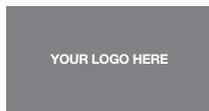


Seal of Approval: How to Boost Credibility Using Partner Logos

For many homeowners, it can be confusing to distinguish the most qualified contractors from less credible ones. Thankfully, you have a powerful tool on your side to overcome the trust barrier: the logos of well-known partner brands. By leveraging your affiliation with respected, established organizations and brands such as NYSERDA, BPI and ENERGY STAR®, you can stand out as a credible and knowledgeable professional, worthy of consumer trust—at a glance.

New York State Energy Research and Development Authority (NYSERDA)



Participating NYSERDA
HOME PERFORMANCE CONTRACTOR



[Get the logo](#)

Where to use it:

- Marketing and promotional materials related to NYSERDA's Home Performance with ENERGY STAR® program such as agendas, newsletters, and event-related materials.
- Pages of your website that speak to the Home Performance with ENERGY STAR® program.

What it makes the consumer think:

“This contractor participates in the Home Performance with ENERGY STAR® program administered by New York State's leading energy authority, which must require some kind of accreditation process. Since they've taken the time to go through this process, they obviously care about their craft and business.”

IMPORTANT: You are responsible for complying with NYSERDA logo use guidelines found on the NY Home Performance portal.

Building Performance Institute (BPI)



[Get the logo](#)

Where to use it:

Place the logo next to your business name on:

- Email templates and signatures
- Letterhead and business cards
- Yard signs
- Printed marketing materials
- Website

What it makes the consumer think:

“This contractor is a true expert in residential energy assessments and how the home's systems work. They know how to diagnose my home and prescribe tailored solutions that meet my unique needs and budget.”

IMPORTANT: You are responsible for complying with BPI logo use guidelines.

ENERGY STAR®



[Get the logo](#)

Where to use it:

Consumer-facing promotional materials such as:

- Letterhead and business cards
- Company vehicles
- Yard signs
- T-shirts and hats
- Website

What it makes the consumer think:

“This contractor uses the most energy efficient products in home performance, and understands how they’ll impact my home. They prioritize quality and know how to make my home more efficient.”

IMPORTANT: You are responsible for complying with ENERGY STAR® logo use guidelines.

Use these posts on your Facebook page to promote your affiliation with NYSERDA, BPI, and ENERGY STAR.



Participating NYSERDA
HOME PERFORMANCE CONTRACTOR



- Hiring a participating Home Performance with ENERGY STAR® contractor to perform your energy efficiency and renewable energy projects ensures professional, quality work that meets current standards and practices. Learn more: [\[Insert Link\]](#)



- Trust BPI GoldStar Contractors to create energy saving designs to improve the comfort and efficiency of your home. [\[Insert Link\]](#)



- We’re proud to participate in the Home Performance with ENERGY STAR® program to deliver the best in energy efficient home upgrades. Learn more about ENERGY STAR: [\[Insert Link\]](#)

For more sales and marketing insights, look for the Selling Efficiency Series on your NY Home Performance Portal dashboard.