

**RESNET**<sup>®</sup>  
RESIDENTIAL ENERGY SERVICES NETWORK

2019  
Conference  
New Orleans, LA • Feb 25-27



# Recruiting Locally With the ELC Toolkit

RESNET & You: The Future of Energy Ratings



## How This Was Started

- The RESNET Emerging Leadership Council (ELC) has assembled a toolkit of resources for rating providers to use to recruit the next generation of HERS Raters.
- While the primary purpose of the ELC is to engage the next generation of leaders within the ratings industry, there is also the need to encourage more people to join the industry's workforce, as many current HERS Raters approach retirement.
- It is an industry-wide problem that is felt on a local level for recruitment.

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Emerging  
Leadership Council



## How This Was Started

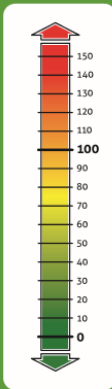
- The RESNET ELC developed this new recruitment toolkit to support efforts to promote and introduce the value of HERS Raters to a variety of audiences.
- The toolkit includes
  - A slide presentation with talking points
  - Various RESNET marketing handouts, infographics, and videos



## What is the HOME ENERGY RATING SYSTEM (HERS) INDEX?



- ✓ The **national standard** by which a home's energy efficiency is inspected and rated.
- ✓ A typical home built to 2006 energy efficiency standards scores 100 on the HERS Index.
- ✓ A 1-Point change in the HERS Index represents a 1% change in energy use.
- ✓ A home with a HERS Index Score of 0 produces as much energy annually as it uses.



- ✓ A simple, easy to understand system for prospective homebuyers, Realtors, Appraisers and utilities to compare the energy performance of homes.
- ✓ A lower Index Score means a home uses less energy.



The HERS Index accounts for a home's energy consumption of heating, cooling, water heating, lighting and some appliances.

## HOW TO GET A HERS INDEX SCORE

Obtaining a HERS Index Score requires a comprehensive home energy rating, conducted by a certified RESNET Home Energy Rater.



## WHO ARE HERS RATERS?

Certified RESNET HERS Raters are seen as the **gold standard** for the top sector, testing and rating of home energy performance.



### GROWING DEMAND

- ✓ 2+ million homes across the U.S. have a HERS Index Score
- ✓ 100% Certified RESNET HERS Raters provide homes with a HERS Index Score
- ✓ HERS Raters are design pros in lighting, environmental, air circulation, and outdoor quality assessment standards
- ✓ Nearly 5 for 4 new homes built have a HERS Index Score
- ✓ 1,700+ RESNET Energy Smart Builders award Plus US Accredited status with HERS Index scores
- ✓ 32% Lower mortgage rates for homes with a lower HERS Index Score



### INDUSTRY RECOGNITION

- RESNET and the HERS Index Score are recognized by:
  - Lending and mortgage lenders for credit compliance
  - 2016 National Code Council
  - Lending and mortgage agencies & lenders
  - Builders and construction industry leaders
  - U.S. Green Building Council (USGBC)



### GOVERNMENT RECOGNITION

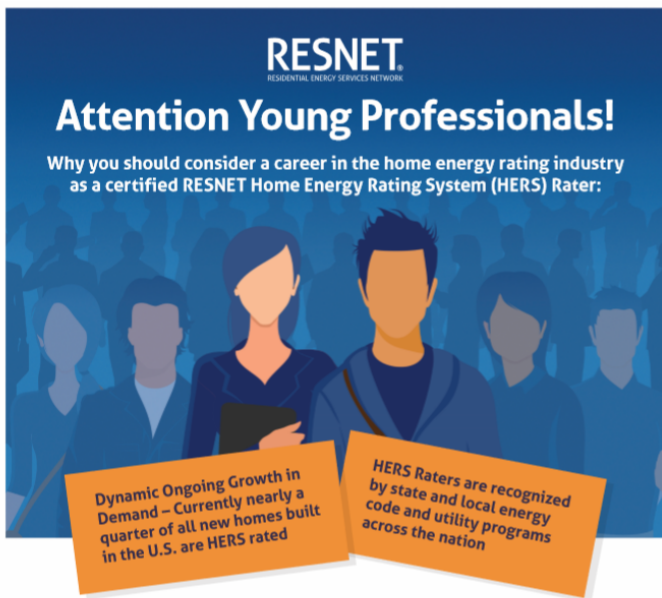




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## Attention Young Professionals!

Why you should consider a career in the home energy rating industry as a certified RESNET Home Energy Rating System (HERS) Rater:



Dynamic Ongoing Growth in Demand – Currently nearly a quarter of all new homes built in the U.S. are HERS rated

HERS Raters are recognized by state and local energy code and utility programs across the nation

### Becoming a Certified HERS Rater provides you with tangible skills



Qualify as a Building Science Professional




Ability to conduct high tech diagnostic tests on homes to determine energy performance



Ability to model energy performance of home designs using sophisticated HERS software programs

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## PATH TO BECOMING A RESNET CERTIFIED HOME ENERGY RATER



HERS Raters are trained and certified to inspect, test, and evaluate a home's energy features, prepare a home energy rating and make recommendations for improvements that will save the home buyer energy and money.

### RESNET Certified HERS Raters Are Held to a Higher Standard

HERS Raters undergo rigorous training, testing, assessment, professional development, and adhere to stringent quality assurance standards.



- 1 Training**

HERS Rater candidates are required to attend a rater training course provided by a RESNET accredited Rater Training Provider taught by a certified RESNET HERS Rater Instructor.

  - ✓ HERS Rating Software Program is provided by a RESNET accredited Rating Training Provider.
- Testing**



# The Lower The Better Know Your Score

RESNET

149

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**Looking for a Home? Ask for the HERS Index Score**

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**RESNET Know the HERS Index Before Buy**

3,168 views • 3 years ago


**Ask for the HERS Index Score!**

16,289 views • 3 years ago



## How This Was Started

- We encourage use of the toolkit to use when presenting to current and prospective students in high school, trade school, college or nonprofit training programs:
  - help build awareness and explain the work of HERS Raters
  - communicate the skills needed to be successful, and
  - encourage prospective and future professionals to consider a career in home performance
- If you use the toolkit, we want to hear from you! We encourage you to post photos of your presentations on our social media pages on [Facebook](#), [Twitter](#) and [LinkedIn](#) with the hashtag #NextGenHERSRaters

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# WHO ARE HERS RATERS?

RESNET & You: The Future of Energy Ratings



**2,000,000+**

**Over two million homes** have been HERS rated in the United States, and that number is continuing to grow.



## How is A Home Impacted by Energy Efficiency and Air Quality?

- **Are some rooms too hot or too cold?**
- **Is the house hot upstairs in the summer?**
- **Do doors slam when AC comes on?**
- **Is it dusty/constantly wiping dust?**



## Who Are HERS Raters?

- Did you know that the new homes HERS Raters work on don't have those problems?
- The work of HERS Raters helps improve the comfort, health, and efficiency of homes = lower cost & better for the environment
- Helps to conserve resources
- Building high-performance homes that are good for your family, your bank account, and the environment.



# What do HERS Raters do?

A day on the job



# Home Energy Rating System (HERS)

## What Is a HERS Home Energy Rating?

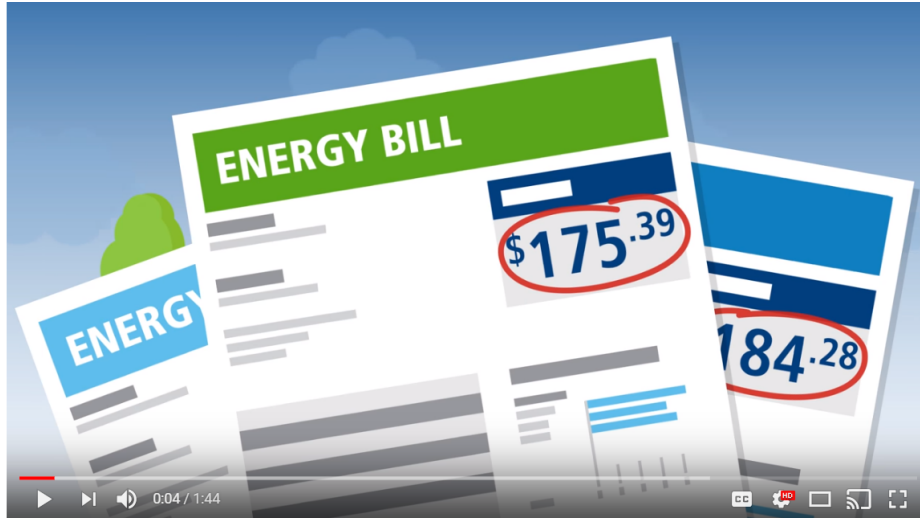
A HERS home energy rating is an in-depth energy performance assessment of your home. A certified RESNET Home Energy Rater will carry out a series of diagnostic tests using specialized equipment, such as a blower door test and duct leakage tester, to determine:



The HERS rating provides a computerized simulation analysis utilizing RESNET Accredited Rating Software to calculate a rating score on the HERS Index. The report will also contain a cost/benefit analysis for the recommended improvements and expected return on investment.



## Examples



Ask for the HERS Index Score!

- Short video <https://www.youtube.com/watch?v=klGa1rUdydo&feature=youtu.be>

# Competencies/Knowledge

- Building science—how buildings work
- Drafting/plan reading
- Spatial awareness
- Math, science, physics

Set your own schedule

Make a difference for homeowners

Mix of work in office and out in the  
“field”-- Not behind a desk all day

Flexibility



# BENEFITS

What are the personal benefits of becoming a  
HERS Rater?

“ In many ways, being a HERS Rater is like being a teacher; having the opportunity to teach people on all sides of the industry how to build and live better.

*At the same time, being a HERS Rater means being a lifetime student; constantly learning as industry and best building practices evolve and improve.*

*- C. Pratt, HERS Rater*



## How HERS Raters make a difference

### HOMEOWNERS

- Agents of change—working to make changes in the homebuilding industry
- Value-add to homeowners; helping them to save money on utility costs, mortgage
- Improving resale value of home
- Preventing problems before they happen; making home more comfortable

### ENVIRONMENT

- Agents of change—working to make changes in the homebuilding industry
- Carbon dioxide emission reductions
- Climate change
- Utility loads
- Reducing fossil fuels



## Career Path for HERS Raters

- Owner of rating company
- Employed by:
  - Homebuilder
  - Design/architect
  - Engineering firm
  - Utility provider
  - Product manufacturer
- Work as a code official
- Multiple potential lines of business/income
- Flexibility—can work anywhere

**\$52,000\***

Estimated Annual Salary

**1,900 HERS Raters**

Current RESNET certified Raters

**1 in 4 Homes HERS Rated**

Growing demand!



## Being a Rater Means



An Exciting Career Opportunity



Helping Create More Efficient Homes



Helping Reduce Families' Energy Costs



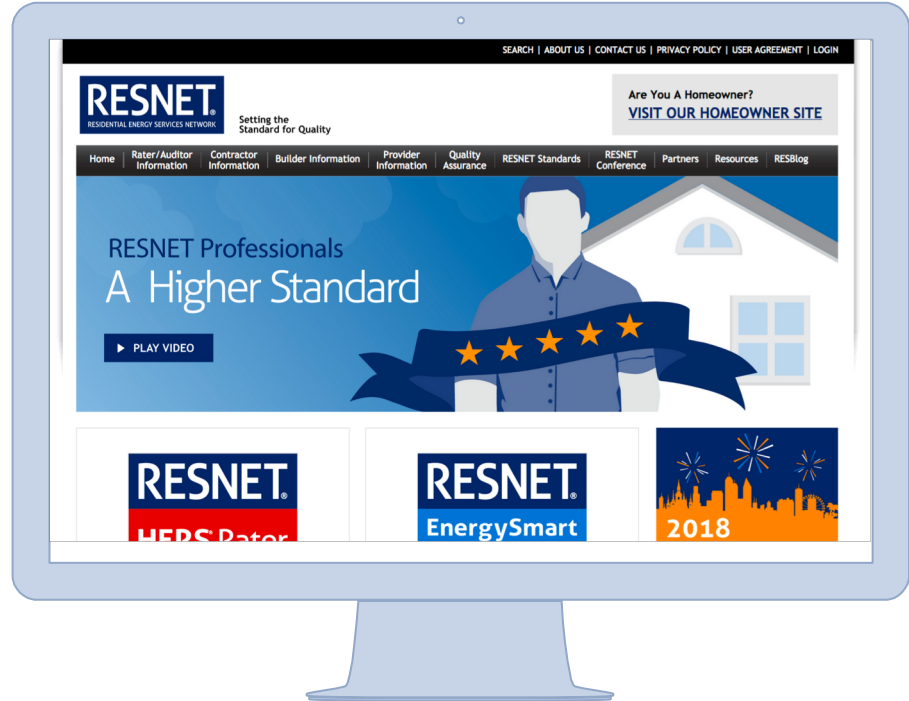
Reducing Pollution Emissions



Visit [resnet.us/professional](https://resnet.us/professional) to learn more about starting a career as a certified RESNET HERS Rater.

**FOR MORE INFO**

Visit our [RESNET Professional Site](#) for more information.





# THANKS!

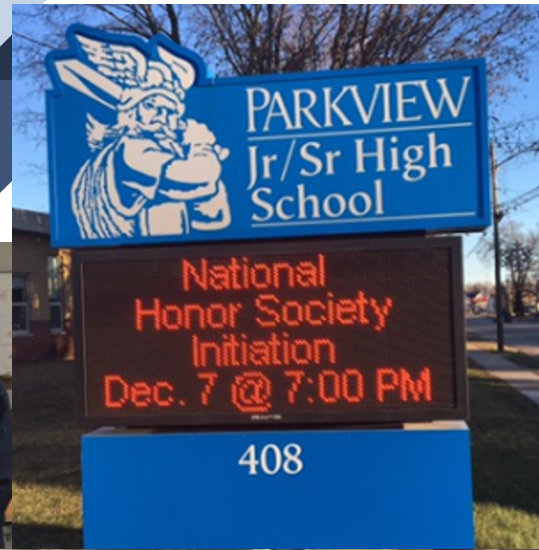
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Jon Hirsch, Auer Steel



KAUKAUNA HIGH SCHOOL




Home of the Galloping Ghosts  
Where Children Come First











# Jon Hirsch, Auer Steel

 Use Appropriate Technology

 Work Effectively In Teams

 Demonstrate Professional Work Behavior

 Show Respect for Diversity

 Solve Problems Efficiently





## Additional Steps/Ideas

### High Schools Outreach Concept and Resources

- State Technical Educators Associations
- ITEEA – International Technical Engineering Educators Association
- In classroom presentations are the key
- In classroom Workshop Training Program – Technical Education
- Career fairs and career days – common practice but not the most effective



## Additional Steps/Ideas

- Elevator speech document printed out with extra copies to share
- Job shadowing program
- Compensation program
- Detailed explanation of company benefits
- Tuition reimbursement program in writing
- Scholarship offer in writing



## Additional Steps/Ideas

### Technical Colleges

- Identify all your states' technical colleges.
  - Volunteer and join local colleges advisory board. Have a seat at the table.
  - Visit the first-year students at the start of each school year to share the HVAC industry
- Scholarship Program – Don Curtes Senior Memorial Scholarship Program

### Marketing Resources – Workforce recruiting initiative tools

- Pop Up Banner, Tabletop backdrop, fabric table cover, logo merchandise



# Tim Smith, 15LightYears Student Program



# Tim Smith, 15LightYears Student Program

## SANFORD HERALD

MONDAY, AUG. 22-25, 2018

Business partnership  
formed offer internships  
to youth  
in the community  
See People, Page 5



SANFORD HERALD

Monday, August 22 to 25, 2018 - PAGE 5

### PEOPLE

A GLANCE AROUND TOWN AND COUNTY

#### Business partnership formed to offer internships to youth in the community



Some of the youth participating in the program through the partnership of Community Based Care of Central Florida, CareerSource Central Florida & Career Connections Youth Program.

By Andre Rodriguez  
Herald College Intern

For one local group of teenagers in foster care, this summer might play a larger role in positively influencing their career paths than they would've expected.

Community Based Care of Central Florida, a prominent regional child welfare service agency, has teamed up with CareerSource Central Florida and their Career Connections Youth Program to create a summer internship program which will last four to seven weeks, depending on each teenager's scheduled hours.

"This partnership developed because we have ongoing partnerships that are helping to foster kids throughout the year and we noticed there was a need for a summer program and that's when we kind of collaborated together," said Jason Lietz, outreach manager of CSCF.

The Career Builder Program, as the pilot program is being called, allows youth in foster care ages 16 to 19, to gain hands-on working experience primarily in the STEM and skills trade fields, such as construction, manufacturing, engineering and research.

"It's helping to break the cycle they [teens] have grown up in by giving them a chance to succeed," said Maureen Brockman, vice president of CBCCF.

Most young adults who grow up in foster care have had difficult pasts and lack the guidance and support necessary to be given equal opportunities when it comes to educational options and career paths.

Now this summer's program is helping to even out the playing field for those young adults through hands-on training and job-site mentorships. The teens will also be paid minimum wage.

"The maximum through the program they can work is 30 hours a week for seven weeks," Brockman said. "We've got a four week program so the kids can work anywhere between 30 and 40 hours a week."

This summer's group is 18 teenagers, ages 16 to 19. They were then broken down into

workforce. We're in a labor shortage right now, so anyway we can help, whether it's our industry or any other industries, help assist that shortage and taking some of these young guys and putting them through this training program not only benefits us but we're introducing them to the construction industry as a whole."

The teens have been able to learn and experience a variety of hands-on training at 15 LightYears. They've done different types of building performance testing, blower door tests and other code enforcement inspections. Smith has also brought the boys along to important Orange County inspector meetings and they'll get the opportunity to visit and tour the Amway Center and Orlando City Soccer Stadium in the coming weeks to learn about sustainability efforts in arena facilities.

With everything the boys have been able to learn and experience, they of course have their own personal favorite takeaways from the internship so far.

"Going out into the field and just being with the techs, like actually seeing what they do and actually doing what they do," Kevin said. Dayvion had an equally open-minded takeaway of his experiences so far too.

"It's an opportunity to learn new things," Dayvion said. "Meeting new people in the workplace and understanding the different systems and things they use to get things done around the office."

CBCCF and CSCF will look to continue this summer's internship program for years to come and have it increasingly spread throughout the community.

"Our goal long-term is to really address that issue of limited awareness and experience and so we want to create a holistic program that starts as young as 12 and 13 as kids transition through middle school into high school, to introduce them on an ongoing basis to career opportunities outside of a social worker or lawyer, things they most normally see in their life experience," Brockman said.

For now, the ultimate goal of the Career



**Questions:**

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