



Setting the Standards for  
Home Energy Efficiency

## Results of RESNET Board Ballot on Adopting the April 2, 2015 Draft RESNET SWOT Analysis Developed by the RESNET Strategic Planning Committee

April 13, 2015

***Shall the RESNET Board of Directors adopt the April 2, 2015 draft SWOT analysis developed by the RESNET Strategic Planning Committee (Attachment A)?***

Yes (20)

No (0)

Abstain (0)

Ben Adams  
Jacob Atalla  
David Beam  
Dave Bell  
Steve Byers  
Dennis Creech  
Brett Dillon  
Philip Fairey  
David Goldstein  
Andy Gordon  
Roy Honican  
Cardice Howard  
Mark Jansen  
Frank O'Brien-Bernini  
Lee O'Neal  
Jim Petersen  
Nancy St. Hilaire  
Kelly Stephens  
Dennis Stroer  
Barb Yankie

The SWOT analysis was adopted.

# Attachment A



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## Draft Revised RESNET SWOT

April 2, 2015

### STRENGTHS

RESNET is recognized by respected organizations for consensus based processes resulting in the development of credible Standards and an established market based HERS Index, as exemplified by the inclusion of the HERS Index for code compliance and as the pathway to higher performance homes.

### WEAKNESSES

RESNET currently has limited market awareness for its brand, products, and services.

There is an undesirable perception among some internal and external stakeholders about what RESNET does, how we do it, and how stakeholders benefit.

### OPPORTUNITIES

Leveraging our experience establishing the HERS Standards to create similar standards in agencies such as a Water Efficiency Rating Index.

Maximizing internal and external resources to address Threats and Weaknesses.

Collection of empirical data to further refine the predictive value of HERS ratings.

Positioning RESNET HERS Raters to meet the need for outsourced energy code inspections.

Leverage “Big Data” trends (based on data in RESNET registry) as a source of future revenue and influence for RESNET.

## **THREATS**

Lack of specificity in IECC regarding what an Energy Rating Index is, which could allow less rigorous rating systems to be recognized by code officials.

Inconsistency in the production and generation of ratings and insufficient oversight of the rating process.