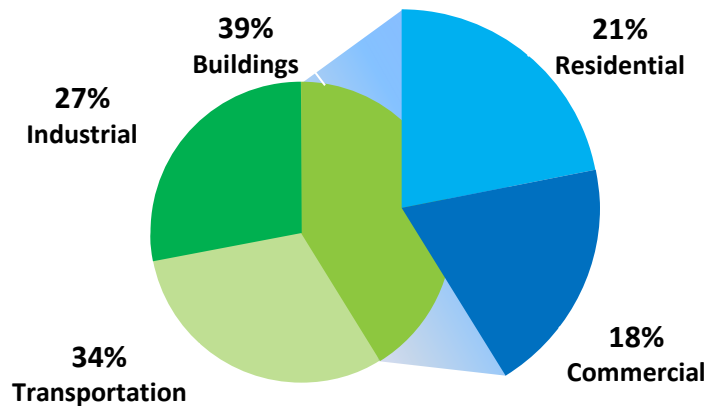


Into the Great Wide Open Kicking HERS into Notches Unknown



Source: U.S. Energy Information Administration (EIA), Nov. 23, 2015. Web.
"U.S. Energy-Related Carbon Dioxide Emissions, 2014"



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FOB 5 Growth Opportunities

1) **Do more of the core**

- Code compliance advocacy
- Impact the transaction - appraisal and underwriting
- Mass customized marketing to sidelined builders
- Simplify, streamline and create more value to “earn” growth in this segment
- Collaborate with vocal advocates with aligned goals

Make it unthinkable to sell/buy and unrated new home

FOB 5 Growth Opportunities

2) Sweeten the pie

- Include more contemporary metrics along with the HERS Index Score (durability, climate impact, IEQ/Health, water use, responsible materials/construction, comfort, absolute footprint/environment, investment...)
- Verify/certify equipment and installation
- Include consumer app interfaces to engage, inform and create demand
- Add value/features needed by other stakeholders (e.g. time-of-day knowledge and response options)

Expand impact beyond “just” the static number

FOB 5 Growth Opportunities

3) Expand the pie

- Figure out how to rate/impact existing homes...linked to key decisions/triggers (home sale, new HVAC, remodel...). There are ~120 million homes in our energy infrastructure...and the 1.2 million we build each year is a tiny fraction
- Integrate with the transaction...appraisal and underwriting
- Deploy full service offerings...including improving “pre-owned homes” to “new home” standards

Make it unthinkable to sell/buy an unrated pre-owned home

FOB 5 Growth Opportunities

4) Activate the consumer

- Build tools to facilitate consumer desire to do personal/private self-serve research and decision making (I want to know I am making good decisions)
- Build consumer trust/confidence (eliminate the fear of making a “huge” mistake)
- Provide visibility to “total implications of ownership” (energy, water, IEQ, climate, walkable, community, schools, restaurants, music, maintenance, free-time, access to fitness, sun-days...absolutes, not just intensities)...everything a buyer considers!

Understand and drive demand via social and self-serve trends

FOB 5 Growth Opportunities

5) Dare to lead

- Break the climate silence...learn/teach how to “lead with the environment” with emotion (not \$ savings) ...then offer \$ savings as reassuring “logic”
- Brand matters...we must “be” what we sell
- Expand engaged stakeholders...e.g. time-of-use load management for buildings for/with utilities
- Imagine how HERS could be an ongoing service ...web-connected to everything in/out of the home
- Be the voice of today and tomorrow...

Transform RESNET into a movement...why to how to what