



## 2008 ASE Star of Energy Efficiency Nomination Summary Andromeda Category

Southern Energy Management (SEM), NC's leading provider of energy efficiency and solar technology services, has transformed the Energy Star market since 2004. That year, SEM designated 52 Energy Star homes, and every year since then we have significantly expanded the Energy Star market through targeted outreach and education, expansion of our rater team, strong relationships with trade associations, and increased public relations support for our partners. As the predominant Energy Star provider in the greater Triangle and Charlotte metro areas, we inspected/certified more than **1,250 homes** in 2007, and served more than **160 builders**.

SEM also targets large, mixed-use developers and smaller niche developers. Utilizing Energy Star as the standard, SEM has developed implementation strategies for developers, and provides verification services for builders within the communities. In addition to expanding and strengthening our infrastructure and outreach, SEM focused on developing strong relationships with strategic market partners, (i.e. utilities, state and local government, sub-trades, HBAs, realtors, building product suppliers, etc.) to encourage Energy Star market growth for the future.

Some of our key achievements in 2007 include:

- Formed key relationship with **KB Homes**, one of the largest home builders in our region, to go 100% Energy Star in 2008, which will result in an additional 600 to 800 certified homes next year alone.
- Successfully advocated with the NC Housing Finance Agency to award points for Energy Star-certified residential apartments in the LIHTC Qualified Allocation Plan.
- Collaborated with local Home Builders Associations to develop a streamlined process to integrate Energy Star into the locally administered Green Building Initiative, with the goal of helping builders see how participation in Energy Star serves as the foundation for any green building program.
- Initiated trainings for realtors and the marketing and sales staff of our Energy Star builders, helping them better understand and raise awareness about Energy Star's unique value/benefits.
- Provided realtors with listings of Energy Star neighborhoods to help drive sales of Energy Star homes.
- Generated targeted press in builder trade publications to generate interest in Energy Star among the mainstream builder market.
- Created Energy Star marketing packages tailored to individual builders.
- Provided Energy Star certifications for numerous affordable housing organizations including Habitat for Humanity affiliates in several counties, faith based housing groups, community development corporations and LIHTC projects.

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ENERGY STAR  
AWARD  
2007

PARTNER OF THE YEAR



ENERGY STAR  
AWARD  
2008

PARTNER OF THE YEAR

**SUPPORTING MATERIAL**



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In 2007, we launched a campaign to simply and effectively communicate our comprehensive portfolio of energy efficiency and sustainable energy services.

The result is our **Walk. Jog. Run.** campaign, which features our Energy Star efficiency program as the solid foundation (the “walk” stage) for any sustainable energy strategy.



# WALK.

Partner with Southern Energy Management to get started on your personalized path toward energy efficient design and construction.

# JOG.

Increase the value and health of your property, the community, and the environment with our attractive and efficient solar water heating systems and custom green building solutions.

# RUN.

Move toward energy independence and enhanced security with back-up power, radiant floor heating, and our state-of-the-art solar photovoltaic systems.

