

Epic Homes Real Estate Ally – Marketing Toolkit Explainer

Welcome to the *Epic Homes Real Estate Ally Network!*

This document provides a list of marketing resources and industry best practices that can be leveraged to promote yourself as a Real Estate Ally and support your clients in using Epic Homes programs and the Epic Certificate. Access all materials [online](#) or click the links for specific resources below.

All materials used must adhere to the City of Fort Collins brand guidelines. You may not adjust any of the materials, except by adding your name and contact information on materials in the space provided. You only may use approved content from the toolkit; you may not create your own content to promote Epic Homes. If you find something is missing that would be helpful in promoting the program, please let us know at epichomes@fcgov.com.

Epic Homes Real Estate Ally Badge

Epic Homes Real Estate Allies are encouraged to use the badge to promote their Epic Homes and energy efficiency expertise. Add the badge to your email signature, website and business cards as they will help reinforce your new energy efficiency credential.

When using the Epic Homes Real Estate Ally badge, you also must use the Fort Collins Utilities logo, as displayed here. Do not alter the badge; the badge and the logo must always be used together.



[Download here >>](#)

Example:

Jo McRealtor
Real Estate Company
NAR Green, Epic Real Estate Ally
Accredited Buyer's Representative
email: jo@realtor.com | phone: 555-555-555



What is an Epic Home? Take the Virtual Tour!

An Epic Home has had a home energy assessment and completed recommended upgrades through the Epic Homes program. It also has an Epic Certificate that documents the improvements made and the Home's Energy Score before and after those modifications. There are currently over 4,500 Epic Homes across the Fort Collins community.

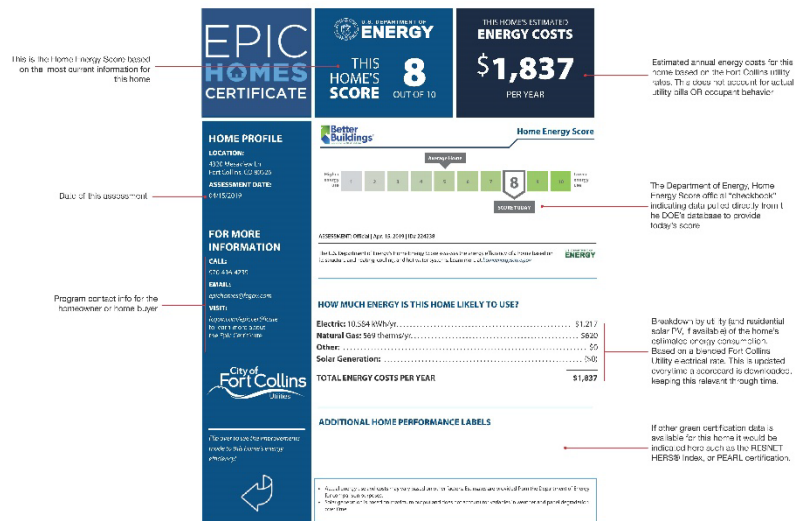
This virtual home tour will take you through an Epic Home and point out the efficiency features that are not always apparent to potential homebuyers. Call out cards placed throughout the home will describe each feature. As you walk through the tour, check out the smart thermostat in the hallway, daylighting in the bedroom, energy-efficient appliances in the kitchen, and improved insulation and air sealing in the basement, which all contribute to this home's overall comfort.

[Take the Virtual Home Tour >>](#)

Epic Certificate Overview

This 11x17 fact sheet shows the different aspects and information provided in the Epic Certificate. Real Estate Allies are encouraged to send this to their clients if/when any questions arise regarding the information contained in the Epic Certificate.

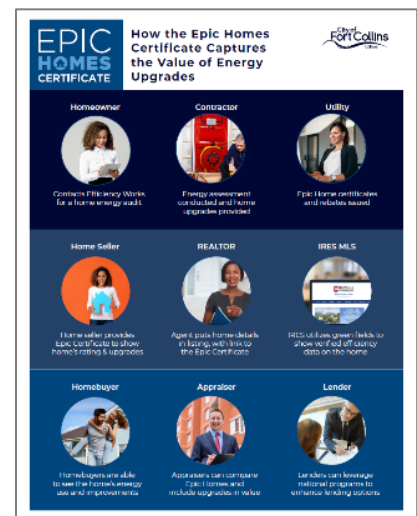
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Epic Homes Consumer Flyer

This flyer illustrates the ways your homeowner, seller or buyer clients can work with different industry professionals in order to achieve maximum benefit from an Epic Certificate and capture the value of energy upgrades.

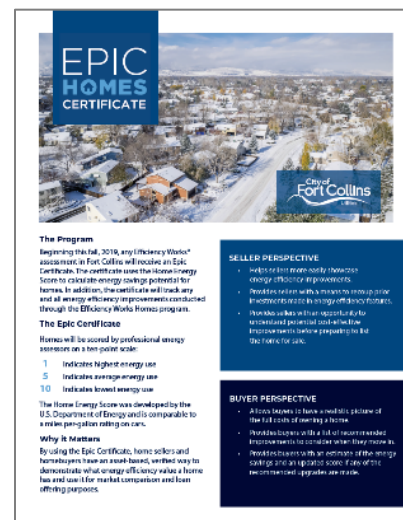
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Epic Homes Realtor Flyer

This flyer supports real estate professionals by providing a brief summary of the Epic Certificate and the different benefits from seller and buyer perspectives.

[Download here >>](#)



Epic Homes Call-Out Cards

Help homebuyers find and learn about the unique energy efficiency upgrades when touring your client's home with these pre-made postcards. The cards will help to demonstrate the benefits of different features, especially when it comes to improvements like air sealing and insulation that may be hidden from plain sight!

[Download here >>](#)



Epic Homes Hashtags

Hashtags are commonly used in social media (Facebook, Twitter, Instagram, etc.) to generate awareness and link communities online. Use these hashtags in order to help others find your content and amplify your brand as a knowledgeable Real Estate Ally and real estate professional.

#EpicCertificate #FortCollinsEpicHomes #FortCollinsUtilities

#HomeEnergyScore #EnergyEfficiency #SavingEnergy

Epic Homes Real Estate Ally Network Flyer

Share this flyer and the opportunity to join the Real Estate Ally Network with your real estate colleagues so they can benefit from the resources in this toolkit, Epic Homes and the Epic Certificate.

[Download here >>](#)

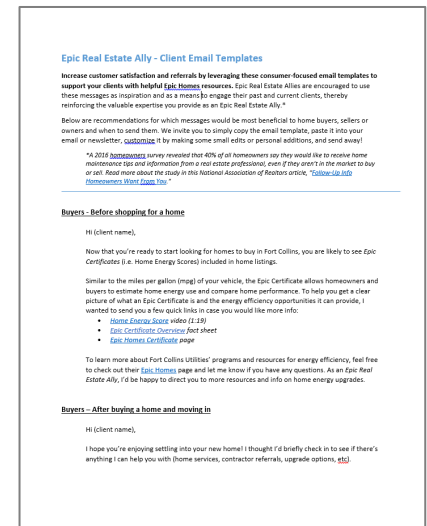


Epic Homes Real Estate Ally Client Email Templates

Increase customer satisfaction and referrals by leveraging these consumer-focused email templates to support your clients with helpful Epic Homes resources. Epic Homes Real Estate Allies are encouraged to use these messages as inspiration and as a means to engage their past and current clients, thereby reinforcing the valuable expertise you provide.

We invite you to simply copy the email template, paste it into your email or newsletter, and send away!

[Download here >>](#)



For more information about Epic Homes, visit fcgov.com/epichomes, email epichomes@fcgov.com or call 970-416-4239 or V/TDD 711.