



2023 ENERGY STAR Products Partner Meeting

Announcing EPA's One Stop Shop for Efficiency Upgrade Services:

The ENERGY STAR Home Upgrade Service Provider Partnership

Presenters:

Danielle Hoffer – US EPA

Sri Solur – Kenmore

Andy Frank – Sealed

September 28, 2023

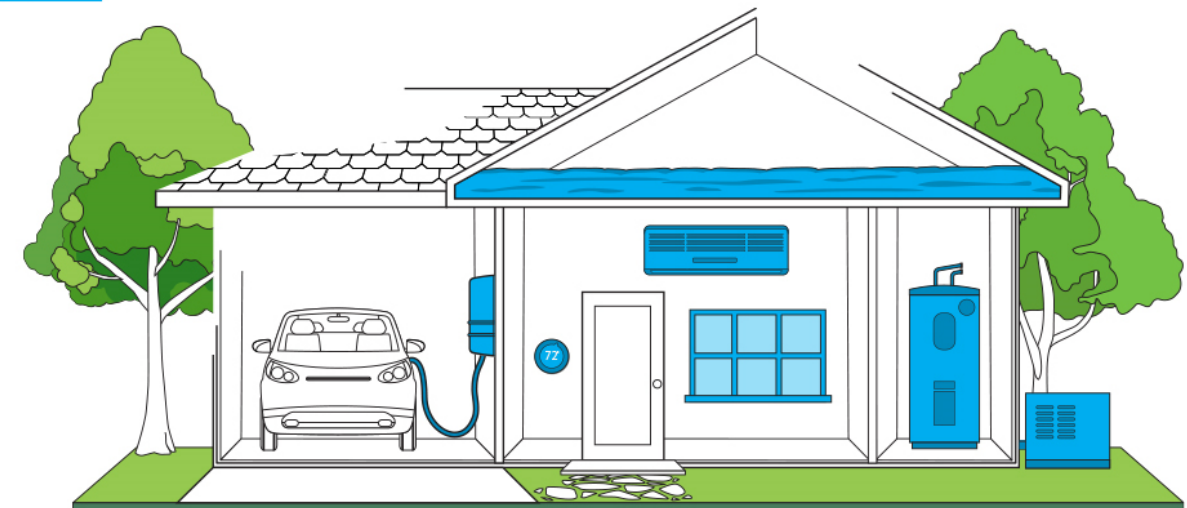


AGENDA

- Barriers for residential energy efficiency upgrades
- ENERGY STAR Home Upgrade Service Provider Partnership
 - Overview
 - Requirements
 - Benefits
- Program presentations
 - Kenmore Brands
 - Sealed
- Questions/General Discussion



ENERGY STAR® HOME UPGRADE





ENERGY STAR and Existing Homes

A Time for Change

- New focus on home decarbonization and the clean energy future
- New Inflation Reduction Act Programs - Tax Credits, HEERA Rebate, HOMES Rebate

Challenge

- How can ENERGY STAR help address barriers but still continue to support industry, grow the market, and engage consumers to take action?

Barriers

- Awareness & Education
- Trust
- Upfront Cost
- Complexity with multiple installations and financing





New Approach - ENERGY STAR Home Upgrade

The ENERGY STAR Home Upgrade is a set of six generally applicable, electric energy efficiency improvements designed to work together to deliver significant energy and cost savings

The measures in the ENERGY STAR Home Upgrade include:



HEATING &
COOLING



WATER
HEATER



SMART
THERMOSTAT



ATTIC
INSULATION



WINDOWS



ELECTRIC
READY

ENERGY STAR Home Upgrade Service Provider Partnership

A new partnership opportunity for companies and community-based organizations that function as a **concierge** for multiple energy efficiency home upgrade services

- Requirements for participation:
 - Qualified Installers
 - Quality management system
 - Any offered financing is transparent & not considered unfair or abusive
- Does not include:
 - Single measure contractors
 - Implementors of EEPS as those are covered by the EEPS partnership





Benefits

Consumer Recognition & Education

- Strong ENERGY STAR brand recognition and trust
- Comprehensive set of ENERGY STAR-branded materials, messaging and media outreach
- Exposure on the ENERGY STAR website as a trusted organization

Tax & Other Incentives

- Federal income tax incentives are aligned around the elements of the ENERGY STAR Home Upgrade
- Braid incentives (utility, state, and federal) and funding sources to limit upfront cost

Network of partners

- Share best practices
- Coordinate with manufacturers, retailers, utilities, and states

Data Sharing

- Targeting and savings analysis
- Requirements for programs and incentives



Service Provider Toolkit

- Social Media Graphics and Posts
 - General
 - Product-specific
- Home Upgrade Checklist
- Electrification Planning Fact Sheet
- Logo lock-up
- Home Upgrade Declaration Sheet
- Image Library



ENERGY STAR® Home Upgrade

An ENERGY STAR Home Upgrade is a carefully crafted set of six high-impact, energy efficiency improvements for your home. Designed to work together to deliver significant energy and cost savings, these upgrades can also help you transition from fossil fuels for a cleaner, healthier, and more comfortable home.

You don't have to make all these improvements at the same time—implement them at your own pace as replacements are needed. Explore ways to make them more affordable, including information on utility rebates available in your area, at energystar.gov/homeupgrade.



Switch to a Heat Pump

For the average American household, almost half the annual energy bill goes to heating and cooling—more than \$900 a year! An ENERGY STAR certified air source heat pump heats and cools, saving you energy and money all year long.



Choose a Heat Pump Water Heater

Your water heater is the second-highest energy user in your home. An ENERGY STAR certified heat pump water heater uses 70% less energy on average and can save a family of four \$425 per year on electric bills compared to a standard electric water heater and more than \$3,700 over its lifetime.



Install a Smart Thermostat

An ENERGY STAR certified smart thermostat takes the guess work out of what settings will optimize for comfort and energy savings, adjusting the temperature in your home throughout the day to fit your needs and save money on energy bills. Families with high energy use can save \$100 per year.



Make Sure Your Attic is Well-Sealed and Properly Insulated

This is one of the most important things you can do as part of your ENERGY STAR Home Upgrade to reduce energy-wasting air leaks and make your home more comfortable.



Replace Old, Drafty Windows

ENERGY STAR certified windows help reduce cold drafts in the winter and block solar heat in the summer lowering household energy bills by a national average of 12 percent—that's more than \$200—while improving year-round comfort.



Make Your Home All-Electric Ready

Work with an electrician to confirm whether your electric panel can accommodate additional electric loads, such as a heat pump water heater, EV charger, and a heat pump. In some cases, particularly in older homes, electrical upgrades may be required.

Our energy supply is getting cleaner and more renewable every day. Taking action now can help you prepare for a clean energy future, while enjoying energy savings and a more comfortable home today. Count on ENERGY STAR to help you navigate the process.

simplifying electrification with an

ENERGY STAR Home Upgrade Service Provider

Sri Solur
CEO, Kenmore and Brands

Sri Solur

About Me

Product builder and entrepreneur with rich history leading high-tech products and businesses, in the private and public sectors.

Companies

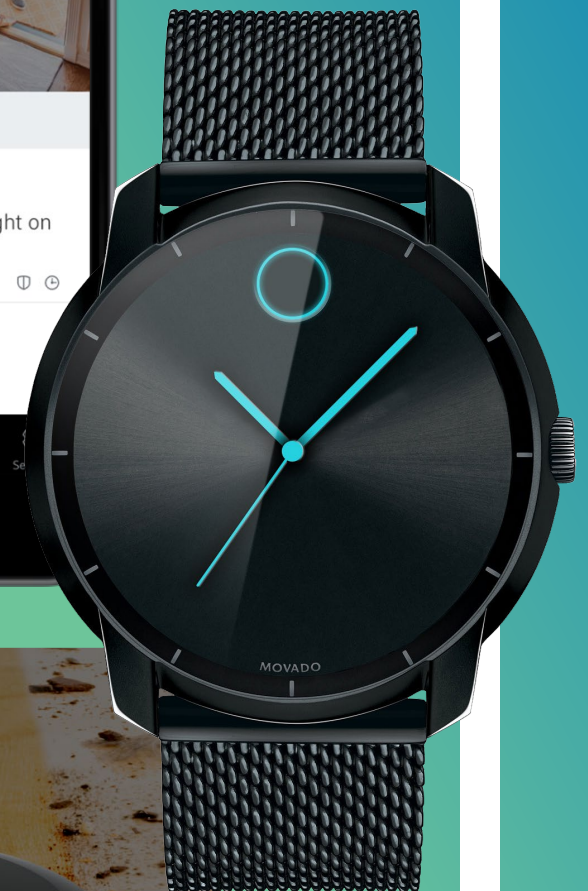
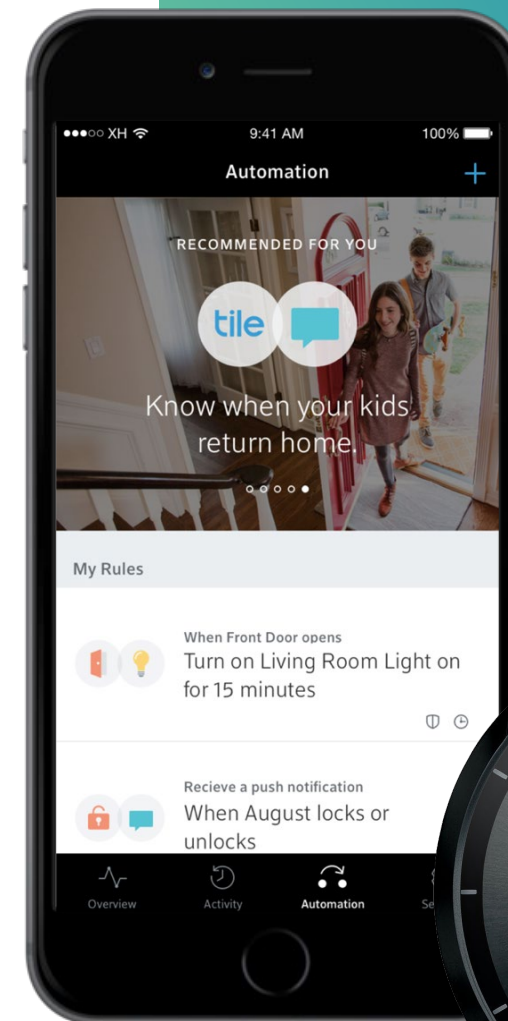
Kenmore and Brands, Berkshire Grey, SharkNinja, Hewlett Packard, Comcast

Products

xFinity Xfi, Shark IQ, NinjaFoodi, CloudPrint, HP Wearables

Education

NIT, Boston University



A large, stylized graphic of two quotation marks in a light blue color, positioned on the left side of the slide. The quotation marks are simple and rounded, with a slight shadow effect.

Kenmore.
The right way
to say electric.

KENMORE, 1964

THE BRANDS YOU KNOW.

4 MOST RECOGNIZED HOME APPLIANCE BRAND RANKING (2)

Kenmore®



KITCHEN SUITE, LAUNDRY,
EV CHARGERS, WATER HEATER

13 MOST RECOGNIZED HOME APPLIANCE BRAND RANKING (2)

DieHard® (3)



EV CHARGERS, GARAGE ACCESSORIES,
TOOLS & HARDWARE

Kenmore DieHard

TRADITIONAL APPLIANCES

ENERGY APPLIANCES



Refrigeration



Ranges & Cooktops



Washers



Electric Cooking



Electric Dryers



Portable Power Inverter



Commercial & Residential EV Charger



Dishwashers



Microwaves



Dryers



Heat Pump Water Heaters



Non-Electric Kitchen



Grills



Small Kitchen Appliances



Floor Care



Power Tools & Outdoor Equipment



Lawn & Garden

Kenmore DieHard®

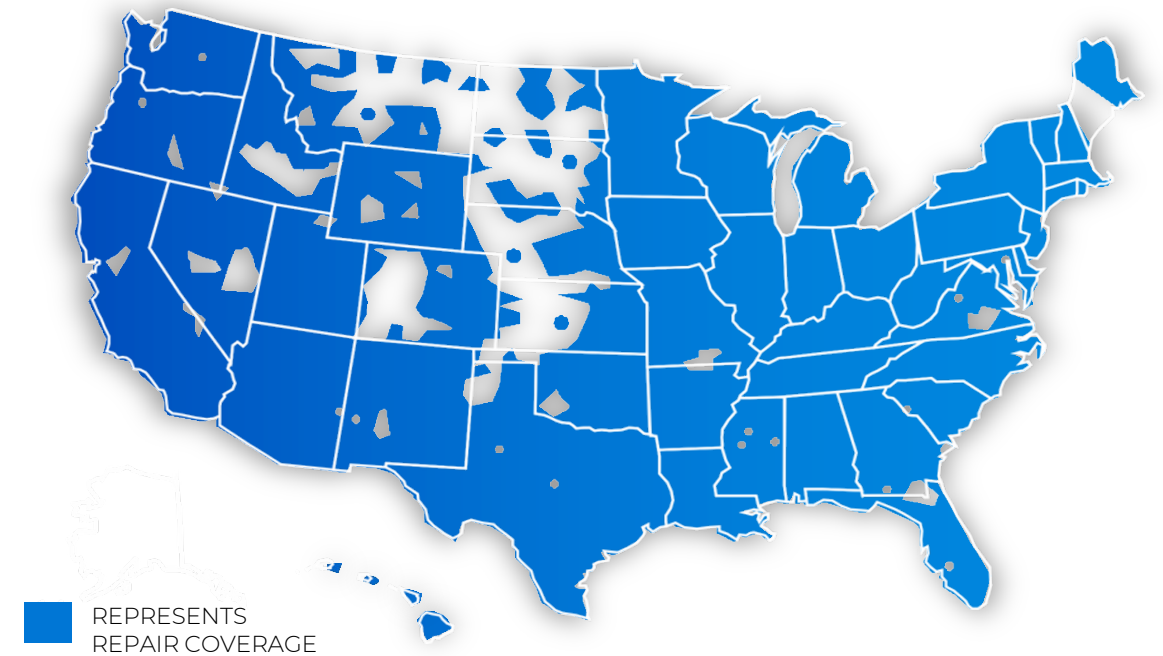
sears®



HOME SERVICES

Kenmore DieHard's Relationship with Home Services Provides an Unrivaled Vehicle for Lead Generation and Revenue Growth

- Through its sister company, Sears Home Services, Kenmore DieHard has access to **20 years of Sears data** with a focus on **ZIP codes with a significant LMI population**
- Relationship with Sears Home Services is expected to continue through a long-term commercial agreement
- In 2022 alone, Sears Home Services technicians **visited over 80,000 American homes weekly** dealing with a multitude of issues including appliance repair services, home improvement and general cleaning & maintenance
- With the rollout of the IRA, Sears Home Services technicians will be notified of customer eligibility to receive new appliances under the IRA at little to no cost to the consumer, resulting in **lead generation opportunities for conversion into rebate driven sales**



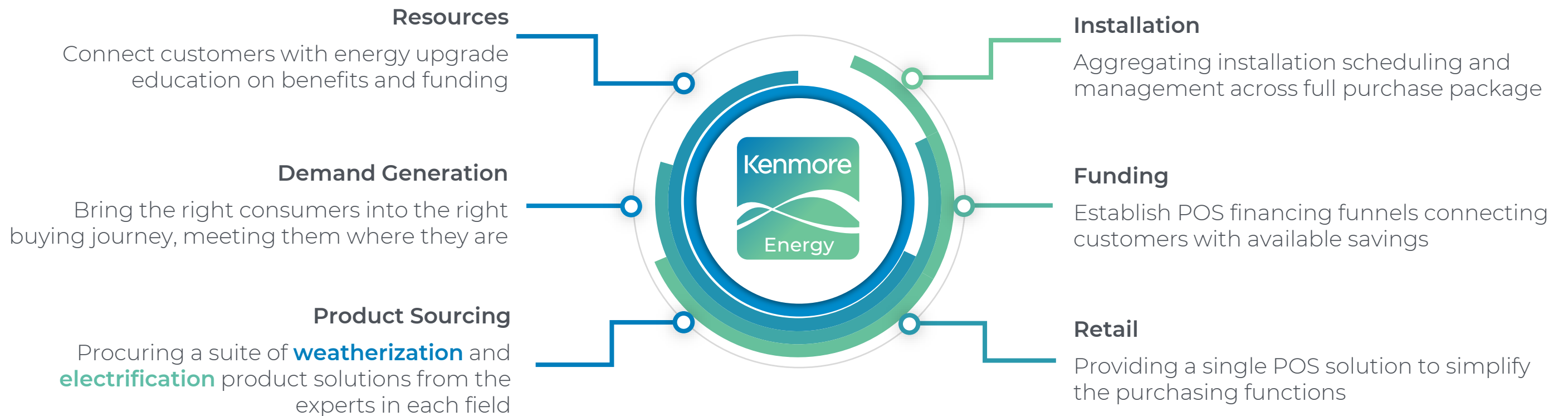
2,500+

Technicians

4M⁽¹⁾

Annual Repairs Completed

Kenmore becomes the **engine** for the **electrification ecosystem**.



WHOLE HOME DASHBOARD.

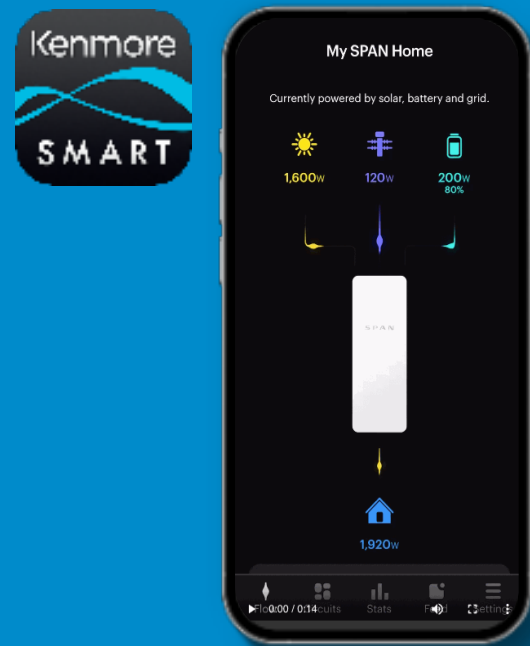
CONNECTED APPLIANCES BEING CONTROLLED THROUGH REFRIGERATOR, APP, WEB

VISIBILITY FOR ALL APPLIANCES THROUGH WHOLE HOME DASHBOARD

STRONG PIPELINE OF FUTURE OPPORTUNITIES

1

KENMORE SMART HOME APP



2

CONNECTED APPLIANCES



3

WHOLE HOME DASHBOARD



4

FUTURE

- Service Contracts
- Virtual Power Plants
- DER, Peak Response
- Incremental Partnership/Commissions once scale is achieved

Kenmore elevates the energy ecosystem.

Predictive Repair Monitoring

Tracking appliance anomalies for proactive repair scheduling and avoidance.

Home Energy Management

Regular energy insights for effective use, reduction, and participation in demand response.

Resources

Connect customers with energy upgrade education on benefits and funding

Installation

Aggregating installation scheduling and management across full purchase package

Demand Generation

Bring the right consumers into the right buying journey, meeting them where they are

Funding

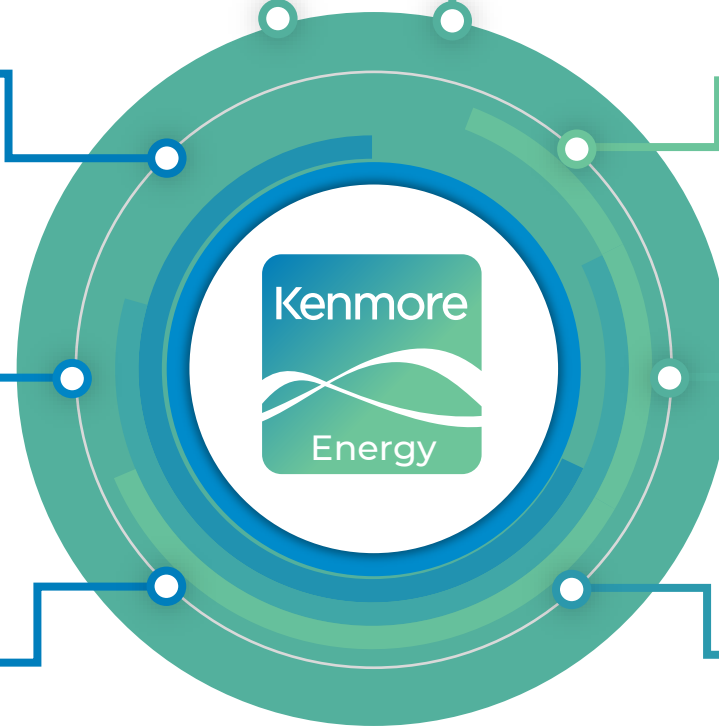
Establish POS financing funnels connecting customers with available savings

Product Sourcing

Procuring a suite of product solutions from the experts in each field

Retail

Providing a single POS solution to simplify the purchasing functions



Summary: we are **solving for.**

Integration of Customer Journey

Bringing together a network of solutions creating a seamless, tailored experience for the everyday homeowner.

Consumer Education meets Demand Gen

Aligning funding and education resources with geographical and political investments for aggregated demand.

Ongoing Lifecycle Optimization

Creating value for customers and businesses alike during ownership periods between upgrade projects and beyond.





Partnering with the EPA

Connecting with consumers across
the electrification journey.

Demand Generation

Opportunity to connect with new customers serious about energy upgrades.

Building Trust

Establishing credibility with new customers rooted in relationships.

Extended Solutions

Opening doors to additional products and services for the full customer lifecycle.

The Kenmore logo is displayed in a white, sans-serif font. The letter 'K' is significantly larger than the other letters, and the 'e' at the end has a registered trademark symbol (®) to its upper right. The background of the slide features a photograph of solar panels on a roof, overlaid with a semi-transparent blue and green gradient and large, abstract white wave-like shapes.

Kenmore[®]

EPA PARTNER MEETING 2023

The ENERGY STAR Home Upgrade Service Provider Partnership



NO
PARKING
8:30 AM TO 12:30 PM
MONDAY
STREET CLEANING


Sealed

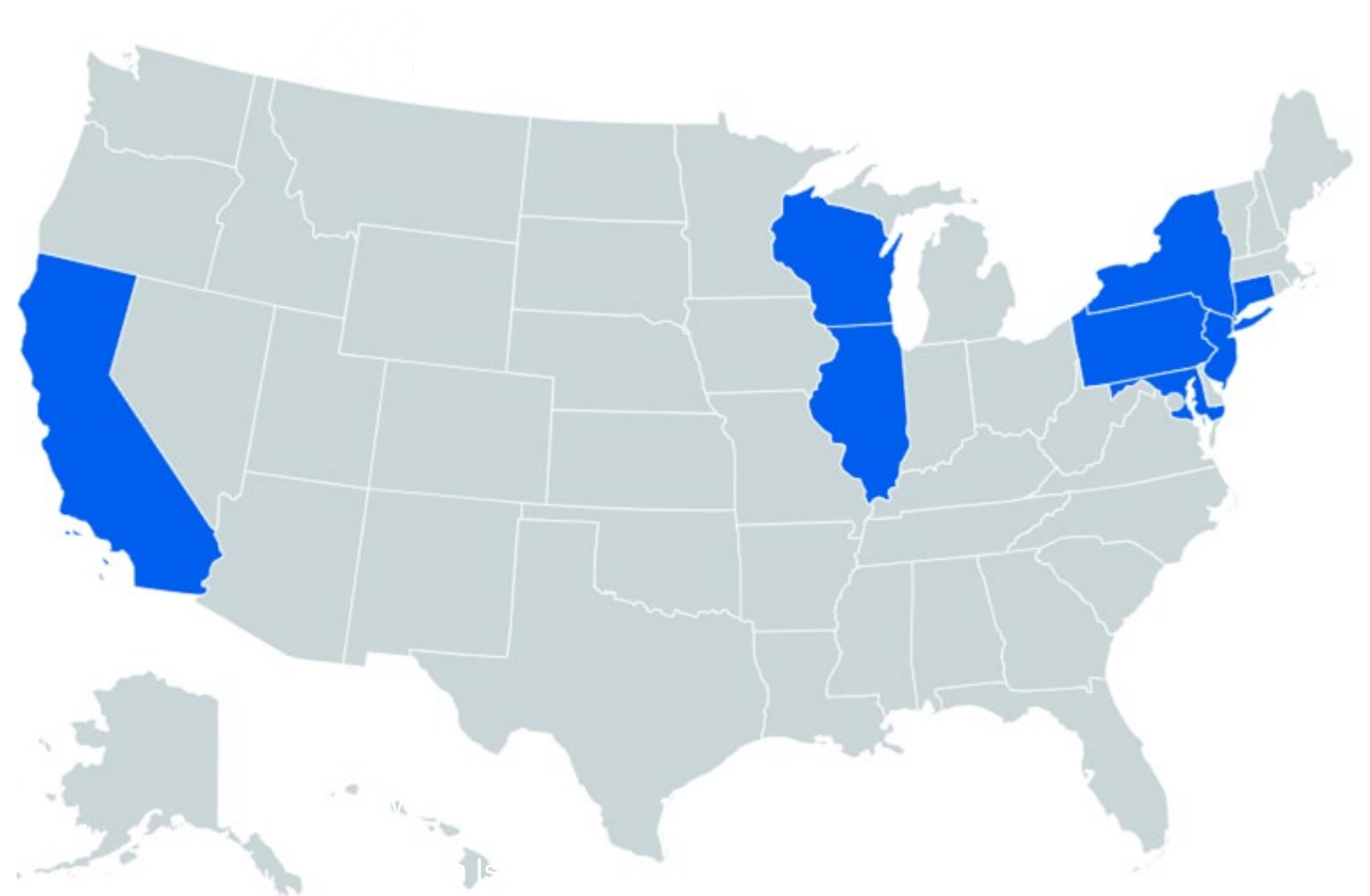
Your full-service partner to stop home energy waste and electrify your home.

Sealed is a climate tech company on a mission to stop home energy waste.

Sealed works with homeowners and contractors to design, manage, and finance home weatherization and electrification projects, making it easy and affordable for people to be more comfortable while using less energy.

Legend

 Sealed coverage



Select partners

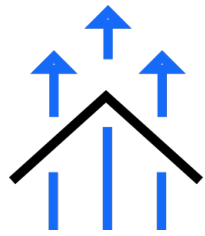


Nationally certified

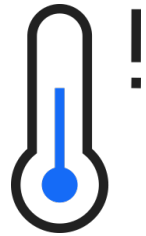


With Sealed, home feels better

We fix the problems homeowners feel every day



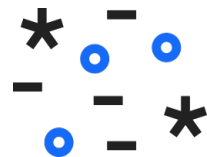
Drafty Rooms and Icy floors



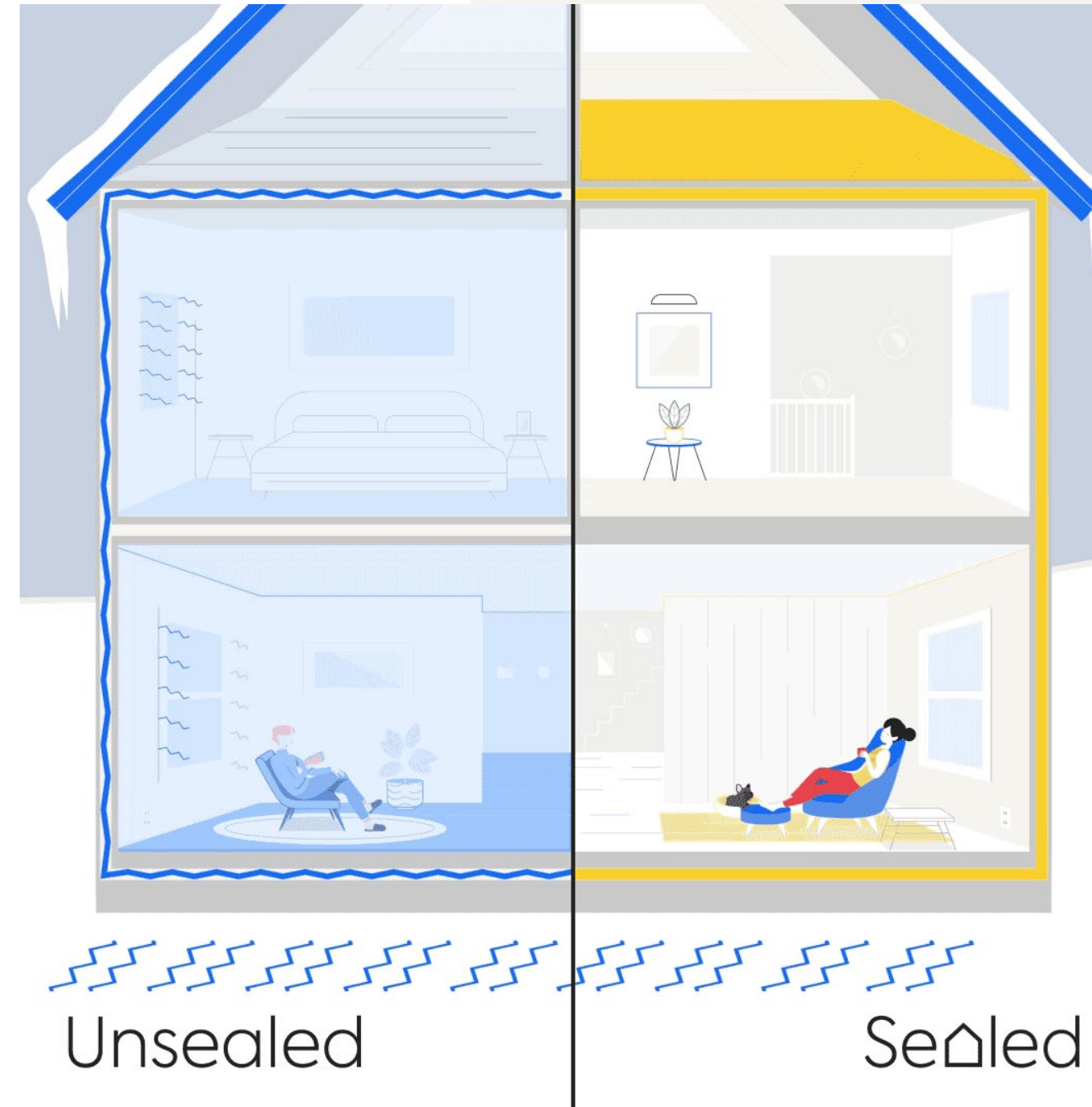
Hot and cold spots



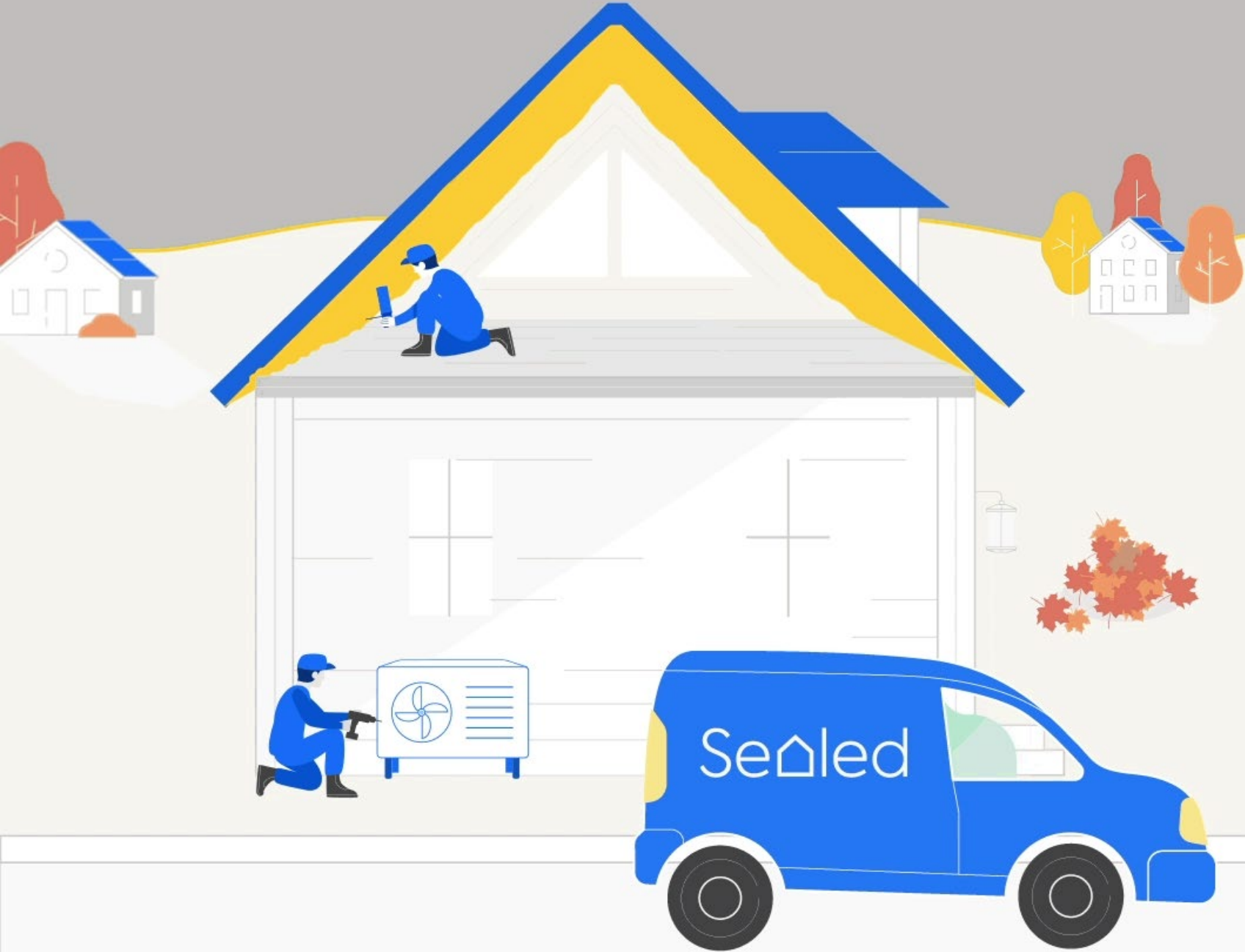
Out of date heating and cooling systems



Poor air quality



Making home weatherization and electrification easy, affordable and accountable



Awareness and education



Building trust

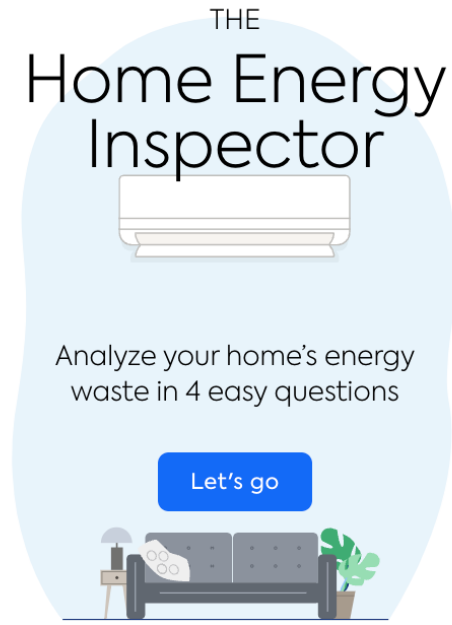


Incentive processing and financing



Vet, match and manage local contractors

Awareness and education drive adoption



Awareness

Education

Adoption

Nearly **half** of homeowners in the Northeast have never heard of a heat pump.¹

Over **35%** of home energy consumption in the U.S. is wasted energy.²

HVAC heat pumps sales needs to increase **3X** and heat pump water heaters **10X** by 2032.³



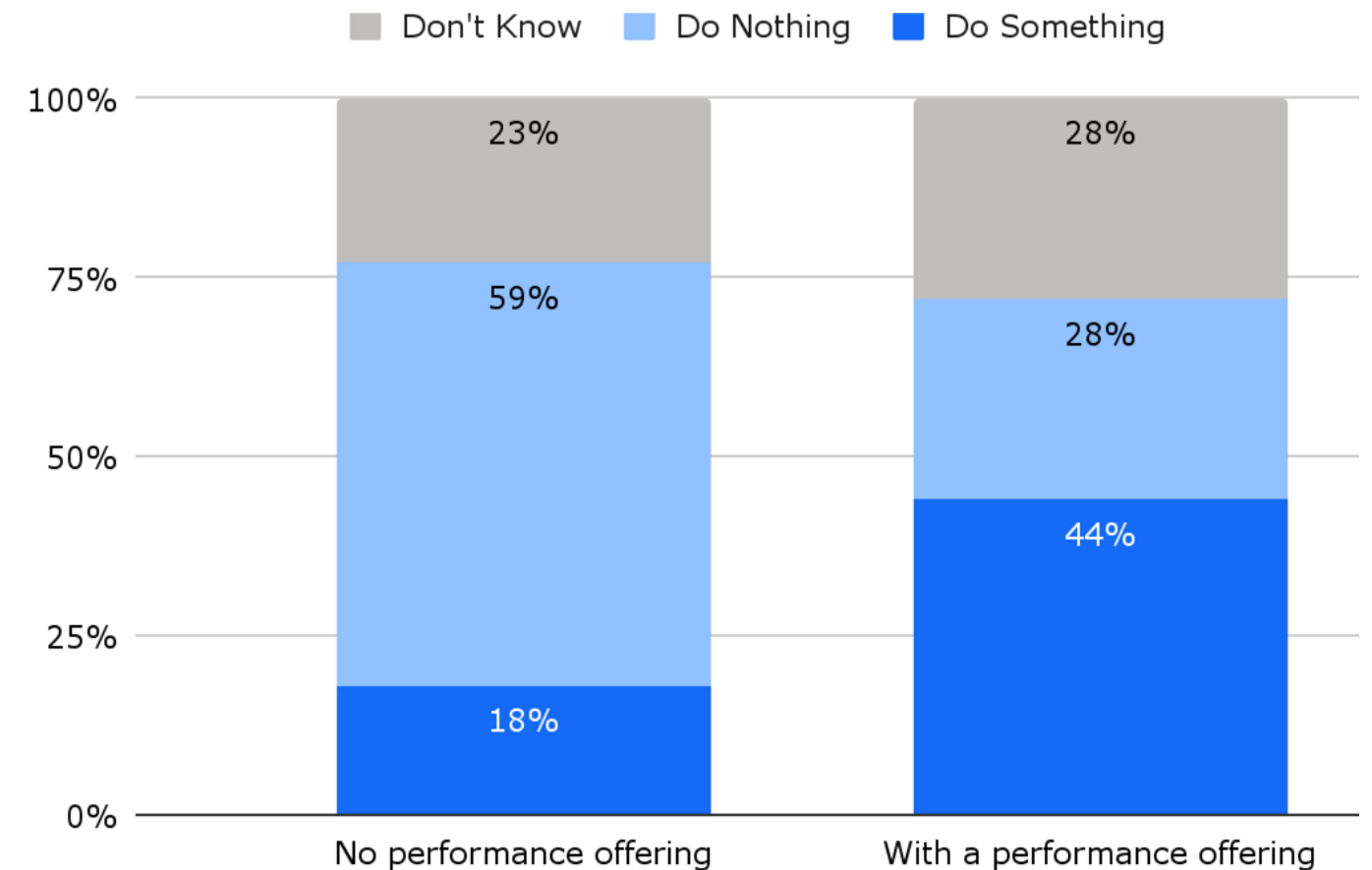
1. Sealed survey (2020)
2. Sealed's 9 signs of home energy waste (2021)
3. Rewiring American Pace of Progress report (2023)

Performance approach helps overcome trust barriers

The Sealed Performance Guarantee

Homeowners are **2.5X more likely** to move forward with an energy efficiency project if offered a performance based way to pay for the upgrades.¹

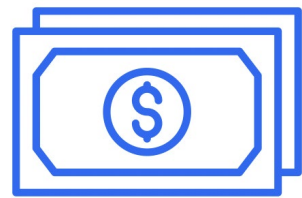
At Sealed, if we don't cut energy usage as much as we promised, we'll write our customers a check for the difference.



1. National Grid survey data of Downstate NY single-family homeowners, November 2020; n-463

Financing reduces cost barriers

Homeowners want to improve their home's comfort, value, and efficiency but have limited budgets.



\$18K

Average price of a home retrofit ¹



68%

Homeowners want home retrofit if cost were no factor ²



< \$3K

Budget for all home improvements ³



1. Sealed project portfolio analysis
2. Join Center for Housing Studies, 2017 report (2015 data)
3. According to Sealed internal data, 7,000+ leads

Luckily, there are many **financing solutions.**

Sealed

goodleap[®]



PosiGen[®]
Solar Energy and Energy Efficiency



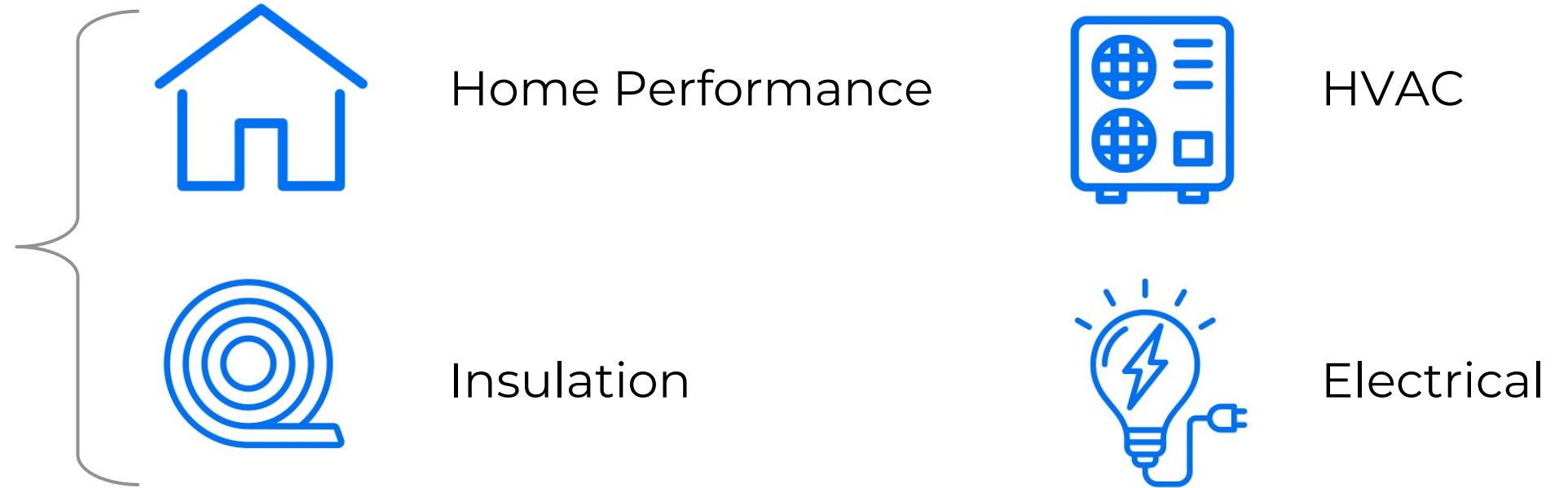
GreenSky[®]
A Goldman Sachs Company



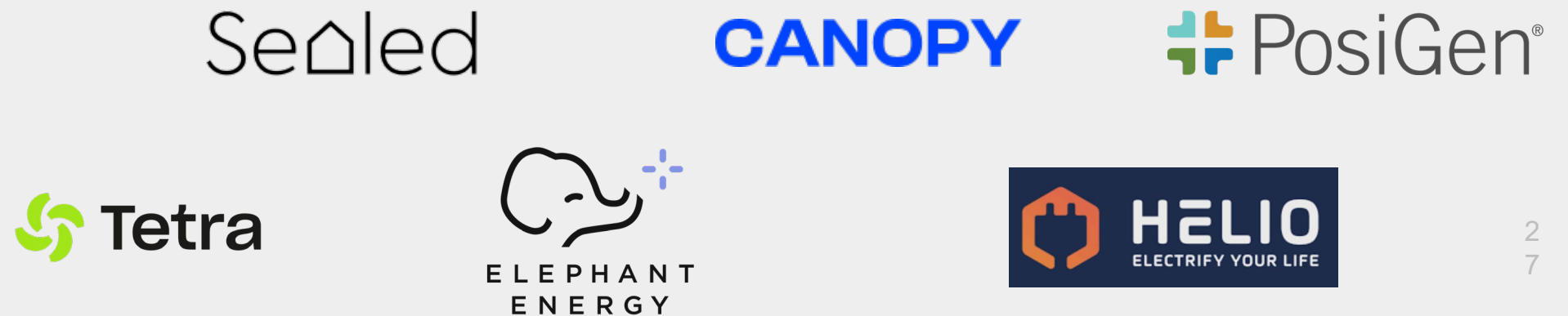
Deep retrofits require contractor coordination


40% of homeowners who dropped project plans **couldn't find the right contractors.**¹

Contractor vetting and coordination is key.





Aggregators provide coordination services.



 1. DOE's Home Occupant & Behavior Study (2023)

The ENERGY STAR Home Upgrade Partnership is a win-win

 Awareness and education

 Building trust

 Incentive processing and financing

 Vet, match and manage local contractors



Legend

 ENERGY STAR Partnership



Thank you!



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Questions?

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Sri Solur

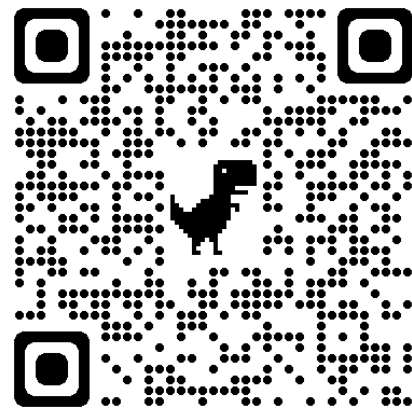
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Visit the ENERGY STAR Home Upgrade Service
Provider Partnership webpage:
[https://www.energystar.gov/partner_resources
/products_partner_resources/eshuspp](https://www.energystar.gov/partner_resources/products_partner_resources/eshuspp)

Visit the ENERGY STAR Home Upgrade
Consumer Tool:
www.energystar.gov/HomeUpgrade

