



2017 EPA Indoor airPLUS Leader Award

Builder Application

APPLICATION INSTRUCTIONS

Eligibility:

To be considered eligible for the award, a builder must:

- Be an Indoor airPLUS partner in good standing.
- Have built at least five (5) Indoor airPLUS qualified homes in the previous year (2016).
- Submit a valid, complete application for the award.
- Be in good standing with EPA regarding compliance with all applicable regulations. (Please note that all applicants will undergo enforcement compliance screenings).

What you need to submit:

- Complete all fields below. Responses to each narrative question must be typed. Supplemental materials such as photos, images, or illustrative examples are strongly encouraged as additional attachments in PDF format. Please limit collateral materials to those from the last calendar year.
- When finished, use the submit button in the upper right hand corner of the PDF to submit via email to Indoor_airPLUS@epa.gov. Supplemental files can be sent separately to Indoor_airPLUS@epa.gov. You can also save a copy to your hard drive for your records.

When you need to submit:

- Applications are due by 8 pm EDT, July 14, 2017.

What to expect after you submit:

- **Confirmation of Receipt:** A confirmation email will be sent to the email address listed in your application within 2 business days of its submission. If you do not receive confirmation within this timeframe, please contact Indoor_airPLUS@epa.gov.
- **Notification:** You will be notified no later than August 25, 2017 on the status of your application.

Required Information:

Organization Name: _____

Contact Name: _____

Phone Number: _____ Email Address: _____

Shipping Address (plaque distribution for winners): _____

Company Website: _____

Company Social Media Pages: _____

Number of Indoor airPLUS qualified homes completed and verified by a HERS Rater in 2016: _____

Number of homes completed in 2016 (total volume constructed): _____

Note: Do not count gut rehabs in the total volume constructed, unless they were included in the number of Indoor airPLUS qualified homes above.

Note: For Corporate Builder² applications (applying on behalf of multiple divisions), include the total volume constructed of all eligible Indoor airPLUS partner divisions. Divisions are considered eligible if they each have individual Indoor airPLUS partnerships and each have built a minimum of 5 Indoor airPLUS homes in 2016.

☐ By checking this box you acknowledge your intention to build and verify at least one Indoor airPLUS home in the 2017 calendar year.

Scoring Criteria:

EPA recognizes that small and large builders have different approaches to marketing and promotion. As such, applications submitted for the 2017 Indoor airPLUS Award will be scored based upon the following criteria.

Criteria	Points By Category					
	Small Builder (<30 homes ¹)	Max Pts	Large Builder (≥30 homes ¹)	Max Pts	Corporate Builder (multiple divisions ²)	Max Pts
Percentage of total volume constructed that are Indoor airPLUS qualified (average per division for Corporate Builder)	0-5% = 2 6-25% = 5 26-74% = 10 75-99% = 15 100% = 20	20	0-5% = 5 6-25% = 10 26-74% = 20 75-99% = 30 100% = 40	40	0-5% = 5 6-25% = 10 26-74% = 20 75-99% = 30 100% = 40	40
Indoor airPLUS web presence (website, social media)		20		15		15
Examples of Indoor airPLUS in marketing, education, and outreach		20		15		15
Review of narrative questions		20		10		10
Homeowner testimonials (up to two, 10pts/each. Attach examples.)		20		20		20
Total		100		100		100

¹ Refers to the total number of homes built by a single entity OR a single division within a corporate entity.

² Corporate builders must have two or more eligible Indoor airPLUS partner divisions at the time of application to apply in the Corporate category. In this category, the “percentage of total volume constructed” applies only to the eligible divisions.

Criteria Details:

- **Percentage of total volume constructed**
 - Builders are strongly encouraged to offer Indoor airPLUS as a standard across all of their homes, streamlining their construction process and simplifying the sales message to the consumer. Although the Indoor airPLUS 100% Commitment is not required for application, maximum points in this criteria are awarded only for 100% participation. See breakdown of point structure in scoring criteria table.
- **Indoor airPLUS web presence**
 - A strong web presence features the Indoor airPLUS logo on the company website as an indicator of partnership, a description of the program features and benefits, and links to applicable and current Indoor airPLUS web pages.
- **Examples of Indoor airPLUS in marketing, education, and outreach**
 - The applicant utilizes the Indoor airPLUS label as a marketing tool to promote healthier homes to consumers.
 - Examples of the following can be provided as electronic attachments as PDF or Word documents, and where appropriate, website URLs with a description of the linked material. Marketing examples can include:
 - Traditional advertising such as radio, TV, print, direct mail, homeowner newsletters, or billboards/transit signage;
 - Onsite promotions such as signage (yard signs, flags, banners), in-model displays, videos, trade show promotion, or IAP-themed community events;
 - Collaterals, fact sheets, case studies, testimonials, or other materials explaining the benefits of an Indoor airPLUS home to the homebuyer.
 - Builder provides training activities for construction staff, trade contractors, real estate agents, or other stakeholders on best practices for design and implementation of Indoor airPLUS features.
 - Builder provides homeowner or tenant educational material focusing on the importance of indoor air quality, the features included in their home, and strategies for long-term maintenance.
- **Review of narrative questions**
 - Please respond to the Narrative Questions in the text boxes below, fully addressing each part of the question. If desired, please provide any supplemental materials to your answers as electronic attachments as PDF or Word documents.
- **Homeowner testimonials**
 - Please provide examples of one or more testimonials from homeowners describing their experience living in an Indoor airPLUS labeled home. Examples of content might include, lower than expected utility bills, improved air quality, reduction in health issues, or overall satisfaction with durability and construction quality of home. Please also explain your process for collecting testimonials (e.g. email, homeowner evaluation, follow-up questions upon closing, social media posts, etc.).

Narrative Questions:

1. Sales and Marketing are two distinct components to promoting your business. Please describe the Indoor airPLUS marketing efforts you made during 2016, as well as any examples of sales strategies and/or training related to Indoor airPLUS. Provide specific examples of your efforts, including their reach and impact. *(Please attach examples to the submission of your application.)*

2.
 - a) What was your most notable achievement within the last 12 months?
 - b) What other programs or rating systems, if any, do you participate in? (e.g., LEED, DOE Zero Energy Ready Homes, Passive House, ICC-700 National Green Building Standard, etc.).
 - c) What is the average HERS score of the homes you are building?

3. Indoor airPLUS attends a variety of conference each year to engage with partners and answer questions in person. What industry conferences, meetings, or events do you attend? Are there any that you believe the Indoor airPLUS Program should have a presence at? Please provide detail.

4. a) Have you committed to building 100% of your homes to meet the Indoor airPLUS Construction Specifications for 2017? ☐ YES ☐ NO

*note the 100% commitment is not a requirement to be awarded the 2017 Leader Award.

b) If yes, how have you leveraged this new designation?

c) If no, what barriers are you encountering in building all your homes to Indoor airPLUS?

5. What building practices do you use that are particularly innovative or most helpful in differentiating your organization from other builders in your market? How are you communicating the benefits of these practices to your clients? Please include images if available.

6. Homeowner testimonial: Please use this space to describe your *approach and process* for collecting testimonials and any other insights that you have recently gained from clients (aside from any specific testimonials included as attachments).