



TNMP High-Performance Homes Program Fall 2021 Newsletter



Thank You for a Successful 2021

Thank
you

TNMP High-Performance Homes Program Participants,

We want to take this opportunity to thank everyone for all their efforts throughout the year. The success of the TNMP High-Performance Homes Program is built on the efforts of our Builders and HERS Raters. Thank you for the dedication that each one of you has shown to the program, our customers and energy efficiency.

*Please join us **Tuesday, December 14** for our End of the Year Webinar. Due to the continued Covid-19 pandemic, our event will be virtual again. At this event we will recognize our **2021 Program Award Winners** and kickoff the **2022 Program**. Don't miss out on what is coming up NEXT year.*

In this issue of the newsletter:

- *Save the Date for the End of the Year Webinar*
 - *Upcoming Events*
 - *Two million homes. Two million reasons to celebrate! The ENERGY STAR Certified New Homes Fall 2021 Toolkit Is Now Available*
 - *Need Continuing Education Units before the end of the year?*
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As always, we are here to help so please reach out to your Account Manager with any questions.

We hope you and your families have a safe and happy holiday season and we look forward to a successful 2022!

Thank you for your continued partnership,

Stefani Case

Texas-New Mexico Power Company

Save the Date for the End of the Year Webinar



SAVE THE DATE

JOIN US Tuesday, December 14, 2021, at 11:00 AM for the Texas-New Mexico Power, 2021 High-Performance Homes Program End of Year Awards Webinar and 2022 Program Kickoff! Watch your Inbox for the Evite!

Upcoming Events



A TWO PART EVENT: IN-PERSON AND VIRTUAL

RESNET is dedicated to providing learning and networking experience where everyone can feel safe and comfortable. The #RESNET2022 Conference will be a two-part event: An in person gathering that will be

re-imagined, exclusive, and exciting at the Hilton in Austin, TX February 21-23, 2022, and... An online event built upon the success of the 2021 Virtual Conference¹ for two days, March 10-11, 2022.

Two million homes. Two million reasons to celebrate! The ENERGY STAR Certified New Homes Fall 2021 Toolkit Is Now Available



1 - 2 Million Reasons to Celebrate

*We are excited to announce that the **Fall 2021 Communications Toolkit²** is now available with all-new assets for ENERGY STAR partners to use during the current homebuying season.*

*The Fall Toolkit features a new “**Celebrations**” video³ marking the program’s two million homes milestone and a new set of ready-to-print, co-brandable materials to send to prospective homebuyers or display in model homes and sales centers.*

*The entire Fall Toolkit carries through the “**Celebrations**” theme and features inclusive and diverse imagery across a variety of digital assets for use on your websites and social media accounts. And EPA has included some of the digital assets in Spanish in response to partner feedback.*

¹<https://www.resnet.us/conference/2021-conference/conference-registration/>

²<https://click.mail.energystar.gov/?qs=d21664de2d5d0ba1415c0efc67b89ba63fb6526e4fef5ebc748e7cde28cd5dac2b1654d9d52e9f7e9278c0d0c78320704528d9ef3010e4cb>

³<https://click.mail.energystar.gov/?qs=d21664de2d5d0ba1300ce42bd1d80bd2d3b6154b7e48d4a4419106bedcadd0163435e42d3355b5291081650aef11a593a977ca3fb6f97a8a>

You can find the following Toolkit materials through your My ENERGY STAR (MESA)⁴ account or on the Seasonal Partner Communications Toolkits⁵ page.

- *The **Celebrations! Video***⁶ (available on YouTube), which you can share with your customers and across your social media channels!
 - *A set of co-brandable, customizable **postcards** to send to prospective homebuyers or display in model homes and sales centers.*
 - *A new set of royalty-free **digital display ads** that partners can use on websites and social media.*
 - *Sample, customizable **social media posts** that align with messaging that EPA will be using in our own online campaign later this Fall.*
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As a reminder, EPA developed and released several new, refreshed materials for partners earlier this year, along with the Spring 2021 Toolkit, which are all still available for your use. We encourage partners to download them if you haven't already! An **ENERGY STAR Certified Homes Overview Flyer**⁷, for display in model homes and sales centers or as a prospective homebuyer take-away, provides a high-level summary of all the features and benefits of certified homes. A co-brandable **Technical Flyer**⁸ (also available as a **Tri-fold Brochure**⁹), for display in model homes/sales centers or as a prospective homebuyer take-away, provides more detail about the high-value energy efficiency and other features found in certified homes, along with a QR code that homebuyers can use to link to the ENERGY STAR website to learn more. If you have questions on any of the EPA ENERGY STAR materials please contact Marta Montoro (montoro.marta@epa.gov¹⁰). Thank you for your support of ENERGY STAR!

⁴<https://click.mail.energystar.gov/?qs=d21664de2d5d0ba197c5e29e3bba197d60ce49fc50a48fdcf67dc031aefc1a6ab2d1aec6a892989f48955b361608bff4ac1f49f231cd5df>

⁵<https://click.mail.energystar.gov/?qs=645dc6615d9badb37b7e8e27167f84b00fac86c6d98dcf1f55f588d7213d3841972772341ef9220b1df3af850bd0cd9718526d282e40416c>

⁶<https://click.mail.energystar.gov/?qs=645dc6615d9badb30447337e9ba54f3b535960cf5e054cc2381ad5fcb8506ac36ba6e9e1b3b319cc5b4334ffa4b744556b239ea12bc7065>

⁷<https://click.mail.energystar.gov/?qs=645dc6615d9badb31c3503cb41553479839883052d3686b27bae7ecddf5791416e87f0c35f59451a45e9a7d9365d825e709e281c04329342>

⁸<https://click.mail.energystar.gov/?qs=645dc6615d9badb369c241363e9907291cba3b1a42cf840fe2036d3d44a83e64f7c517feb860f388ce5e6be157648eee44d8f8251f6913b8>

⁹<https://click.mail.energystar.gov/?qs=ed0c78c5d7d450975eb3f2b0bb16ce6fe88ce439c410b55ab455a6bd63f3f8134616c3e3eb34e1eecf05c0f9b1224a0af483b4a5e277e334>

¹⁰<mailto:montoro.marta@epa.gov?subject=>



<https://youtu.be/4cHoBGYVK-A>

2 - EPA's ENERGY STAR Residential New Construction Program is excited to announce the launch of our "Celebrations" video, marking our program's collective 2 million homes milestone.

Need Continuing Education Units before the end of the year?



As a participating contractor in TNMP High-Performance Homes Program, you have free access to the Energy Efficiency Learning Center (EELC). The EELC is an online distance-learning portal where contractors can login to take trainings on Sales and Marketing, Technical Topics, and Best Practices. Contractors are also able to view recorded webinars, demonstrations, and other program related training materials.

Many courses can also be used to meet Continuing Education Unit (CEU) requirements for common industry certifications, including NATE, RESNET, and BPI. All courses eligible for CEUs have a short exam and require an 80% or higher score to pass.

Once you click on Catalog, you can filter courses under the "CEU Accredited" category. Here are some examples of CEU accredited sales & marketing courses that could be valuable to you:

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- *Master Marketing*
 - *Master Customer Service*
 - *Customer Personality Types*
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Click on the link to go to the EELC¹¹ register and take an online course today!

If you do not have access to the EELC or want access for additional staff, please email christine.couch@icf.com¹².

In the News



Energy-Efficiency Trends in Water Heating Highlight Heat Pump Technology | 2021-11-16 | ACHR News¹³

Solar tax credits and heat pump rebates: All the ways Build Back Better could incentivize cleaner energy at home | Morningstar¹⁴

¹¹https://texaseelc.learnupon.com/users/sign_in

¹²<mailto:christine.couch@icf.com>

¹³<https://www.achrnews.com/articles/145758-energy-efficiency-trends-in-water-heating-highlight-heat-pump-technology>

¹⁴<https://www.morningstar.com/news/marketwatch/20211120325/solar-tax-credits-and-heat-pump-rebates-all-the-ways-build-back-better-could-incentivize-cleaner-energy-at-home>

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¹⁶<mailto:christine.couch@icf.com>

¹⁷<https://www.tnmpefficiency.com/terms.php>