



Press Release



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Contact:

Barbara Robuck, Marketing and Communications
Penn State University/EMS Energy Institute
CUL-211
University Park, PA 16802
Phone: 814-865-7380 E-mail: bjr10@psu.edu
Website: www.pahomeenergy.org

PA HOME ENERGY AND EPA PARTNER TO BRING HOME PERFORMANCE WORKSHOP TO PENNSYLVANIA

UNIVERSITY PARK, PA – September 25, 2008 – Keith Williams, a national Home Performance with ENERGY STAR trainer, was in town this week to bring “Strategies for Successful Home Performance Selling” to contractors and consultants throughout the state. More than fifty attendees at the Penn Stater Hotel and Conference Center at Penn State University listened to Keith Williams’ stories and lessons learned from over 30 years of experience in the Home Performance industry, and the past 6 years selling Home Performance jobs to homeowners. Techniques for communication (benefits, problems, countering of objections, closing deals, etc.), along with using diagnostic tools to educate and motivate consumers were some of the topics discussed. Current PA Home Energy Service Providers and Home Performance contractors and consultants learned proven techniques to motivate homeowners.

According to the Pennsylvania Housing Research Center, 80% of the homes built in Pennsylvania were built before 1980. Nationally, only 65% of homes were built before 1980. This means Pennsylvania has some of the oldest housing stock in the country, and presents a significant opportunity for Home Performance specialists to make these homes more energy efficient.

In addition to the Home Performance training, a half-day session was held exclusively for current PA Home Energy Service Providers. Break out sessions for both new and more experienced Service Providers were offered. The session for new Service Providers focused on getting started in the program, including becoming a Service Provider, discussion of New Home and Home Performance standards and reporting requirements, a review and demonstration of equipment options and an introduction to residential modeling software. The session for experienced Service Providers concentrated on computer modeling, focusing on improvement analysis for existing homes, best options for technical support and reporting requirements.

PA Home Energy, having just celebrated its first year anniversary, continues to be a robust program training and certifying professionals across the state to build a network of qualified energy auditors and HERS raters to service the Pennsylvania homeowner. Seven training cycles of both RESNET (Residential Energy Services Network) and BPI (Building Performance Institute) have been offered throughout the state over the past year increasing the number of RESNET Certified Raters to 45 and BPI Certified Building Analysts to over 50. These numbers represent a significant increase in the infrastructure development of certified individuals over the previous year. During its first year, PA Home Energy Service Providers have worked in over two hundred homes throughout the Commonwealth, conducting energy audits, advising builders, and working with homeowners to solve their energy problems.

About PA Home Energy

PA Home Energy is a new program from the West Penn Power Sustainable Energy Fund that is focused on helping Pennsylvania consumers reduce their home energy use while improving their comfort. If you own a home or are building or buying new, learn what you can do to reduce your energy use and save money. The program integrates the general principles of whole house performance with green home design. At the heart of PA Home Energy is ENERGY STAR – a widely recognized brand that is easy to understand. PA Home Energy will be providing a modest financial incentive to the Pennsylvania residents whose electric service is provided by Allegheny Power. To learn more, visit www.pahomeenergy.org.

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Visit the PA Home Energy web site at: [http:// www.pahomeenergy.org](http://www.pahomeenergy.org)