



Lead Organization: MyHomeEQ

Program start: June 1, 2011

Funding Level: \$417,800

MyHomeEQ is an online tool for homeowners that recommends energy efficiency home improvements that have both immediate and long lasting impact. It also assists home owners in making the changes by connecting them with contractors and financial incentives available to them.

Project purpose: The purpose of the residential energy tool is to provide an online tool built to provide reliable online building energy analysis information and to help single-family homeowners throughout the Chicago region to negotiate the retrofit process. MyHomeEQ accomplishes this goal by quickly providing a home energy score, accurate and actionable recommendations, direct links to contractors and financial resources, a method to demonstrate retrofit results and a reporting approach that is prewired for integration to the real estate market. This tool has a separate web domain at www.myhomeeq.com, but is integrated into the EI2 Information System.

Scope of Services: MyHomeEQ's scope of work and applicable activities will include:

- Creating customized energy analysis and savings plans for homeowners.
- Integrating utility and property assessor data to ensure accurate read out of energy usage.
- Providing a MyHomeEQ score for users to compare their home energy usage against their peers.
- Directing users to incentives and rebates available to them.
- Connecting consumers directly to qualified contractors.

Anticipated Outcomes:

- Education of homeowners about home energy usage, actionable retrofitting activities, financial incentives and qualified contractors.
- Creation of a market opportunity for integrating home energy usage into real estate market
- Increased conversion of consumer tool interaction to actual retrofitted homes.