

# 2010 RESNET® Annual Report January 2011

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Setting the STANDARD

for QUALITY



# **Message from the RESNET Executive Director**

I am pleased to present the 2010 RESNET Annual Report.

The year 2010 witnessed significant achievements for RESNET. I am proud to report to the RESNET membership that we have accomplished the following key achievements:

- Worked successfully to extend the energy efficient homes federal tax credit from January 1, 2010 to December 31, 2011
- Expanded RESNET's coverage into the existing homes market
- Had some of the largest production builders in America commit to having all of their homes energy rated and market their homes using the HERS Index
- Developed new strategic alliances with the leading insulation and HVAC contractor associations to involve raters in their quality installation programs
- Placed our association on a secure financial foundation due to sound financial management
- Experienced a dramatic growth in our network.

The year, however, has seen its challenges. The economy has continued to affect all of us and our clients. Without the support and dedication of our members, RESNET would not have been able to maintain the progress that we have achieved during these tough times. Your support helped the building performance industry remain relevant. In 2011, RESNET will be dedicated to return this commitment with new initiatives that are aimed to help expand your business opportunities.

RESNET has a lot planned for our members in 2011. With the guidance of our knowledgeable and dedicated Board of Directors, we have adopted an aggressive set of priorities for the year. RESNET will continue to expand its outreach to consumers, contractors and builders and will be active in Washington pressing for building performance initiatives to ensure that our industry continues to grow. Rest assured that we will continue our dedication to setting the standards of quality for our industry through maintaining and enhancing our technical and quality assurance standards.

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# **RESNET 2010 RESNET® Annual Report**

#### **Introduction**

The Residential Energy Services Network, Inc. (RESNET®) is a membership driven, not-forprofit corporation. RESNET is a national trusted source for information on how the energy performance of buildings can be improved.

RESNET is guided by a Board of Directors whose membership includes representatives from the entire building energy rating industry.

#### 2010 RESNET Officers:

President - David Goldstein, Natural Resources Defense Council, California Vice President – Mark Jansen, Energy Efficient Homes Midwest, Indiana Treasurer – Lee O'Neal, Mid-Atlantic Building Technology Center, Virginia Secretary – Daran Wastchak, D.R. Wastchak, Arizona Immediate Past President – Philip Fairey, Florida Solar Energy Center, Florida

#### Other members of the RESNET Board of Directors:

Ben Adams, MaGrann Associates, New Jersey Dave Bell, Environments for Living, Florida Steve Byers, Energy Logic, Colorado Dennis Creech, Southface Energy Institute, Georgia Lance DeLaura, Sempra Energy Utilities, California Brett Dillon, IBS Advisors, Texas Charles Eley, Architectural Energy Corporation, California Richard Faesy, Vermont Energy Investment Corporation, Vermont Andy Gordon, Washington State University Energy Program, Washington Maci McDaniel, Fox Energy Specialists, Texas Kelly Parker, Guaranteed Watt Savers, Oklahoma Bill Prindle, ICF International, Washington, DC Javier Ruiz, Senercon, Texas Orlo Stitt, Stitt Energy Systems, Arkansas Greg Thomas, Performance Systems Development, New York Barb Yankie, Homes+, Inc., Ohio

To better achieve its goal of setting the industry standards for quality, the RESNET Board of Directors has established standing committees. Each committee's purpose is to provide the RESNET Board with policy implementation and technical guidance. The RESNET committees are:

#### **COMNET Committee**

Chair: Charles Eley, RESNET Board of Directors

#### Members:

Martha Brook, California Energy Commission
Philip Fairey, Florida Solar Energy Center
David Goldstein, Natural Resources Defense Council
Michael Holtz, Lightlouver
Jean Lupinacci, Environmental Protection Agency
Cliff Majersik, Institute for Market Transformation
Colin McCormick, U.S. Department of Energy
Mike Opitz, U.S. Green Building Council
Bill Prindle, ICF International
Steve Taylor, ASHRAE

#### **Quality Assurance and Ethics Committee**

Chair: Daran Wastchak, RESNET Board of Directors

#### Members:

Ben Adams, MaGrann Associates
Doug Beaman, Douglas Beaman Associates
C.T. Loyd, Texas Home Energy Rating Organization
Ethan MacCormick, TREAT Ratings
Greg Nahn, Wisconsin Energy Conservation Corporation
Lee O'Neal, Mid-Atlantic Building Technology Center
Zachary Shadid, Environmental Protection Agency
Robby Schwarz, Energy Logic
Erin Wiggins, Cenergy, LLC

#### **Standards Committee**

Chair: Philip Fairey, RESNET Board of Directors

#### Members:

Michael Holtz, Lightlouver
Tom Fitzpatrick, Texas Home Energy Rating Organization
Matt Golden, Sustainable Spaces
Patrick Hudson, Michigan Energy Office
Candace Lightner, Energy Smart Real Estate Professionals
Edward Mazria, Architecture 2030
Jim Ploger, National Association of State Energy Officials

## Edward Pollock, U.S. Department of Energy

#### **Technical Committee**

Chair: Brett Dillon, RESNET Board of Directors

#### Members:

Michael Blasnik, M Blasnik & Associates Steve Byers, EnergyLogic Chunlin Cao, Dow Chemical Company Wes Davis, Air Conditioning Contractors of America Philip Fairey, Florida Solar Energy Center Rebecca Farrell, Frontier Accociates LLC Dean Gamble, ICF International Bruce Harley, Conservation Services Group Abraham Kruger, Sealing Agents Waterproofing, Inc. Bill Lilly, California Living and Energy Jerry Lyle, Home Energy Concepts Corporation Gary Nelson, Energy Conservatory Duncan Prahl, IBACOS Dave Roberts, National Renewable Energy Laboratory Robert Salcido, Architectural Energy Corporation Paul Scheckel, Vermont Energy Investment Corporation Dennis Stroer, Energy Calcs Michael Stuart, Fluke Corporation lain Walker, Lawrence Berkeley National Laboratory

#### **Training and Education Committee**

Chair: Mark Jansen, RESNET Board of Directors

#### Members:

Dallas Jones, Home Energy Team Institute
Russ King, Sierra Building Science Center
Tei Kucharski, Energy Gauge USA
Neil Moyer, Florida Solar Energy Center
Kelly Parker, Guaranteed Watt Saver Systems
Tabetha Reyes, Energy Potential, Inc.
Richard Simpson, Total Energy Systems
Dan Tempas, Dow Building Solutions CTSC
Darrel Tenter, Saturn Resource Management
Douglas Walter, Kansas Building Science Institute

# RESNET's® Priorities for 2010 Adopted by the RESNET Board of Directors

The RESNET Board of Directors adopted a set of highly ambitious priorities for the organization in 2010. The following are the adopted priorities:

- Engage and Support the Retrofit Market
- Enhance Quality Assurance Oversight of Rating a Building's Energy Performance
- Advocate for Federal Energy, Climate Protection and Tax Incentive Legislation
- Incorporate COMNET Into RESNET
- Implement the RESNET National Building Registry
- Make the RESNET Standards Development Process Consistent with American National Standard Institute (ANSI) Protocols
- Streamlining Building Performance Computer Analysis
- Adopt Occupied Building Analysis Process
- Support Federal Initiatives on Building Energy Performance Labeling, Energy Efficient Mortgages and Creative Financing
- Position Building Energy Performance for the Emerging Global Carbon Market

This report is divided into two parts:

- Report on achieving the 2010 RESNET Board priorities
- Report on other accomplishments in 2010

# Report on 2010 RESNET® Priorities

RESNET was able to deliver on all of the ambitious priorities that the RESNET Board of Directors set for the organization in 2010. The following is a report on the progress achieved on all of the priorities.

Engage and Support the Retrofit Market

RESNET has made enormous strides in 2010 with this priority. The following have been accomplished:

 Adoption of guidelines for the designation of RESNET Energy Smart Contractors. These contractors will be trained, certified and overseen by RESNET providers and linked to a RESNET certified rater or auditor.

- Adoption of the categories of Comprehensive Energy Auditor and Building Performance Auditor certification. Individuals certified for these classifications have been trained in conducting combustion appliance safety testing and developing work scopes. These individuals are able to conduct comprehensive energy audits of existing homes.
- Adoption of RESNET guidelines for IR inspections, combustion appliance safety testing and completing work scopes. Raters and energy auditors must be trained and certified by RESNET under these guidelines to be able to participate in the comprehensive retrofits of homes.
- Reformatting the RESNET web site to aid consumers looking for information on improving the energy performance of their homes. This also included creating a portal for the linking of RESNET certified home energy raters and auditors and RESNET EnergySmart Contractors.
- Adoption of a marketing plan to inform consumers of the benefits of improving the energy performance of their homes and the importance of using a RESNET certified professional. The plan was developed by a national marketing consulting firm.
- Reaching an agreement with the Building Performance Institute (BPI) for RESNET to recognize BPI combustion appliance safety testing and preparing a work scope training. This training will be recognized by RESNET for raters to meet the requirements of a Comprehensive Home Energy Rater.
- Reaching an agreement with BPI for RESNET recognition of BPI accredited contractors to be RESNET EnergySmart Contractors. BPI accredited contractors do not have to take the RESNET EnergySmart Contractor training or test.

## Enhance Quality Assurance Oversight of Rating a Building's Energy Performance

RESNET staff has continued to maintain the standards of quality for the home energy rating industry through its ongoing quality assurance activities including quality assurance oversight of providers, maintaining the RESNET Standards, accreditation of providers and administration of the national rater test.

The chief achievement in this field in 2010 was the adoption of a comprehensive enhancement of RESNET's quality assurance standard. After two years of work by the RESNET Quality Assurance and Ethics Committee, vetting and a public review and comment process, the RESNET Board of Directors amended RESNET's quality assurance provisions. The changes will result in a more robust quality assurance oversight process and increase public confidence in RESNET's energy performance assessments.

In 2010, RESNET staff completed quality assurance file reviews of every accredited rating provider. The RESNET staff monitoring included the review of the following submissions by rating providers:

- Rater Registry
- Rater Agreements

- Proof of Initial Rater Training and Provider's Rater Probationary Reviews
- Continuing Education Credits Documentation
- Proof of Provider Complaint Process and Notification of the Process to Consumers
- Documentation of Building File Reviews
- Documentation of Field Inspection Reviews
- Documentation of Company's Tracking Method for Building File and Field Reviews
- Documentation of Financial Disclosure Notices that their certified raters submitted to consumers

RESNET's quality assurance oversight in 2010 included actual field review of rating providers. In that year 8% of all providers received a field evaluation.

In 2010 the following amendments were adopted by RESNET to clarify technical and program issues with the RESNET Mortgage Industry National Home Energy Rating Standards:

- Revision of RESNET Quality Assurance Standard
- Allowing for Innovative Designs
- RESNET National Home Energy Audit Standard

The RESNET Board of Directors also adopted the following formal interpretations:

- Guidance to Home Energy Raters for Domestic Hot Water Equipment That Does Not Have an Energy Factor
- Definition of Conditioned Floor Area

# • Advocate for Federal Energy, Climate Protection and Tax Incentive Legislation

A major achievement for RESNET in 2010 was Congress passing and President Obama signing legislation that extended the \$2,000 federal tax credit for energy efficient homes from January 1, 2010 to December 31, 2011. This effort is a result of a major effort on the part of RESNET and close work with its strategic allies.

This accomplishment is particularly notable in that all the other efforts on legislation on energy and climate policy were tied up because of the partisan gridlock in Washington.

## • Incorporate COMNET Into RESNET

With funding from the Energy Foundation, an adhoc coalition of building performance organizations is developing a national standard for calculating, rating and labeling the energy performance of commercial buildings. This work went on under the name of COMNET.

In 2010 the RESNET Board voted to formally incorporate COMNET into the RESNET organization. A COMNET Committee was formed and is chaired by Charles Eley of Architectural Energy Corporation.

In 2010 RESNET adopted the COMNET Commercial Buildings Energy Modeling Guidelines and Procedures. This manual offers guidance to building energy modelers, ensuring technically rigorous and credible assessment of energy performance of commercial and multifamily residential buildings.

COMNET is currently working with the states, ASHREA, and the US Green Building Council to have the guidelines recognized in energy codes and program requirements.

#### Implement the RESNET National Building Registry

There has been no national repository of information on homes that have been rated or assessed following the protocols contained in the RESNET standards or qualified for the federal tax credits. To fill this vacuum, RESNET in 2010 developed the RESNET National Building Registry. The registry is an electronic database where accredited providers will upload basic information on homes rated, assessed, or otherwise inspected and tested to meet any program guidelines requiring RESNET quality assurance oversight. The U.S. Department of Energy and the Environmental Protection Agency have agreed to use the national building registry for the National Builders Challenge and the ENERGY STAR for Homes Program.

The registry went through a beta testing with the accredited RESNET rating software developers to test their programs' ability to upload their building rating fields into the registry. Beginning on February 1, 2011, accredited rating providers will be asked to begin uploading their building files into the system on a voluntary basis. On June 1, 2011, rating providers will be required to upload their building files.

## Make the RESNET Standards Development Process Consistent with American National Standard Institute (ANSI) Protocols

There is increasing interest in ramping up the performance of energy codes and labeling the energy performance of buildings. The RESNET Standards would be the logical foundation for such initiatives. In order to have the credibility to be referenced in codes and regulations, RESNET standards must be in compliance with procedures adopted by ANSI for the development of consensus standards. At its 2010 meeting, the RESNET Board of Directors decided that RESNET needs to become an ANSI Standards Development Organization.

RESNET contracted with Building Professionals, Inc. to develop a standards development procedures manual for RESNET. An outline of the manual has been approved and the manual and application to ANSI for RESNET to be accredited by ANSI as a Standard Development Organization will be completed in 2011.

#### Streamlining Building Performance Computer Analysis

There is a great interest in devising a way to reduce the time and cost to calculate the energy performance of homes. While not as robust as a full energy rating, such a method would allow a consumer, at a glance, to determine the relative energy efficiency of a home.

In November 2010, the U.S. Department of Energy (DOE) adopted the "Home Energy Score" software program as part of the Obama Administration's Recovery Through Retrofit initiative. Home Energy Score is a survey tool that will calculate a home's energy use and assign a 1-10 score. RESNET worked closely with the DOE in providing input to the development of the Home Energy Score.

DOE requires that in order to use the Home Energy Score program a person must have been certified by either RESNET or the Building Performance Institute. The DOE software program is a logical tool for the RESNET Home Energy Survey Professional (HESP).

RESNET is working with the American Society of Home Inspectors and the International Association of Certified Home Inspectors in having their home inspectors trained to become certified as HESP's and use the Home Energy Score program.

#### Adopt Occupied Building Analysis Process

Currently, RESNET Standards treat buildings through standard operating assumptions. This is critical for analyzing building performance on a portfolio basis and for energy labeling used to compare the relative energy performance of one building against another. This process, however, has limited value for guiding homeowners in making decisions on upgrading the energy performance of the home that they occupy.

In 2010, RESNET formed an Occupied Home Software Calibration Task Force and Work Group to address the need for standardized methods and procedures for projecting energy use in occupied homes. The Task Force represents a diverse group of individuals with expertise in software modeling tools, building performance analysis, home energy auditing and home energy ratings as well as representatives of the U.S. Department of Energy and the Environmental Protection Agency.

This effort includes both "asset ratings" based on standard operating conditions and "operational ratings" based on calibrated models of occupied homes. Derived from utility billing histories, calibrated engineering models are capable of replicating actual operating conditions and reported energy uses in occupied homes. The Work Group has already identified and come to agreement on a 6-step framework process for development of calibrated engineering models and has begun work on filling in standard methods and procedures appropriate for each step of the process.

The first step of the process will be completed in early 2011. There will be a breakout session on the first step at the 2011 RESNET Building Performance Conference.

# • Support Federal Initiatives on Building Energy Performance Labeling, Energy Efficient Mortgages and Creative Financing

In November 2010, Vice President Biden announced the Recovery Through Retrofit initiative. Among its provisions, the initiative included the labeling of homes through DOE's Home Energy Score software program and the financing of energy improvements through a new Housing and Urban Development (HUD) PowerSaver Loan program. RESNET is working with DOE and HUD in plugging its network of professionals into implementing the programs.

#### • Position Building Energy Performance for the Emerging Global Carbon Market

In 2010, the RESNET Executive Director Steve Baden was selected by the United Nations to serve as the vice chairman of the Sustainable Building Index Steering Committee. The steering committee is responsible for developing the United Nation's Sustainable Building Index. The index will provide a globally consistent protocol to understand, measure, report and verify building energy and carbon performance. The index is envisioned as a tool for generating an annual report on the progress made by jurisdictions on improving the sustainability of their building stock.

Philip Fairey of the RESNET Board was also appointed to serve on United Nation's Sustainable Buildings/Green House Gas Technical Advisory Committee. The technical advisory committee is composed of international technical experts that will provide input on the technical issues in developing the performance metrics of measuring carbon savings through improved building performance.

Steve Baden and Philip Fairey also participated in the European Union's Energy Performance of Buildings Directive meeting in Amsterdam sharing RESNET's rater training and quality assurance procedures and the RESNET national building registry.

These efforts will help ensure that RESNET's standards and procedures harmonize with international efforts.

# Other Accomplishments Achieved in 2010

In addition to meeting the goals established for 2010, RESNET staff achieved a number of other key accomplishments. The following is a summary of these achievements.

## A. Enhanced RESNET Financial Stability

Despite the current difficult economic times, RESNET continued to be in sound financial shape in 2010 due to prudent financial management. As of December 31, 2010, RESNET had over \$1.325 million in assets. Despite a significant investment in expanding RESNET's services in

marketing and advocacy in Washington, RESNET revenues exceeded its expenditures in 2010.

## B. Reaching Out to Consumers

In 2010, RESNET started a public awareness campaign to educate consumers on the benefits of improving their homes' energy performance and the importance of using RESNET certified professionals.

The first effort was to reformat the RESNET web site to be a portal for consumers looking for information on improving home energy performance and finding qualified RESNET certified professionals. The RESNET search optimization effort has borne fruit. RESNET now receives over 14,000 distinct visitors a month to its website. Most significantly is where the visitors come from. Forty-three percent (43%) of visitors are directed from search engines as Google, 35% are directed from links on other web sites and 22% enter by typing in "resnet.us". This is significant in that it means that 78% of the RESNET's visitors come from outside. This is a clear sign of a dramatic increase in consumer visits. In 2009, 80% of the site's visits came persons directly entering the RESNET web site address.

To more effectively communicate with consumers, RESNET retained the services of a leading national marketing firm. This effort has included:

- direct consumer surveys and a focus group to develop the most effective messaging
- development of a marketing plan and messaging guide
- enhancement of RESNET's social media presence.

RESNET's social media presence has skyrocketed in 2010. RESNET staff now sends out daily feeds to Twitter, Facebook and LinkedIn. At the end of the year RESNET was followed by 294 followers on Twitter, had 774 friends on Facebook and 767 members on LinkedIn.

#### C. Strategic Alliances

In 2010 RESNET entered into a series of strategic alliances with some of the nation's leading builders, contractor associations and the Home Depot. These alliances serve to create a more effective voice in Washington by all of the allies speaking with a single voice and increasing business opportunities for RESNET members. These alliances included:

- Large Production Home Builders RESNET entered into Memorandums of Understanding with the Pulte Group and KB Home in which the builders committed to having all of their homes energy rated and to marketing their homes' HERS Index.
- Contractor Associations RESNET entered into Memorandums of Understanding
  with the Air Conditioning Contractors of America, the Blown-In-Blanket Contractors
  Association, the Insulation Contractors Association of America and the Spray
  Polyurethane Foam Alliance. These associations agreed to urge their members to
  become trained and certified as RESNET EnergySmart Contractors, involve home
  energy raters in their quality installation programs, and give RESNET a presence in
  their national conferences.

• The Home Depot – The company entered a Memorandum of Understanding with RESNET in which the Home Depot agreed to market energy audits by RESNET certified auditors in their stores. In addition the company agreed to have their inspector contractors be trained and certified as Home Energy Survey Professionals and to have their installation contractors trained and certified to be EnergySmart Contractors. This effort is being piloted in Detroit and will be expanded to Tampa in the Spring of 2011.

These agreements are non-exclusive and does not involve any financial commitments to either party.

# D. Strategic Positioning of RESNET

With the growing scope of the organization, the RESNET Board felt that a strategic positioning review of the organization was needed. This review included how the organization can best be oriented and structured to take the maximum advantage of the new opportunities. A Strategic Positioning Task Force was formed and chaired by Daran Wastchak. Members of the task force are:

- Dave Bell, RESNET Board
- Steve Byers, RESNET Board
- Dennis Creech, RESNET Board
- Wes Davis, Air Conditioning Contractors of America
- Brett Dillon, RESNET Board
- Charles Eley, RESNET COMNET Chair
- Philip Fairey, RESNET Board
- Marco Fields, Mortgage Industry
- David Goldstein, RESNET Board
- Jeff Harris, Northwest Energy Efficiency Alliance
- C.R. Herro, Meritage Homes
- Mark Jansen, RESNET Board
- Dallas Jones, Home Energy Team Institute
- David Kaiserman, Lennar Homes
- Michael Kwart, Insulation Contractors Association of America
- Jim Larson, Cardinal Glass
- Maci McDaniel, RESNET Board
- Lee O'Neal, RESNET Board
- Kelly Parker, RESNET Board
- Bill Prindle, RESNET Board
- Barb Yankie, RESNET Board

The task force undertook a Strengths, Weaknesses, Opportunities and Threats Analysis of the organization. The following are the results of the analysis:

# **Strengths**

- 1. 1 million ratings strong
- 2. Over 4,000 raters driving tens of thousands of jobs in all fifty states
- 3. Active participant in national energy policy debate
- 4. Comprehensive market offerings (existing homes, commercial/high-rise buildings, new homes)
- 5. Only national Home Energy Rating System available in the marketplace
- 6. Recognized by federal agencies (DOE, IRS, EPA, HUD, Fannie Mae, Freddie Mac)
- 7. RESNET Standards are a required energy component of most notable third party certification programs (ENERGY STAR, LEED, Builders Challenge)
- 8. Consensus driven standards and procedures
- Creative business partnerships (Home Depot); Excellent relationships with allied industry partners (ACCA, ICAA)
- 10. National and international recognition

#### Weakness

- 1. Limited brand awareness (consumers, government, business, raters, etc)
- 2. Insufficient industry strategic partnerships (i.e. Energy Improvement Contractors, Retailers, Mortgage partners, Realtors, etc.)
- 3. Insufficient staffing to meet market demand
- 4. Not maximizing revenue potential
- 5. Internally focused
- 6. Technical focus to the exclusion of public perception/relations
- 7. Lack of manufacturers/industry participation
- 8. Multiple opportunities distracting focus
- 9. Not yet an ANSI standards organization

# **Opportunities**

- 1. Expand RESNET rating to multiple real estate asset classes (i.e. COMNET)
- 2. Consumer brand awareness
- 3. Existing buildings market
- 4. Sale premium for energy efficient homes
- 5. Enhance accuracy of energy assessments
- 6. Greater promotion of energy assessments by product manufacturers
- 7. Engage mortgage and real estate industry to embrace improved building energy performance
- 8. Building energy performance database
- Collective voice for those supporting more energy efficient buildings (i.e. Creating advisory councils: consumer, marketing, government, manufacturers, mortgage, contractors, energy assessors)
- 10. Development of RESNET comprehensive retrofit software standard

## **Threats**

- 1. Competing standards and infrastructure
- 2. Misinformation about RESNET
- 3. Lack of proper financing mechanism to drive the energy efficiency marketplace
- 4. Lack of public understanding about energy efficiency
- 5. Reliance on public energy efficiency programs and incentives

Based on this analysis, the task force will be recommending revisions to RESNET's vision and mission statements, RESNET's Strategic Planning Framework, and RESNET's Bylaws to the RESNET Board.

# E. Increasing RESNET's Presence in Washington

RESNET's presence in Washington has been enhanced with the hiring of a government affairs representative. This increases RESNET's access to Congress and federal agencies and provides a stronger voice for the organization. This effort paid off with the enactment of the extension of the residential energy efficiency tax credits.

#### F. Successful 2010 RESNET Building Performance Conference

The 2010 RESNET Building Performance Conference was a huge success. The conference featured more sessions and exhibitors than any previous session. The conference also attracted 911 attendees, the most that any RESNET Conference drew in the past. The conference was also a financial success, drawing in more income than any previous conference. The 2011 RESNET Conference drew high ratings on the online evaluation by attendees.

## G. 2010 RESNET Leadership Awards

To recognize leadership in the rating industry, the RESNET Board of Directors established the Rating Industry Leadership Awards. At the 2010 RESNET Conference, the following awards were presented:

- Market Transformation Award E.ON US
- RESNET Industry Innovation Award

   Texas Home Energy Rating Organization