



Selling Energy-Efficiency to Existing Home Owners

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What I'd Like to Cover

- Who you are and why you're here!
- Who I am, and who GreenHomes is
- Touch on a bit of marketing (because you can't sell if the phone doesn't ring).
- Selling "energy-efficiency" in home performance
- Anything else you'd like to cover?

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About GreenHomes America

- Founded in 2005 by The Linc Group
- Operations in upstate New York and Princeton, NJ
- Leader in home performance contracting with 10,000+ customers
- Emphasis on quality, customer-service, and one-stop shopping
- Nationwide beginning this summer



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Single Source Provider of "Green" Solutions

Home Comfort & Energy Improvements

- Comprehensive Home Assessments
- HVAC retrofit and zone control
- Reduce Air Infiltration
- Duct Sealing
- Insulation
- Replacement Windows
- Indoor Air Quality systems
- Tank & Tankless Hot Water Heaters
- Solar PV & Solar Thermal



Future "Green" Offerings

- LED Lighting
- Home Appliance Control Systems
- IAQ Monitoring Services
- Water Saving Products

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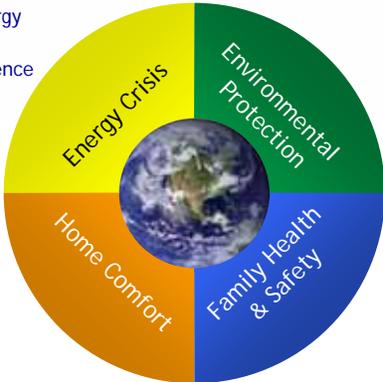





Your Time Has Come




Consumer Demand Drivers



- Fighting skyrocketing energy prices
- Concerns about rising energy consumption
- Calls for energy independence

- Concerns about global warming
- 77% worried about the environment
- Carbon and other offset markets
- Being "Green" is in vogue

- Consistent temperatures throughout the home
- Draft free rooms
- Quiet environment
- Increased home value

Desire/need to address:

- Poor indoor air quality
- Carbon monoxide poisoning
- Natural gas leaks

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Differentiation

- We can sell comfort, health, and safety—and be able to deliver!
- Unmatched credibility due to the Test-in, Test-out process
- Throughout, we educate the homeowner and they make better choices.
- Customer emotional involvement leads to 40-50% referral based sales



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Facilitates the sales process and improves satisfaction

- Stronger customer relationship
- Increases job sizes
 - Syracuse—average ticket size increased from less than \$7,000 to more than \$9,000
- Raises closing rates
 - Syracuse—from less than 25% to more than 40%
 - With finished selling system, even higher
- Minimizes callbacks and liabilities
 - If and only if QUALITY is integral

8 



Example, customer calls for attic insulation (cold room for years)



9



And she got insulation...after air-sealing



10





But also a wet crawlspace treatment...



11



...and some site drainage solutions including gutters and regrading...



12





...and a new furnace



...along with some ENERGY STAR appliances and combustion safety testing

13



A Tale of Two Houses



Before

- 1,320 square feet
- Heat: 198 million BTUs/year
- 6,000 kWh/year



After

- 2,030 square feet
- Heat: 85 million BTUs/year
- 3,000 kWh/year

*60% less heating usage!
50% less electricity usage!*



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 **Basics: Marketing Home Performance**





If you want leads, YOU must market.

You can't rely on any program to do it for you!

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Marketing Activities

- Newspaper
- TV
 - Commercials
 - Talk shows
- Radio
 - Very segmented only
- Home Shows/Fairs
- Vehicles
- Telemarketing
- Home Energy Makeover Contest
- Direct mail
 - Mostly to our customers
- Newsletters
- Job Signs/Door Hangers
- Pens, hats, shirts, etc.
- SGLs
- And more!*

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People don't want heating fuel or coolant, people want cold beer and hot showers.

--Amory Lovins



Why People Call Us

- Comfort Problems
- Because they want (one of:)
 - Windows
 - HVAC
 - Insulation
- Building Performance Issues, e.g.,
 - Ice Damming
 - Moisture issues
- High Energy Bills





Terms and Ideas that make people say - HUH?



- Stack Effect
- ACH50
- MVG (or BTL, or...)
- Manual J
- Delta-T
- Pascals
- *And many more...*

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Marketing Examples





New York's Furnace Tax Credit Expires June 30!

NAME
ADDRESS
ADDRESS

Dear NAME:

Thank you for your past business. I am writing to make sure that you were aware that you only have about a month left to take advantage of an opportunity to install a high-efficiency furnace with an amazing offer.

Is your furnace in line with the law? New York State is offering a \$300 tax credit for the installation of high-efficiency furnaces, and the tax credit expires **June 30, 2007**. This high-efficiency furnace also qualifies for a \$200 federal tax credit and a 10 percent cash-back incentive from NYSEERDA for qualified homeowners. And, for one furnace installed before the New York State credit expires next month, GreenHomes will provide an additional \$300 off. This means you can **save more than \$1,000** if you act now. There has never been a better time to enjoy a more premium, high-efficiency furnace.

I understand that I've recently installed furnaces for some of you, and you may not be able to take advantage of this deal. So I'm offering you a \$300 off a new air conditioning or air conditioning and heat pump system package. These improvements will help you stay cool all summer long.

GreenHomes by Enltherm has been serving Central New York for more than 25 years. We are New York's most honored Home Performance contractor, having won New York's Home Performance with ENERGY STAR® "Outstanding Achievement" award three consecutive times. Our commitment to quality and service means that, regardless of what systems you choose, GreenHomes makes your house the way it should be — cozy and comfortable — free of drafts, filled with clean air, and rooms that are the same temperature throughout the season and year. Our comprehensive approach to improving your home will also make your home use dramatically less energy. This reduces your utility expenses and helps America be less dependent on foreign oil and natural gas.

Home Performance with ENERGY STAR can help you lower your energy bills and make your home safer and more comfortable. And GreenHomes can show you the way. With our 180-day same as cash financing, you won't even have to make payments until next Fall!

If you call **today** at 671-2699, our 3rd and 4th certified GreenHomes Advisor will perform a Comprehensive Home Assessment of your home absolutely **FREE** — that's a \$175 value! Using the latest technology and tools, the Advisor will see your house for success in high energy use, comfort issues, and the safety of your home's combustion appliances.

Sincerely yours,

Frank LaFola
General Manager, GreenHomes by Enltherm.

P.S. Call and ask to receive our free e-newsletter with tips to stay comfortable and save money!

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Insulate Against the Weather and High Utility Bills

Adding insulation and air sealing dramatically improves the comfort and energy efficiency of your home and reduces your utility bills.

- 100% satisfaction guaranteed
- Incentives & low interest loans
- Eliminate drafts
- 5-time ENERGY STAR® award winner
- Professional technicians
- Lifetime guarantee
- Stop utility bill overpayment
- Free energy assessment
- Environmentally friendly

SERVING CENTRAL NEW YORK FOR OVER 25 YEARS!



CALL TODAY!

No Heat? Don't Worry... GreenHomes Will Fix Your Furnace Fast!

For expert heating and cooling service and replacement, call GreenHomes America. Improving the #1 goal!

- Pricing
- Incentives & low interest loans
- Professional technicians
- Free energy assessment
- Environmentally friendly

SERVING CENTRAL NEW YORK FOR OVER 25 YEARS!



CALL TODAY! (315) 474-6549

Window Shopping? Call for Expert Window and Door Replacement

Replacing your leaky windows and doors will dramatically improve the comfort and energy efficiency of your home.

- 100% satisfaction guaranteed
- ENERGY STAR® labeled windows
- Professional technicians
- Free, quality estimates
- 5-time ENERGY STAR® award winner
- Incentives & low interest loans
- Free energy assessment
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- Free energy assessment
- Lifetime guarantee

SERVING CENTRAL NEW YORK FOR OVER 25 YEARS!



CALL TODAY! (315) 474-6549

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A More Comfortable, Energy-Efficient Home. Guaranteed.



GreenHomes award-winning solutions have helped nearly 10,000 New York families improve the comfort, durability, and energy efficiency of their homes.

The GreenHomes Comfort & Energy Solution
Heating & Air Conditioning • Windows & Doors
Insulation & Air Sealing • Indoor Air Quality Solutions

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



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

801 Hiawatha Blvd. East • Syracuse • 671-COZY(2699) • www.greenhomesmarin.com

FREE
Home Comfort
& Energy Assessment
(\$50 Value)

\$400 OFF
Cool Home
Insulation Package

\$500 OFF
Any Central
Air Conditioning System

25



Get Paid To Improve Your Home!

The Government Wants To Pay You To Make Your Home More Energy Efficient this Winter...

Call Today!
(315) 671-COZY

Financing Now
As Low As 1%!

* Terms and conditions apply. Please call for details.

\$400[†] OFF | Any ENERGY STAR® Heating System
Plus up to an additional \$700 in tax credits!

\$400[†] OFF | Wall & Attic Insulation Package

FREE[†] Window | Buy 4 Windows & Get the 5th Free
Free window of equal or lesser value. Limit of 2 free windows per customer.

† Coupons expire 12/31/06. Offers subject to change without notice. Copyright © 2006, GreenHomes America.






801 Hiawatha Blvd. East, Syracuse NY 13208

HEATING AND AIR CONDITIONING
WINDOWS AND DOORS
INSULATION AND AIR SEALING
INDOOR AIR QUALITY SOLUTIONS

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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 seems 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 off our bedrooms?

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 conducts down into your home. Even when the first floor is comfortable, this constant flow of heat from the attic can make 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-maintained. 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 glow (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 six years or older, you may be a candidate for replacement. In general, 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 it uncomfortable.

Landscaping Tip: With the rains 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 house 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 selected 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

Call Your Home Improvement Experts and Start *Saving Money* Today!



671-COZY

(671-2699)

Serving OH for more than 25 years.

Offering award-winning delivery of:

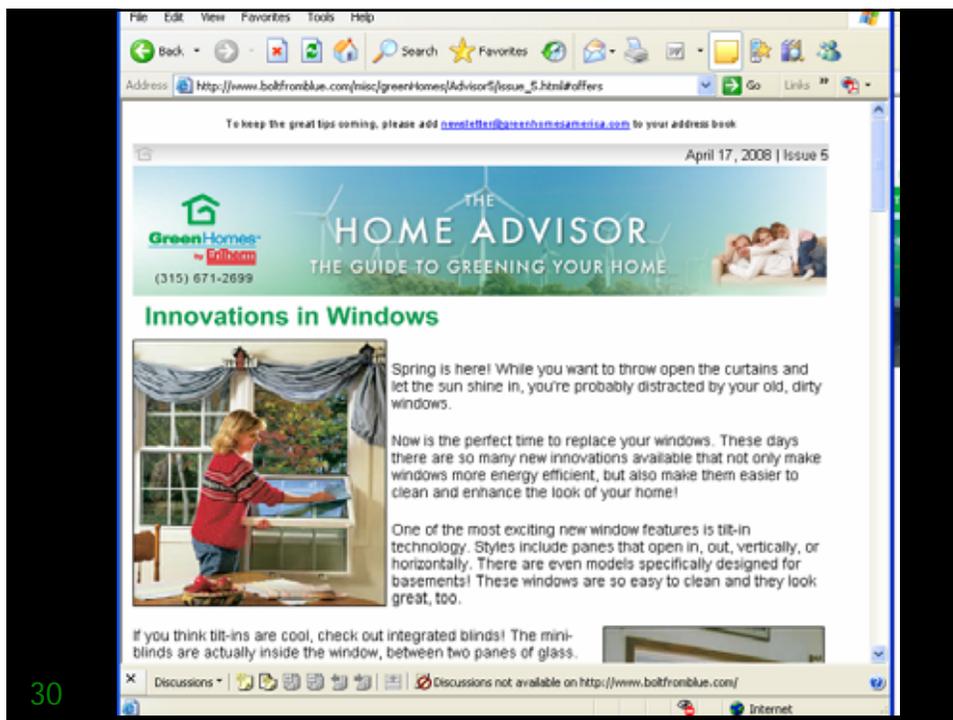
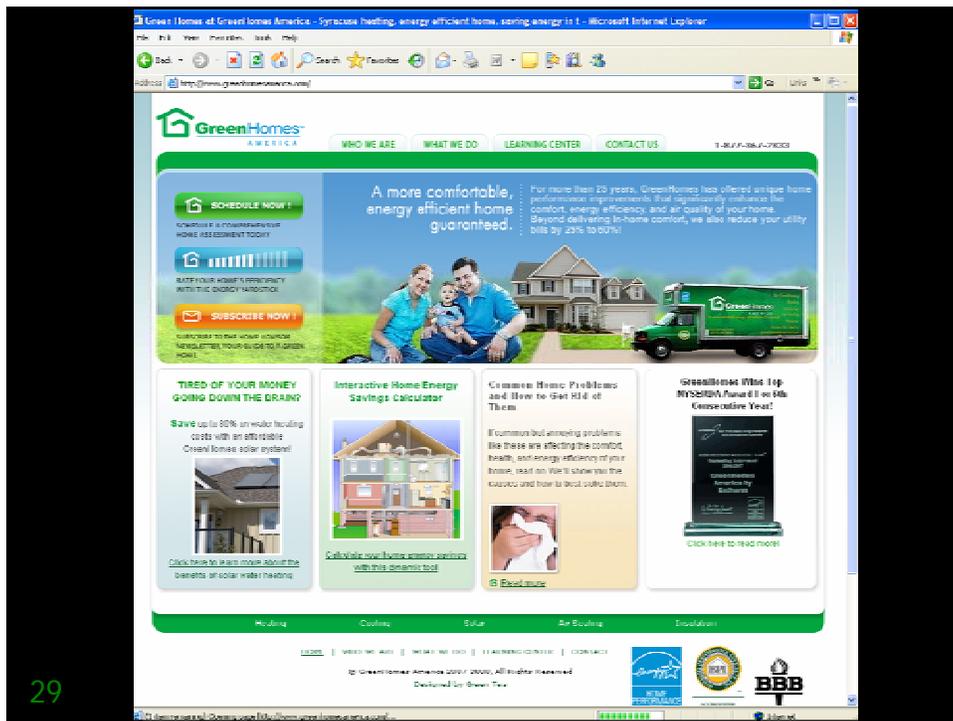
- Home Energy Assessments
- Windows and Doors
- Insulation
- Heating & Cooling
- Indoor Air Quality Solutions
- Solar Photovoltaic (PV)

Home Performance with ENERGY STAR® - making homes more comfortable, safe and energy efficient to live in!



Vehicle Wraps





Consider this list...

1. The first time a man looks at an ad, he doesn't see it.
2. The second time, he doesn't notice it.
3. The third time, he is conscious of its existence.
4. The fourth time, he faintly remembers having seen it.
5. The fifth time, he reads the ad.
6. The sixth time, he turns up his nose at it.
7. The seventh time, he reads it through and say "Oh, Brother!"
8. The eighth time, he says, "Here's that confounded thing again!"
9. The ninth time, he wonders if it amounts to anything.
10. The tenth time, he will ask his neighbor if he has tried it.
11. The eleventh time, he wonders how the advertiser makes it pay.
12. The twelfth time, he thinks it must be a good thing.
13. The thirteenth time, he thinks it might be worth something.
14. The fourteenth time, he remembers that he wanted such a thing for a long time.
15. The fifteenth time, he is tantalized because he cannot afford it.
16. The sixteenth time, he thinks he will buy it someday.
17. The seventeenth time, he makes a memorandum of it.
18. The eighteenth time, he swears at his poverty.
19. The nineteenth time, he counts his money carefully.
20. The twentieth time he sees the ad, he buys the article.

--Thomas Smith, 1885

From *Guerrilla Marketing* by Jay Conrad Levinson, 1998

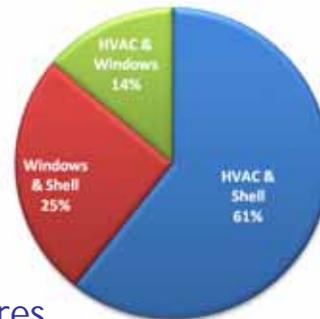


Basics: Selling Home Performance



Marketing Home Performance is Hard—Selling is Easier!

- 99% of customers calling us are for single measures:
 - 45% of installations are for single major measures
 - 37% of installations are for two major measures
 - 18% of installations are for three or more major measures



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How would you define our primary goal for each homeowner?

- Help homeowners lower their energy costs?
- Deliver comfort, indoor air quality, health, safety, peace of mind, quality, and more?
- Help reduce dependence on foreign (oil & gas) energy sources?
- Reduce pollution, global impact and more???

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WHATEVER YOUR CLIENT NEEDS!

- *Your job is to:*
- Understand the true needs and desires of your client
- Build value for, and, offer viable solutions and recommendations
- Help your client become comfortable accepting them.

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People don't want heating fuel or coolant, people want cold beer and hot showers.

--Amory Lovins



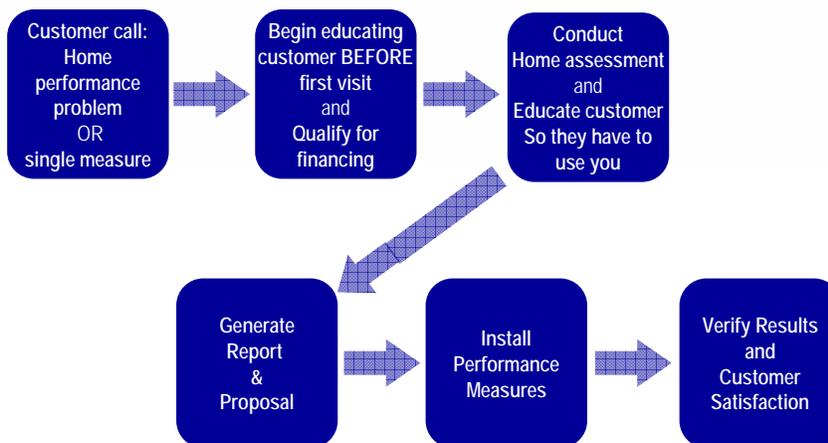
Of Equal Importance...

- Always give your client options.
- Also, be willing to do it “right”
- Always perform a CHA!

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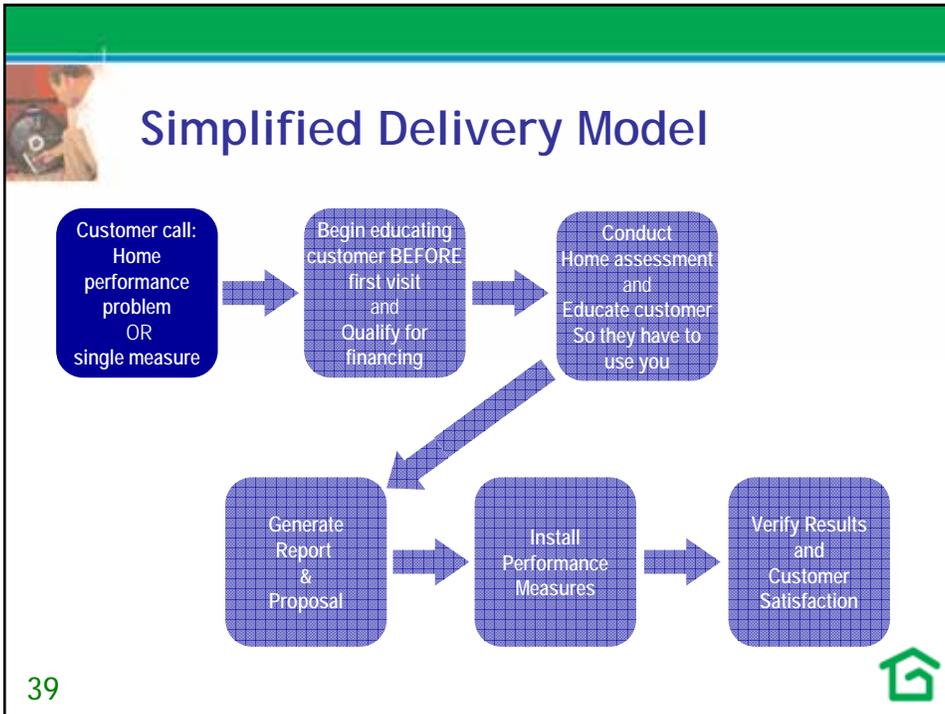


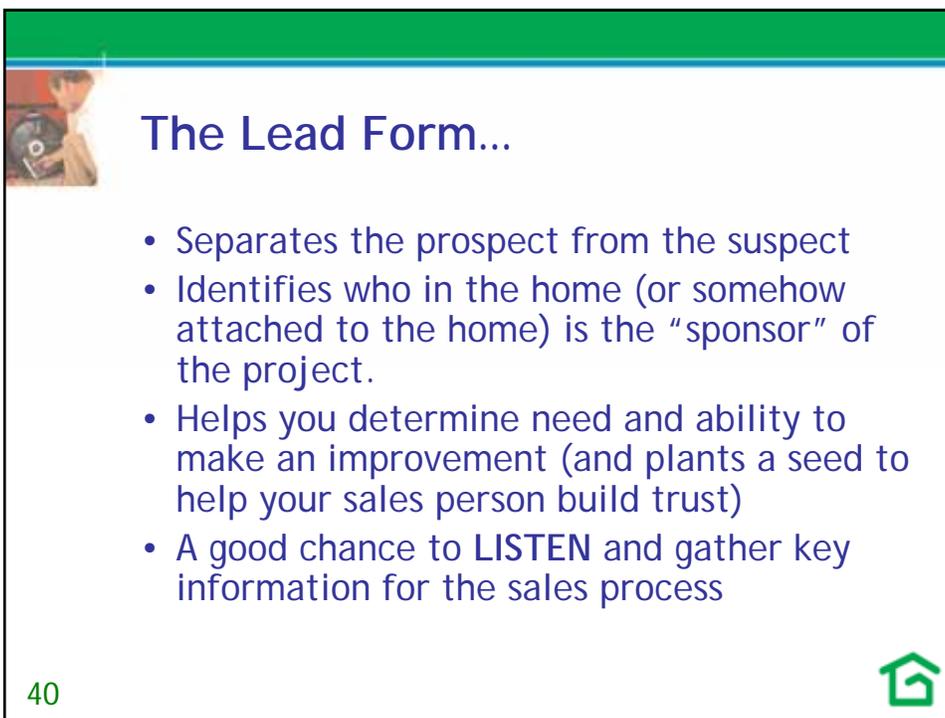
Simplified Sales/Delivery Model



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- 
- The Lead Form...**
- Separates the prospect from the suspect
 - Identifies who in the home (or somehow attached to the home) is the “sponsor” of the project.
 - Helps you determine need and ability to make an improvement (and plants a seed to help your sales person build trust)
 - A good chance to **LISTEN** and gather key information for the sales process
- 40 



What You're Looking For

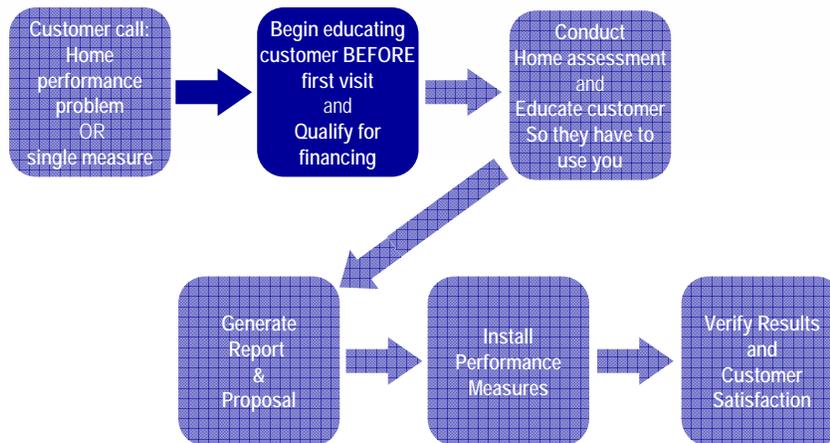
The natural conclusion of a sales call is a close with a signed contract if three elements are present...

1. Need
2. Ability
3. Trust (you usually won't gain this on this first phone call—but you can lose it on that call)

41



Simplified Delivery Model



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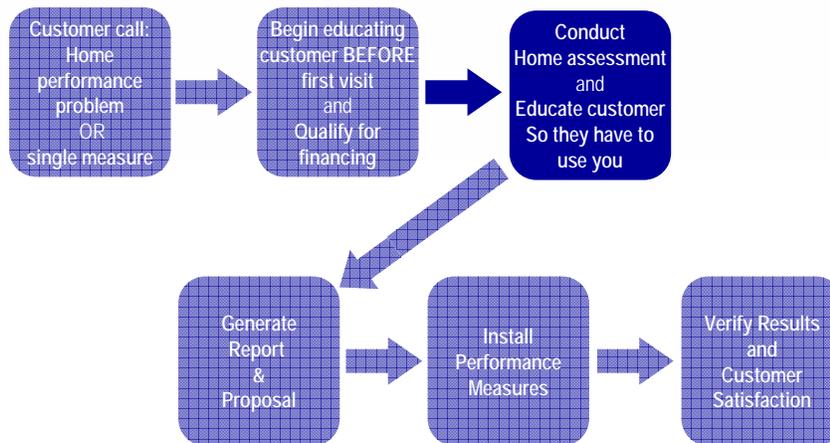
Introduce the Company

- Who you are
- How you approach the problem—and why
- The types of solutions the customer can expect
- Set expectations for the visit

43



Simplified Delivery Model



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Don't miss the basics - The things you should be doing anyway

- Arrive on time and plan to spend enough time for the client
- Ask questions to learn about home conditions and concerns
- Provide a comprehensive assessment
- Explain your expert findings and provide honest opinions and recommendations

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The Psychology of the Buying Process

- It's more than just performing a Comprehensive Home Assessment
- Establish a proper relationship
- Completely understand their needs/desires and inform the homeowner what the technical information means to them
- Present recommendations and solutions
- Support materials, affordability & budgets

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Client Psychology, cont...

- Your client must understand and believe that your recommendations will improve and/or solve their concerns and needs.

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There's a lot going on in the home assessment



- Meet & Greet (and listen)
- Detailed Inspection (Interior & Exterior)
- Diagnostics and Observations
- Document Findings (inc. H&S)
- Present Recommendations
- Develop Workscope & Pricing
- Estimate Energy Savings
- Educate homeowner
- *And Sell the Job!*

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Involve the customer...

- From the visual inspection,



- Through the advanced diagnostic tools



The technical information...

- *Try to use "real world" examples!*
- Communicate the all the EMOTIONAL VALUES of the facts and your options, to each client.
 - Comfort, health, IAQ, safety...
 - Utility Savings, Peace of Mind...
 - Environmental Improvements, etc...

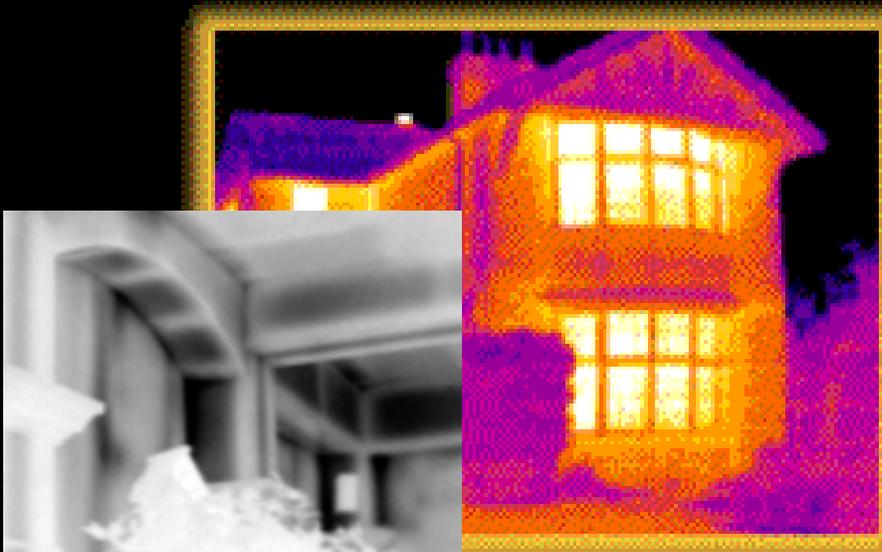
50







IR Cameras can really help tell the story...



Document what you find



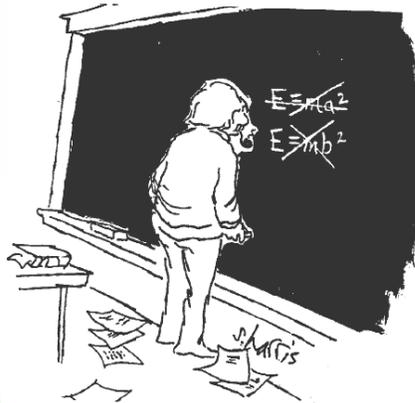
| Interior: | | | Setback Thermostat? | | Recommendations: |
|------------------------|-------|-------|--------------------------------|------------|-------------------------|
| Conditioned Area (sf): | 2,100 | sf | Yes | No | 1 Attic Insulation & AS |
| Ambient CO: | 0 | ppm | Yes | No | 2 Wall Insulation |
| Efficient Lighting: | Most | Some | Yes | No | 3 Windows |
| CO Detectors? | Yes | No | Yes | No | 4 Doors |
| R. Cans in Attic: | Yes | No | Yes | No | 5 Heating Sys |
| Smoke Detectors? | Yes | No | Yes | No | 6-BHW |
| C: | | | Attic Ventilation Needed? | | 7 Seal Interior Soffits |
| (exist) - FLAT | Fib | 2 | Yes | No | 8 Garage Ceiling |
| (exist) - Slopes | | | Yes | No | 9 |
| I: | | | Return Vents in Walls? | | 11 Weather-strip Main |
| (exist) | Fib | 3 1/4 | Yes | No | 12 Door |
| Windows: | | | Wall Thickness? | | 13 |
| (exist) | | | 4 | 6" | 14 |
| Quality of Windows: | Good | Fair | Single | Double | 15 CFL's |
| | | | Yes | No | 16 CO Det () |
| Basement/CS: | | | Basement | | 17 Gas Leaks |
| (exist) | None | | Crawl Space | Slab | 18 Drip Leg |
| (exist) | | | C-Space Vapor Barrier? | Has-Needed | |
| (exist) | | | Basement/Crawl Ceiling Height: | 7 Ft | |



5

Estimating Energy Savings

In the middle of all the other tasks, the advisor is trying to estimate energy savings for the project...



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Presentations Aids

There Is A Reason...

RECOGNIZED AN
UNPRECEDENTED 5 YEARS IN
A ROW AS THE TOP HOME
PERFORMANCE COMPANY
FOR ENERGY SAVINGS AND
OUTSTANDING ACHIEVEMENT
BY NYSERDA.

MEMBER IN GOOD STANDING WITH THE BETTER BUSINESS BUREAU

We Make Our Promises In Writing!

We pledge that you will receive all of the benefits you are entitled to from any home energy, comfort or home improvement project we perform.

We certify all of our unique guarantees in writing to protect your investment and to ensure that you and your family will be completely satisfied for years to come.

Nothing else is acceptable to us and nothing else should be acceptable to you!

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Work in a few trial closes

- *Wouldn't it be nice to no longer have that cold bedroom over the garage? YES.*
- *Are you tired of that musty crawlspace smell filling your house? YES.*
- *Is it time to stop throwing most of your cool air right outside? YES.*

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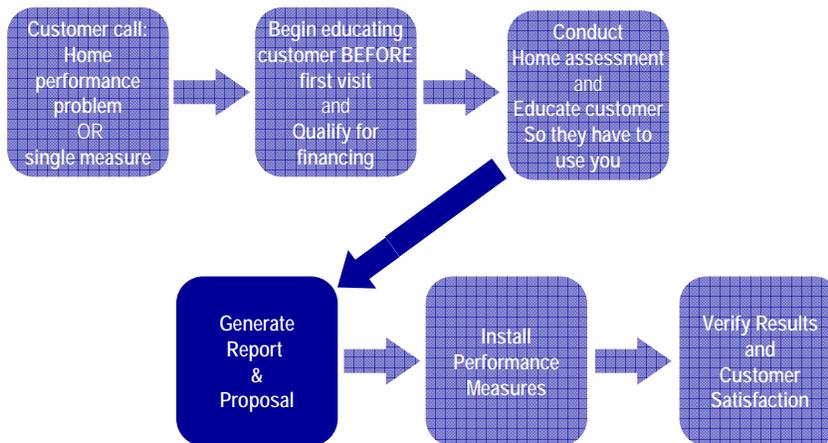
Learn when to stop!

- Time and money are limited
 - Don't waste homeowners' time
 - Don't bloat your own overhead
- Every house is **NOT** a research project.
- Get what you need, and get out.
- You must include the critical diagnostics, however. And remember that much of the diagnostics are also useful sales tools.

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Simplified Delivery Model



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Opportunity: One Call Close

- *Many contractors miss this opportunity to increase close rates and decrease overhead!*
- The evaluation and sales call generates a lot of excitement—strike while the iron is hot
- Again, every house is not a research project
- Works best with a pre-qualified customer—conceptually and financially
- You need to understand your costs and pricing!
- You'll absolutely need fast and simple financing for this

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At the Kitchen Table, be prepared to...

- Educate the customer
- Present findings & recommendations
- Present benefits of the project (including program benefits)
- Explain how the work would be done
- Present workscope packages & costs
- Complete loan application



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Workscope/ Contract Docs

Including:

- All Recommendations
- Detailed Workscope

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Customer Reactions



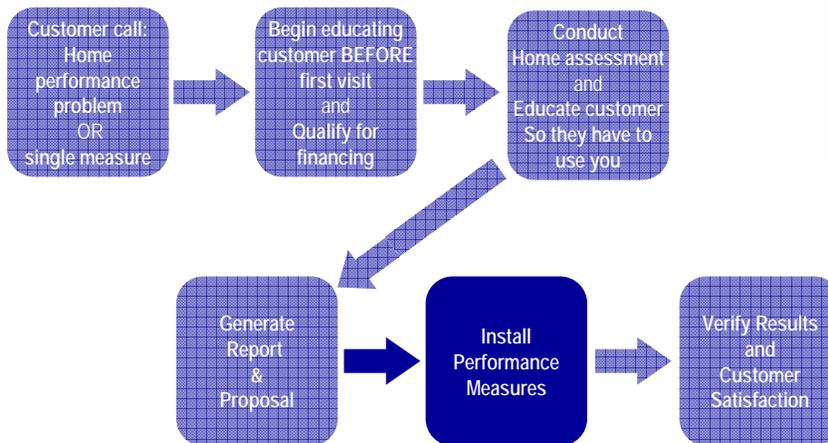
To sell you need Financing

- Most customers can't—or don't want to—pay cash for big ticket jobs.
- More attractive rates help,
- BUT ease of access is critical
 - Simple, quick, and hassle free
- Having multiple financing tools in your belt is a big plus
 - Need ways to reach hard-to-qualify homeowners

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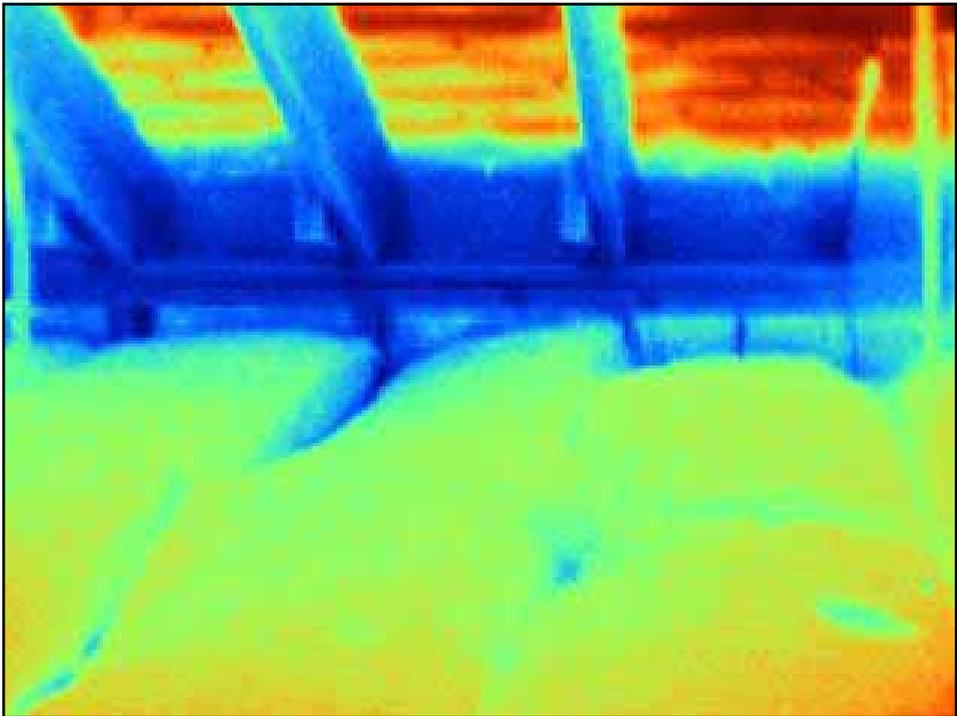
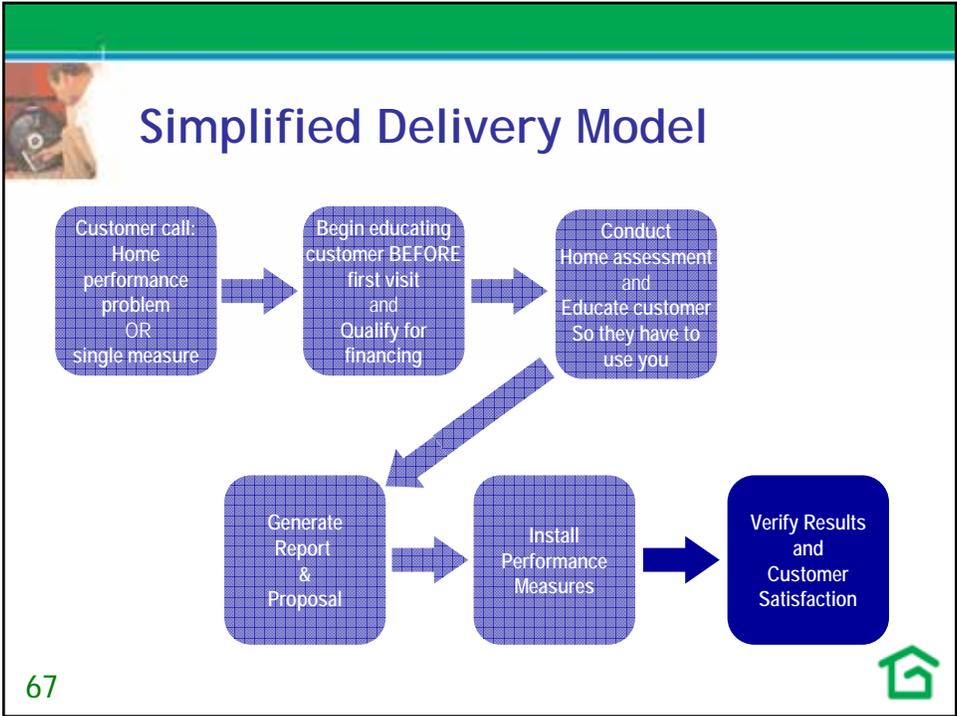


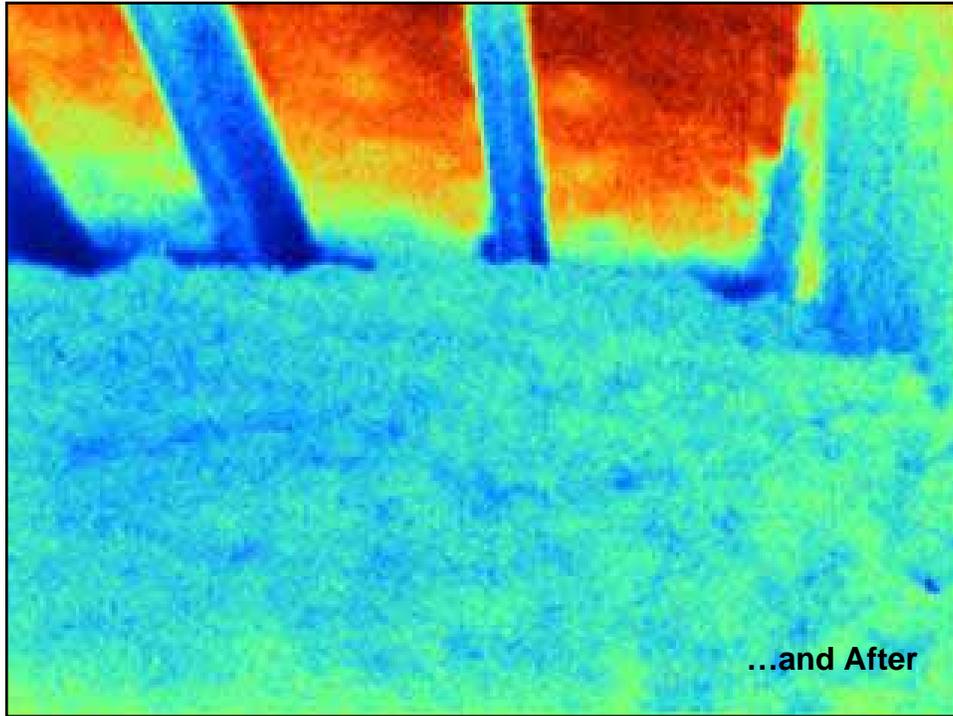
Simplified Delivery Model



66







 You want happy customers...

We are extremely happy with the work that has been done. Our house is incredibly comfortable now. Thanks!

—Todd and Jenny,
Morrisville, NY

70 



Opportunity: Customer for Life

- Great results lead to very happy customers
- Contractor becomes the trusted source
- Opportunity of generate ongoing revenue through maintenance contracts and additional services
- Happy customers give referrals and start the qualification process on the next generation of customers

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Throughout the Sales Process, Have a “Systematic Approach” .

- Use and develop a “system” to ensure that you don’t miss anything that might be important to the homeowner
- Respect the home, the homeowner, their time and demonstrate integrity
- Know and follow the details of your “program” - Make realistic promises!

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Questions & Comments



GreenHomes™

A M E R I C A

Comfort. Energy Savings. Guaranteed.

greenhomesamerica.com

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