

# YOUR FEES AT WORK FOR YOU

## Smart Investing to Increase Demand for HERS Ratings

Rating fee increases in 2017 enabled RESNET to build up communications staffing and expand resources. As a result, these efforts continue to garner **INVALUABLE coverage for your work in the HERS industry.**

### TWICE-MONTHLY NEWSLETTERS

to raters and partners about RESNET news and media coverage



### 30 INDUSTRY TRADE PUBLICATIONS

to over 2 million building industry professionals, covering RESNET and HERS, and including a "I'm With HERS" endorsement from Builder Magazine



### 20 NEW INFOGRAPHICS, HANDOUTS AND VIDEOS

to showcase HERS and HERS Raters, and to spotlight RESNET as the gold standard for energy efficiency



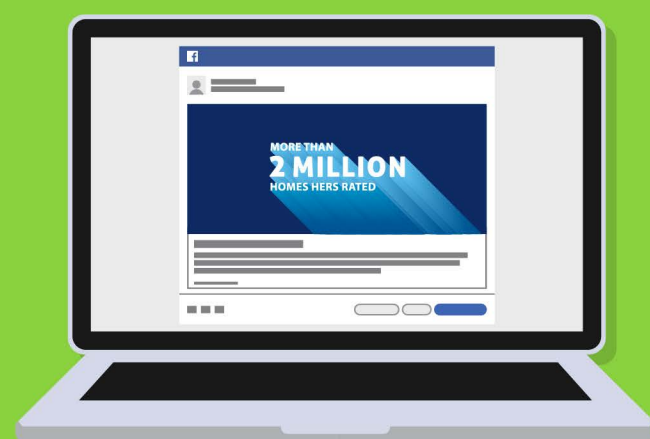
### 3 LIVE HERS DEMONSTRATION EVENTS

for industry professionals and students in Las Vegas, Denver and Orlando



### 183M+ IMPRESSIONS AND \$6M+ IN ADVERTISING VALUE

for consumer and industry PR campaigns



## THIS IS JUST THE BEGINNING!

In 2018 RESNET will make a major investment in a campaign to drive demand for HERS raters. Stay tuned!