with marketing materials, case studies, and other resources.

For more information, visit the ENERGY STAR booth W3659 at the 2008 International Builders' Show in Orlando to learn about more opportunities with home performance remodeling, e-mail [Patricia Plympton](mailto:Patricia.Plympton@energystar.gov) at ENERGY STAR, or call her at 202-481-7397.