



Innovative Marketing Tactics of Leading Home Performance Contractors

*3rd Colorado Utility Efficiency Exchange
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www.UtilityExchange.org



Selling Honest Energy Efficiency is Tough

TV News Clips at:

www.egia.com/homeownercenter/Video_Channel2NewsClip.htm





*What Marketing Tactics
Work for the
Nation's Leading
Home Energy Auditors*



Sears Blue Climate Crew

www.searsblueclimatecrew.com



- Los Angeles pilot program
- Savings,/Health/Environment messages
- Step-by-step audits details
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- HPwES video
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home audit details email us faq resources

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"How can I help make my home quality and safe?"
Learn More

"How can we help the environment?"
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"How can I lower my high utility costs?"

A Sears Home Energy Audit provides you with recommendations to help reduce your overall utility costs by up to 40%.* Learn how in these home areas.

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[Next Room](#)

Invest in a Sears Home Energy Audit

Team up today with the Sears Blue Climate Crew to begin creating your roadmap for a healthier, greener and more energy-efficient home.

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Learn about an audit and how we can help you in Audit Details. Call for a free phone consultation.
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step 2 Make an Appointment

step 3 Home Visit Audit

step 4 Take Action

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- Customer referrals are best source
- Radio spots are worst (talk shows good)
- \$1,000 for biggest icicles
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- 90-minute weekly training sessions
- Market to services/issues; introduce HP
- Be persistent
- CRM system tracks leads (TRACK RELIGIOUSLY)
- BPI Accreditation demands we do no harm (combustion safety testing)



ACCREDITED
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"We are extremely happy with the work that has been done. Our house is incredibly comfortable now. Thank!"
-Todd and Jenny Slabough

Home Performance with ENERGY STAR can help you lower energy bills and make your home safer and more comfortable.

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Oh, and if we don't reduce your utility bills by at least 25%, we'll pay you double the difference for two years.* So either way, you lower your bills. If you'd like to keep your home as comfortable, healthy and safe as possible, we invite you to give us a call. After all, your home should be full of warmth and comfort, not fear.

The first 79 callers will receive a free comprehensive home efficiency and safety assessment* (a \$250 value).

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Ask Mr. Rogers... The Home Advisor

Insulate and Stay Cool This Summer

*Q Last week we turned on our air-conditioning for the first time this summer. Like in past years, the unit cools the downstairs fine, but upstairs stays hot. The upstairs vents all blow cold air. I checked the Energy Star website, and it said that bigger units aren't necessarily better. But how else can we cool our bedrooms?
Karen, Liverpool, NY*

A. It's good you're addressing this early in the season. When things really heat up later this summer, you may be hard pressed to find a contractor available to help! What you're experiencing is not uncommon. Many people find that the second floors of their homes are difficult to keep cool, even with air-conditioning. The good news is that you don't necessarily have to get a bigger AC unit; there are a few easy and affordable things that you can do to make your home much more comfortable.

The first place to start is in your attic. In the summer, temperatures in the attic often climb to more than 140°. This tremendous heat condenses down into your home. Even when the first floor is comfortable, this constant flow of heat from the attic can bake your bedrooms upstairs. Although most people don't think of insulation as a way to keep cool, increasing levels in your attic can make a huge difference. And as I always point out, a good contractor will carefully air seal any leaks between the attic and the area below before installing insulation such as around recessed lights, attic access doors, and exhaust fans. In fact, the U.S. DOE found that air infiltration can account for 30% or more of a home's heating and cooling costs and contribute to problems with moisture. Air sealing saves you money and keeps the cool air inside during the summer—and the warm air inside during the winter. While the contractor is in the attic, he should make sure that any ductwork up there is sealed and well-insulated. Increasing attic ventilation can also help, but that can increase winter heating bills if air sealing isn't done, too.

Another way to stay cool is with efficient lighting and appliances. Incandescent and halogen lights actually use most of their energy creating heat instead of light. Not only does this mean you're overpaying for lighting, but in the summer you're creating a lot of unwanted heat in the rooms you're trying to keep cool. Compact fluorescent light bulbs have improved greatly over the past several years. The humming and slow starts of years past are gone. And they're now available in different "colors" to give the warmer glows (without the heat) that many people prefer over the cool whites. Simple things like shading windows to block out the sun can also be a big help.

Of course, you should have both your AC and furnace serviced at least once a year to make sure the units are operating safely and efficiently. In your case, the technician should check the air distribution, too, to make sure you're really getting enough cool air delivered upstairs.

You didn't mention how old your AC is, but if it's ten years or older, you may be a candidate for replacement. Remember, bigger isn't always better. Follow the EPA advice and make sure it is "right-sized". A smaller unit running a bit longer is more efficient and removes more of the humidity that makes us uncomfortable.

Landscaping Tip: With the rain we've been having, it would be a good time to plant a tree. Planting deciduous trees on the south side of a house can help keep your home cool in the summer. Maples, oaks, and birches are good trees to consider. Because they drop their leaves in the fall, they let sunlight through to help warm your house in the winter. According to the U.S. Department of Energy, carefully sited trees can cut the average household's energy consumption by as much as 25 percent.

Send questions or sign up for my newsletter at: homeadvisor@greenhomesamerica.com

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- Network, Network, Network
- Video case studies
- Discovery Channel, Ellen Degeneres
- 20 Frequently Asked Questions
- “Won’t be the second bidder”



“I want my home as pure as my little angel.”

See how we do it



ACCREDITED CONTRACTOR

“Our home’s either too hot in summer or too cold in winter”

See how we do it



“My energy bills are out of control”

See how we do it



“I want where I live to be as green as how I live”

See how we do it





Hartman-Baldwin

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- Open Houses at completed projects
- "Home Remodelers' Survival Guide" Workshop
- "Green Your Home" Workshop
- U-tube videos



CC-BY #12345

IS YOUR HOME A HUMMER OR A PRIUS?

Home may be where the heart is, but a house is also a complex mechanical system that often runs inefficiently costing you money, polluting your home's air and leaving you vulnerable year-round.

DO IT

Hartman-Baldwin is certified by Energy Star and the Building Science Institute to evaluate your home from attic to basement with the latest in green technology to check the efficiency of your home's windows, insulation, Heating and Air Conditioning system (HVAC), as well as the efficiency of all gas appliances.

WHOLE BUILDING PRACTICES

Commitment to high quality construction includes integrating the best practices of sustainable building and green technologies. A whole-system approach results in comfortable and beautiful homes that are energy efficient and environmentally responsible.

DID YOU KNOW?

A bigger air conditioning unit alone isn't the answer

Installing solar panels alone isn't the answer

Changing windows alone isn't the answer

Proper insulation alone isn't the answer

Proper installation and integration of all of these components is the answer, we can show you how.



SCHEDULE A FREE HOME ASSESSMENT IF YOU ARE CONSIDERING THE FOLLOWING HOME IMPROVEMENT PROJECTS:

- Solar Panels
- Roof repair or replacement
- HVAC repair or replacement
- Major Remodeling

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CERTIFIED PROFESSIONAL





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- Utility Rebates & Tax Credits
- Photos by project type
- FAQs
- In The News & Testimonials
- Extensive online request form
- CBPCA, CaCERTS, EGIA member



before



during



after



Home Town Green

www.hometowngreen.net



- Living what you believe
- 1st Networking (40+ years); 2nd Search Engines, 3rd ENERGY STAR affiliation
- Print advertising (phone books) does not pay
- Every municipality in white text/background on web
- Alliance with local heating oil contractor
- Lead sheet at phone and input results to CRM; follow phone survey with email packet
- All phone answerers have been on 12+ audits
- Free workshops as “consumer advocate “
- 3 workshops w/ 9 hours spent = \$46.5K gross sales
- Positioned as more expensive and more thorough
- Primary target market of women ages 45 to 69
- Have \$100K; work 90/hr weeks for first 6 months

Efficient & Healthy Home
 sponsored by
 Chester County Citizens for Climate Protection - 4CD

Wednesday, March 4, 2009
 7 pm - 9 pm


West Chester Borough Hall - Room 240
 401 East Gay Street, West Chester, PA 19380

Carbon Footprint 09

A Free Class in Walking Smoother and Saving Wisely ...

Saturday, March 7, 2009
 Gaymard Friends Meeting in Gaymard, PA 19436
 8:30 am - Coffee & Tabletop Information
 9 am - 1 pm Class
 Class size limited to 50
 Registration Required: www.hometowngreen.com click on Green Schools

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Improve Your Planet
 Improve Your Health
 Save Money Every Month
 Slow Global Warming
 Increase the Security of Your Nation
 Tighten Relationship for Others

Registration Required:
 www.hometowngreen.com and click on Green Schools





Green Build Technology

www.greenbuildtechnology.com

- “Governor’s Energy Auditor”
- Be the energy expert
- Referrals from utility
- College class instructor
- Newspaper source
- “Healthy Home Energy Analysis”



Dave Bunn from Green Build Technology uses a combustion analyzer to check the carbon monoxide level emitted by an oven during a home energy audit. Ben Woloszyn/Boomerang photographer



Dave Bunn from Green Build Technology uses an infrared camera to check the thermal integrity of a home during a home energy audit. Ben Woloszyn/Boomerang photographer



Chris Maki from Green Build Technology uses a blower door to depressurize a home and test the estimated cost of air leakage during a home energy audit. Ben Woloszyn/Boomerang photographer



Dave Bunn, owner of Green Build Technology from Laramie, performs a blower door test on the second house built by students in the EWC Construction Technology program. The program uses environmentally-friendly building practices such as Energy Star and LEED. Photo: Jerry Abbott



Top-Tier Contractors Are Consistent

- 1. Diversification-** Selling more than one product helps prevent seasonality and drives more profits through add-on sales.
- 2. Sales Consistency-** A pitch book or laptop presentation that keeps salesmen consistent and helps overcome hidden objections.
- 3. Marketing-** Spend money to make money and have a message with a clear call-to-action.
- 4. Financing-** Offering a low monthly payment option or *(for people that could afford to pay cash)*, a no interest / no payment option.

If the contractor, while in the home, doesn't have the tools and training to close the sale, it can be a lost opportunity



Electric & Gas Industries Association

www.egia.org



- Contractor referrals
- Pitch book materials
- Training webinars
- Interest rate buy downs and promotions (6 months same as cash)
- BPI and RESNET Alliances



GEO Smart Homeowner Center

Brought to you by **EGIA**

Energy Center | Finding The Right Contractor | Home Makeover Contest | Energy Store

Search Contractor | EGA Finance | Contractor Referral

Contractor Referral

ATTENTION CALIFORNIA HOMEOWNERS
Find EGIA APPROVED Contractors in Your Area

To be referred to an EGIA Approved Contractor in your area, please fill out the information below. EGIA will refer you to two EGIA Approved Contractors serving your area to answer any questions you may have regarding their services and to schedule a free estimate for your energy efficient home improvement. All contractors participating in the referral program are also approved to provide low interest GEOSmart financing to help make your efficient home improvement project more affordable.

Should you require additional contractors, please call EGIA toll-free at **866-363-3443**. The EGIA Contractor Referral program is expanding across the country. **If contractor referrals are not currently available in your area, please check back as we will be adding new states to our program on a regular basis.**

The Contractor Referral Program is currently available to all California homeowners.

First Name:

Last Name:

Address:

City:

State:



What is your Message?

- **Subject Matter Expert**
 - Energy Specialist?
 - Comfort Specialist?
 - Health and Safety Specialist?
 - Whole House Improvement?

- **Efficiency Expert**
 - Money-Saving Specialist?
 - Energy-Saving Specialist?
 - Time-Saving Specialist?

- **Environmental Expert**
 - Hybrid Home Conversion Specialist?



Traditional Marketing Activities

- Phone books
- Newspaper and magazine ads
- Radio/TV ads
- Web sites
- Truck lettering
- Home Shows.....



Non-Traditional Media Opportunities

- Newspaper/Magazine Articles
- Radio/TV Talk Shows
- Workshops and Seminars





Type of Stories that Sell to Reporters and Show Producers

- **People Stories**
 - Celebrity analysis
 - Homeowner testimonials
- **Road Trips/Slice of Life**
 - "Ride alongs"
- **Today's Local Events**
 - Immediacy and proximity make it news

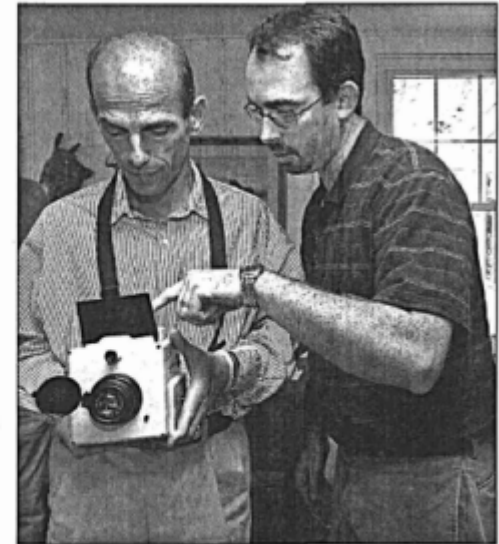
Local Dispatches

CAPE ELIZABETH
Energy-saving program now available statewide

A state program to help Maine homeowners make their homes healthier and more energy-efficient is now available across the state, the Governor's Office of Energy Independence and Security announced during a demonstration of the program at a Cape Elizabeth home Tuesday.

Available in a few counties for the past year, the Maine Home Performance with EnergyStar program links homeowners with specially certified contractors who perform a \$200 to \$600 evaluation.

Inspectors look at potential problems, such as excess air leakage and mold and mildew contamination, and recommend



Gregory Rec/Staff Photographer

Stephen Carr shows Gov. John Baldacci, left, how an infrared imaging camera works at a Cape Elizabeth home. The governor visited Tuesday to promote a program that is meant to help Mainers make their homes more energy-efficient.

- **TV News Clip at:**

http://www.egia.com/homeownercenter/Video_Channel2NewsClip.htm



Identifying Workshop Opportunities

Topical and “How To” Speakers are needed at:

- Rotary Club and other Civic Organizations
- Home Shows
- Home Owners Associations
- Chambers of Commerce
- Adult Learning Centers
- Realtors and Code Officials
- Business and Trade Groups





Sample Topics and Format

- 20-45 min. on “10 Tips to Save Money, Be More Comfortable and Make Your Home More Earth Friendly”
- 1-2 hours on “Whole House Improvements: How to Do it Yourself and/or Manage Your Contractors”
- Full-day “Home Energy Makeover Workshop” with 15-minute presentations



3 Simple Ways to Reenergize Your Company's Marketing Efforts



- 1. Email and call all your local papers, radio and TV stations** and ask if they need your help to produce a story on what local people can do to save energy, be more comfortable and reduce carbon emissions
- 2. Email and call all local civic groups** and ask if they need your help to make a presentation on what local people can do to make their homes perform better
- 3. Plan NOW to time your marketing efforts** to “coincidentally” run at the PRECISE MOMENT when a media outlet runs a story about something related to home energy/performance (i.e. utility rate increases, cold/hot weather records, carbon tax legislation, global warming concerns).



Organizations to Watch....

- **Efficiency First!** *Lobbying for energy efficiency installation contractors..... Not the solar or low-income*
- **Building Performance Institute.** *Embrace national installation standards and diagnostics to prove you're third-party qualified.*
- **Home Performance with ENERGY STAR®** *Position yourself as community-oriented and the go-to guy for ANY "green" home energy upgrade. Be the weatherization agency for upper and middle income homes.*
- **Electric and Gas Industries Association.** *Business development to increase sales closes and operations efficiency*
- **Utility Exchange.org** *Home Energy Makeover Contests and Building Performance Contractor Exchange events/webinars*



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