



Setting the **Standards** for
Home Energy Efficiency

Attention: RESNET Rating Providers

As you know, the RESNET Leadership Council (ELC) was created by the RESNET Board of Directors to recruit and engage the next generation of leaders for the organization and the ratings industry.

While the ELC works within the industry, we also know there is a 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.

That is why 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, and various RESNET marketing handouts, infographics, and videos to use when presenting to current and prospective students in high school, trade school, college or nonprofit training programs. The goal is to help build awareness and explain the work of HERS Raters, communicate the skills needed to be successful, and to encourage prospective and professionals to consider a career in home performance.

The presentation can be tailored to meet the needs of the audience, and for any time restrictions. The talking points included throughout are intended to provide the speaker with multiple options/suggestions for how to communicate the information presented according to their preferences, goals and intended audience.

If you use the toolkit, we want to hear from you! To grow and better the industry's workforce, we must work together to engage potential workers, and to share experiences and best practices. We encourage you to post photos of your presentations on our social media pages on [Facebook](#), [Twitter](#) and [LinkedIn](#) with the hashtag #NextGenHERSRaters If you have questions or comments, please contact RESNET Communications Director Valerie Briggs at valerie@resnet.us.



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Toolkit Content Links

- **Presentation:** <http://www.resnet.us/blog/wp-content/uploads/2018/08/Toolkit-Slide-Presentation-Final.pptx>
- **Infographics and handouts:**
 - Who are HERS Raters: http://resnet.us/professional/infographic-video/infographic/Maintaining_RESNET_as_the_Gold_Standard.pdf
 - What is RESNET: http://www.resnet.us/professional/infographic-video/handout/What_is_the_RESNET_HERS_Index.pdf
 - Attention Young Professionals (recruitment flyer for those in industry): <http://www.resnet.us/professional/infographic-video/handout/Recruitment.pdf>
 - Path to Becoming a HERS Rater: http://www.resnet.us/professional/infographic-video/handout/Path_to_Becoming_a_HERS_Rater_Handout.pdf
 - How to Get a HERS Index Score (shows some of the steps of a HERS rating): http://www.resnet.us/professional/infographic-video/infographic/RES_June_2016_Infographic.pdf
- **Videos:**
 - <http://www.resnet.us/professional/infographics-videos>
 - 2 Million HERS Rated Homes
 - Ask for HERS Index