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May News from BPI

Welcome to BPI's monthly newsletter. We keep you up to date on important news from BPI and around the industry, and we never sell your info.



Growing Industry Demand with the Locator Tool

At BPI we want to grow the market for home performance contractors. We do this by educating consumers with the homeowner [blog](#) and helping them find a BPI Certified Professional or GoldStar Contractor via the locator tool.

The locator tool uses zip code to help homeowners find a BPI Certified Professional or GoldStar Contractor nearby. We promote it in several different ways, including sharing on social media every week. With an attractive image and friendly tagline, we invite users to find a

BPI stakeholder to make a difference in their homes.

In 2015 we launched the homeowner [website](#) and blog. Twice a month we write about homeowner concerns from a home performance perspective and share the importance of hiring a highly qualified professional.

Over the last six months we've refined our blog strategies. We made it easier to read, improved our search engine performance, and sharpened the invitation to find a BPI Certified Professional or GoldStar Contractor in every piece. We share recent blogs weekly to keep them fresh in readers' minds.

We also relaunched the Home Quiz earlier this spring. Supplied by [Energy Design Systems](#), the Quiz combines user-supplied and public data to help users understand what they could save by improving the efficiency of their homes. We share this weekly. Every use of the Quiz closes with a link to the Locator tool.

We're seeing strong results with these outreach efforts, with Locator and homeowner site trending at 35% above last year. We hope it will bring more calls and more homes improved!

You can help spread the word by following us on social media and sharing posts with your contacts. Find us on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#).

Addressing Climate Change

with Energy-Efficient and Resilient Housing



Guest piece by Krista Egger

We occasionally invite key partners to share work that aligns with our mission. BPI is dedicated to providing the benefits of home performance to the nation's homeowners, but we know it will take a broad coalition of private and public partners to make this vision a reality. This month we invite Krista Egger, Vice President of Building Resilient Communities at Enterprise Community Partners, to share about her recent Senate testimony.

Today it was my honor to testify before the Senate Committee on Banking, Housing, and Urban Affairs on the urgency and opportunities to address climate change and housing affordability.

Coming just days after the White House released a comprehensive affordable housing plan, it was heartening to see members of both parties commit to the safety and health of all Americans and ensure that our communities are better prepared for climate change.

Increasing greenhouse gas emissions have escalated the frequency and intensity of natural disasters -- with multi-billion-dollar consequences. One in three Americans have faced an extreme weather event in the past two years. Extreme weather events disproportionately affect underserved communities and people of color, a consequence of housing policies past and present.

As I told committee members today, it will take bold action to quickly address the built environment's impact on the planet so that everyone and every community can thrive. Because residential energy use accounts for 17 percent of greenhouse gas emissions in the United States.... [read more](#)

Watch testimony from Krista and GHFI's Ruth Ann Norton below



GoldStar Webinars offer business development guidance from industry experts. Join Larry Zarker, CEO, and National Technical Director John Jones on June 7th to learn how to build the bottom line with accessible worksite credentials.

REGISTER



BPI's newest certificate was developed to prevent costly callbacks and ensure customer satisfaction. The Site Supervisor Certificate is an affordable, accessible way to identify workers with the skills and knowledge to be worksite leaders.

Site Supervisors are qualified to maintain quality control and worksite documentation and to confirm that all work is completed to applicable industry standards and specifications. They also demonstrate the skills to lead client interactions and manage personnel. Learn more about how to get a site supervisor on your crew [here](#).



BPI's Healthy Housing Principles provide knowledge of how the different components of a home interact to affect occupant health.

The Healthy Housing Principles Certificate of Knowledge gives a comprehensive background in how environmental problems in the home can damage health. The guide, authored by Kevin Kennedy, director of the Environmental Health Program at Children's Mercy Hospital Kansas City, is an amazing compendium of knowledge on how homes affect health.

Anyone who works with families in homes should consider earning the [Healthy Housing Principles Certificate](#).



BPI certification comes with great benefits, including free membership in Home Depot's ProXtra rewards program.

With no spend minimum, you can sign up today and start earning cash back at dollar one, so **get certified** and enroll today!



The green buildings and energy efficiency industry is one of the fastest growing industries in the U.S. and around the world—and demand for energy efficiency and green buildings jobs is growing too.

According to the 2020 U.S. Energy & Employment Report, in 2019, the energy efficiency sector continued to produce the most new jobs of any energy sector—more than 54,000—with 2,378,893 jobs in total.

BPI's credentials directly support many of the careers listed. Explore career paths and share it with friends who are looking to make a great living through meaningful work. Learn more **here!**

[Green Building Career Map](#)



Building Performance Institute, Inc., 63 Putnam Street, Suite 202, Saratoga Springs, NY 12866

BPI sets national standards for improving comfort and energy efficiency and for creating and maintaining safe and healthy home environments. From these standards, BPI develops professional certifications for home contractors to ensure quality service and workmanship. BPI is a 501(c)(3) nonprofit organization.

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