




# 7 Key Things to Jump Start Your Business

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## About GreenHomes America

- Founded in 2005 by The Linc Group
- Operations in upstate New York
- Leader in home performance contracting with 10,000+ customers
- Emphasis on quality
- Nationwide beginning Q3-2008




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## What this is *NOT*

- **Technical**

I *won't* be talking about blower door diagnostics, airflow across the coils, or the impact of radiant heat transfer on occupant comfort.

- **Advanced topics**

You *won't* learn all you need to know about marketing, sales, or business systems.

- **Home performance specific**

Most of what I'll talk about could apply to almost *any* business.

- **A discussion of converting from a rating business to a home performance contractor**

But I'll stop a bit early for questions along those lines

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## 7 Simple Things



1. Figure out what business you're in!
2. Make it Easy for Your Customer
3. "Get the Right People on the Bus"
4. Effective Marketing
5. Tracking, Tracking, Tracking and Metrics (KPIs)
6. Pricing
7. Reward what you want to see. Incentivize!

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## Figure Out What Business You're In

## Consumer Demand Drivers

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


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

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

Desire/need to address:

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

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## What business SHOULD you be in?

- Rating?
- Installation?
- Existing Homes?
- New Construction?
- Residential?
- Commercial?

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## Where can you...

- Seize an Opportunity
- Use Your Unique Skills and Characteristics—Competitive Advantage
- Make Money
- Have Fun

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## Make it Easy For Your Customers



• Eighty percent of success  
is showing up.

• --*Woody Allen*





## Corollary—Don't Scare Your Customer



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## DUH!

- Answer the phone
- Return phone calls
- Show up on time
- (Call if you're running late.)
- Don't track doggie doo on the carpet
- Don't smoke in the house
- Don't pee in the sink
- Clean up when you're done.

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## 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
- **Make it easy for your customers to buy from you!**

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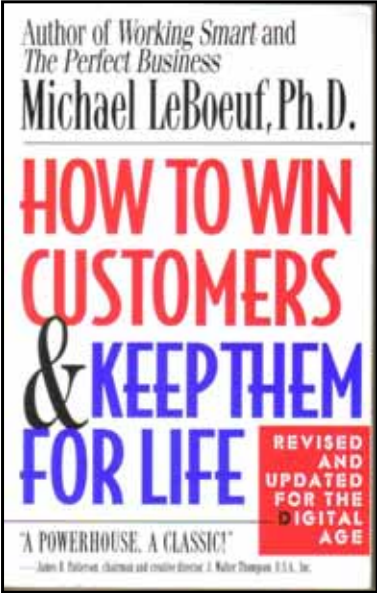


## Other things we do

- One-stop shopping
- Facilitate any program paperwork
- Tax credit information
- Simply look for ways to be helpful

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Author of *Working Smart* and *The Perfect Business*  
**Michael LeBoeuf, Ph.D.**

**HOW TO WIN CUSTOMERS & KEEP THEM FOR LIFE**

REVISED AND UPDATED FOR THE DIGITAL AGE

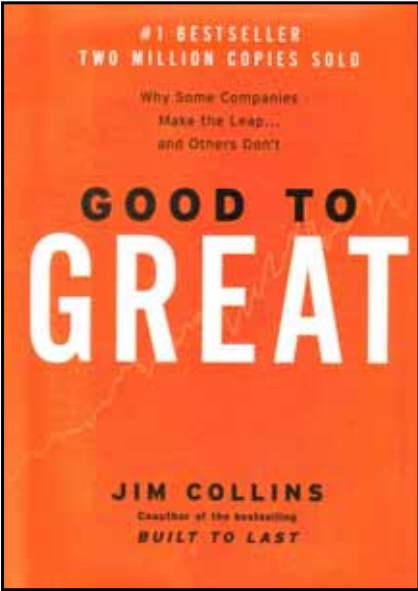
"A POWERHOUSE. A CLASSIC!"  
—John B. Patterson, chairman and creative director, J. Miller Thompson, S.S.A., Inc.

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**Get The Right People on The Bus**






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Why Some Companies  
Make the Leap...  
and Others Don't

# GOOD TO GREAT


JIM COLLINS  
Coauthor of the bestselling  
*BUILT TO LAST*

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# Marketing





If you want leads, YOU must market.

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

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## 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

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

*--Amory Lovins*



### 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
- 3-time ENERGY STAR® award winner
- Stop utility bill overpayment
- Incentives & low interest loans
- Professional technicians
- Free energy assessment
- Eliminate drafts
- Lifetime guarantee
- Environmentally friendly

25% Energy Savings

**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  
es & low interest loans  
cool technicians  
free energy assessment  
environmentally friendly

25% Energy Savings

### 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
- 3-time ENERGY STAR® award winner
- Stop utility bill overpayment
- ENERGY STAR® labeled windows
- Incentives & low interest loans
- Free energy assessment
- Professional technicians
- Fast, quality installation
- Lifetime guarantee
- Environmentally friendly

25% Energy Savings

**CALL TODAY! (315) 474-6549**

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25% Energy Savings

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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 Jenny Slabough



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

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



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 vents aren't necessarily better. But how else can we cool off our bedrooms?*  
Karee, 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 floor 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 A/C 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 as high as 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 areas 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 glow (without the heat!) that many people prefer over the cool whites. Simple steps like shading windows to block out the sun can also be a big help.

Of course, you should have both your A/C 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 A/C is, but if it's 10 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 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 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 home in the winter. According to the U.S. Department of Energy, carefully chosen trees can cut the average household's energy consumption by as much as 21 percent. Send questions or sign up for my newsletter at [homeadvisor@greenhomesamerica.com](mailto:homeadvisor@greenhomesamerica.com)

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# Vehicle Wraps



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For more than 25 years, GreenHomes has offered unique home performance improvements that significantly enhance the comfort, energy efficiency, and air quality of your home. Beyond delivering in-home comfort, we also reduce your utility bills by 20% to 50%.

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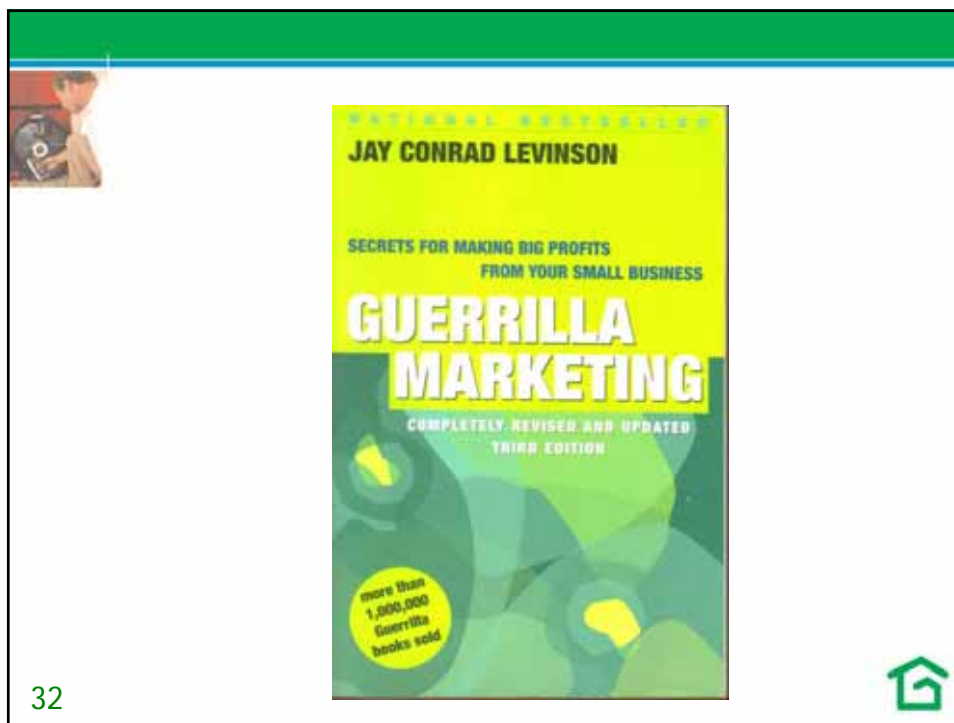
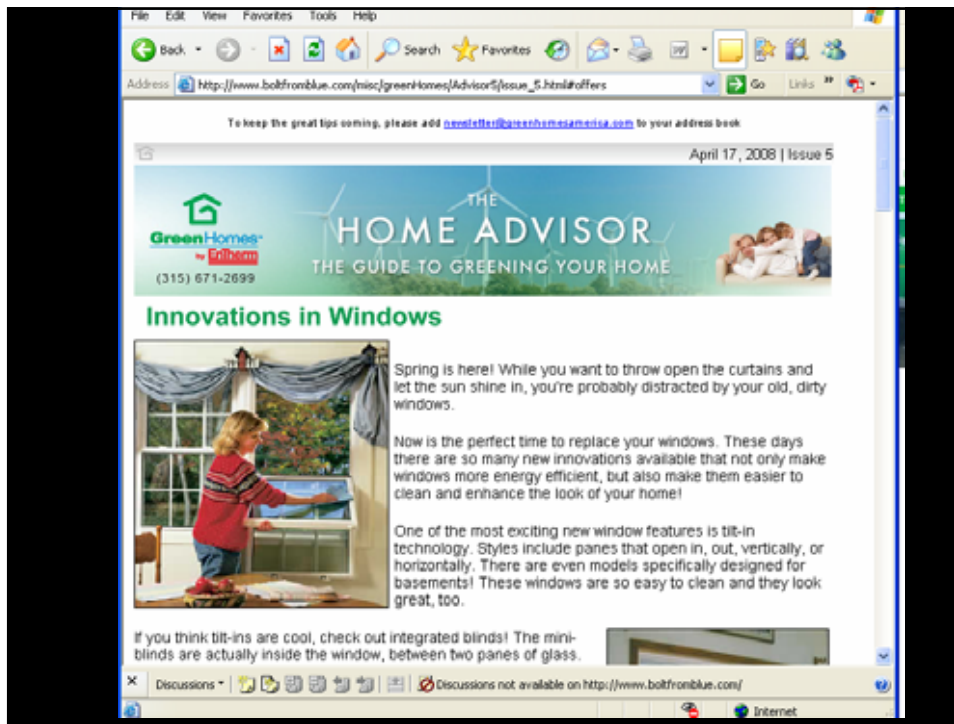
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## The Lead Form...

- 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

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### Qualifying the Lead

Customer Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_ Mr.@ work  
 Cell Phone: \_\_\_\_\_ Mrs.@ work  
 Email address: \_\_\_\_\_

*(note: ask for e-mail address only casually; say it's for later for*

Got our name from: **Yellow pages** **Newspaper** **TV** **Radio** **Telemarketing**  
**Referral** **Existing customer** **Other**

Problem or type of work needed: \_\_\_\_\_  
 Specific solution in mind? \_\_\_\_\_  
 Further details of need (probe): \_\_\_\_\_  
 Now I have a few questions that will help us understand your needs and save you time later:  
 How soon do you want to get this work finished? \_\_\_\_\_  
 How long have you owned your home? **Years:** \_\_\_\_\_ **Don't own** (Who is paying for this work?) \_\_\_\_\_

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## 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)

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## Tracking & Metrics





## How do you know how you're doing?

- *How many leads do you need today to meet your production targets the week of April 6?*
- *Are sales on target for February?*
- *What margin did we make on the LaSala job? If it was high or low, why?*
- *What is our expected profit for February?*

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## How do you know how you're doing?

- *How are we doing on receivables and collections?*
- *Should we be hiring, adding trucks, or digging in?*

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Microsoft Excel - Demo GHA Metric Tracking\_TP\_2009.xls

File Edit View Insert Format Tools Data Window Sort Order Help Add-In PDF

Report Week: 2/9/09  
Location: Syracuse

	Weekly Goal	Weekly Actual	M-T-D Goal	M-T-D Actual	Q-T-D Goal	Q-T-D Actual
<b>GHA METRICS</b>						
Leads	2200	2200	2200	2200	2200	2200
<b>Appointments</b>						
New HPA Appointments Run	1000	1000	1000	1000	1000	1000
2nd Visits	1000	1000	1000	1000	1000	1000
Assessments Completed	1000	1000	1000	1000	1000	1000
Sold	1000	1000	1000	1000	1000	1000
Close Rate	1000	1000	1000	1000	1000	1000
<b>Sales &amp; Production</b>						
Total Sales (Goal = 10% of target)	1000	1000	1000	1000	1000	1000
Service Ordered	1000	1000	1000	1000	1000	1000
HPC Production	1000	1000	1000	1000	1000	1000
Multifamily Production	1000	1000	1000	1000	1000	1000
<b>Total Production</b>	1000	1000	1000	1000	1000	1000
Current Backlog	1000	1000	1000	1000	1000	1000
Weeks	1000	1000	1000	1000	1000	1000

Dashboard / Targets / Res Leads / Res Assessment Sold / Res HPA Count / HP Sales / Weekly / Monthly / Q1 Context / Q2 Context

Pricing



## Which costs you more to install?

- New furnace

*OR...*

- New furnace
- Duct redesign and balancing
- Duct-Sealing

What about...

- Air-sealing
- Insulation
- Throw in a some lighting

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If it costs you more to install, you have to charge more!

To charge more, you have to differentiate and build value...

...and be able to consistently deliver on that value

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## Corollary 1

If you don't offer folks more, most won't ask for more.

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## Corollary 2

Sometimes they will ask! And people may be willing to go much deeper than you're used to. If this is what they want, you don't have to talk them out of it!

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## Reward What You Want To See



## Other Resources



## Save the Dates!



HOUSE AS A SYSTEM

ACI Home Performance Conference 2009  
Kansas City, MO



April 27 – May 1, 2009  
Hyatt Regency Crown Center  
[www.affordablecomfort.org](http://www.affordablecomfort.org)

Cover of the "Home Energy" magazine featuring "GROWING GREEN BUSINESSES" and "LEED Platinum Off the Grid".

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A small green house icon.



Talk with your peers



[www.encyfirst.org](http://www.encyfirst.org)

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Questions & Comments





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