

Selling Home Performance with ENERGY STAR® takes believing in a “Systems Approach” to home improvement

If *you* are sold on the idea of understanding how a change in one area of a home can affect others, then you are ready to sell this concept to your customers.

Why a System’s Approach?

1. Improvements can have both positive and negative consequences:
 - a. Adding insulation in an existing home can affect the durability of the home – especially if steps are not taken to prevent moisture from migrating into the insulation. The result is decreased insulation value and potential mold buildup.
 - b. Replacing windows without addressing the causes of excess moisture and air leakage issues in the home can result in increased condensation in the home.
 - c. Installing a kitchen or bathroom exhaust fan can cause the water heater to not vent combustion gases to the outside properly, potentially resulting in carbon monoxide entering the home.
 - d. Considering all energy related systems in the home prevents problems compared to just taking random actions and improves the safety, comfort and durability of the home.
2. The service you offer ensures that customers achieve maximum benefits by minimizing risks and ensuring that the house is operating properly and safely after the work is done.
3. You are solving problems, both present and future. Understanding the science behind building systems enables us to be expert problem solvers. This allows getting to the bottom of problems the first time and ensuring your safety.
4. By using a systematic approach, you can provide homeowners with a list of do’s and don’ts on operating their house safely and effectively. You can educate, not just do a task.