



# *Marketing Techniques for Raters and Contractors*

*RESNET Conference*

February 18, 2009; New Orleans

**Ed Thomas, UtilityExchange.org  
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(970) 209-8347**

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



# *Ed Thomas*

- Director, **UtilityExchange.org**
  - Regional Workshops and Webinars
- Managing Partner, **Market Development Group**
  - Home Performance with ENERGY STAR® Workshops
- Manager, **Intermountain Energy**, Delta-Montrose Electric Assn
  - Over 500 Geothermal Heat Pumps Installed
  - Light Bulb Fund Raiser
  - Home Energy Makeover Contest

## **Education**

- Bachelor of Science in Communications from Butler University
- Masters of Science in Marketing from The American University



# GreenHomes America

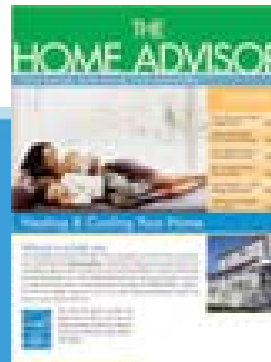
[www.greenhomesamerica.com](http://www.greenhomesamerica.com)



ACCREDITED  
CONTRACTOR



- Customer referrals are best source
- Radio spots are worst (talk shows good)
- \$1,000 for biggest icicles
- Free audit (if you prequalify)
- 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)





# GreenHomes America

## www.greenhomesamerica.com

The screenshot shows the GreenHomes America website with a navigation bar at the top. The main content area features a large banner with the headline "A more comfortable, energy efficient home guaranteed." Below this, there are several sections: "Tired of your money going down the drain?", "Interactive Home Energy Savings Calculator", "Common Home Problems and How to Get Rid of Them", and "GreenHomes Wins Top ENERGY STAR Award for 6th Consecutive Year". The footer includes contact information and various certification logos like ENERGY STAR and BBB.

**GreenHomes by Enltherm**  
A More Comfortable, Energy-Efficient Home. Guaranteed.

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

The GreenHomes Comfort & Energy Solution Heating & Air Conditioning • Windows & Door Insulation & Air Sealing • 1 Make Air Quality Solutions

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

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

801 Howarth Blvd. East • Syracuse • 671-COZY(2699) • www.greenhomesamerica.com

**FREE** Home Comfort & Energy Assessment  
**\$400 OFF** Cool Home Insulation Package  
**\$500 OFF** Air Central Air Conditioning System

**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
- Fast, quality installation
- 5-Year ENERGY STAR® award winner
- Incentives & low interest loans
- Free energy assessment
- Lifetime guarantee

**SEVERING CENTRAL NEW YORK FOR OVER 25 YEARS!**

**GreenHomes by Enltherm**

www.greenhomesamerica.com

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

**We guarantee at least a 25% reduction on your utility bills.**

**GREENHOMES** or **at least 25% ENERGY SAVINGS GUARANTEE**

Don't worry, you don't have to turn down the heat to save money this winter. At GreenHomes by HughesCo, we specialize in whole-home solutions that keep energy and heating costs down while keeping your comfort level up. Using sophisticated diagnostic equipment, we analyze your home's energy efficiency and provide a detailed report. We then provide comprehensive solutions for improvement and do all the work necessary to make your home run as efficiently as possible.

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).

**877-867-2833**

greenhomesamerica.com

New York ENERGY STAR-labeled Homes use less energy, save money and help protect the environment.  
\*Terms and conditions apply. Call for details. © GreenHomes America 2008.

**GreenHomes by HughesCo**  
140 Irwin Place, Amherst, NY 14228

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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 off 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 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 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 hike 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 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 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 staked trees can cut the average household's energy consumption by as much as 25 percent. Send questions or sign up for my newsletter at: homesadvisor@greenhomesamerica.com

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

**GreenHomes by Enltherm**

**671-COZY (671-2699)**  
Serving NY 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 in New York.

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# HughesCo

## www.hughescoinc.com



# Have You Seen Your Energy Bills Lately?

## HUGHESCO CAN HELP!

- Solar
- Heating & Cooling
- Air Sealing
- Insulation
- Windows
- Doors

**Award Winning**



**Home Performance with ENERGY STAR® offers:**

- Receive 10% INCENTIVE of job total (up to \$3,000 FREE)
- Low 5.99% Unsecured Financing Available.
- Assisted Home Performance (Income Dependent) Assisted program requires you to take certain recommendations due to State mandates. Receive 50% INCENTIVE of job total (up to \$5,000 FREE) on Single Family Home or receive 50% INCENTIVE of job total (up to \$10,000 FREE) on Multi-Family Home

CALL FOR DETAILS. Restrictions may apply. Not valid with any other offers or prior contracts.

### ENERGY STAR® Work

Plus Save

**5% Off Work Over \$5,000**  
**10% Off Over \$10,000**  
**15% Off Over \$20,000**

Terms & conditions may apply. Not valid with others or previous contracts. Call for complete details. Expires July 29, 2007



ACCREDITED CONTRACTOR

## It's Time To Celebrate The Savings!

### By Lowering Your Energy Costs

Let HUGHESCO Inspect Your Home Today!

- Solar
- Heating & Cooling
- Air Sealing
- Insulation
- Windows
- Doors

**ENERGY STAR® Work**

Plus Save

**5% Off Work Over \$5,000**  
**10% Off Over \$10,000**  
**15% Off Over \$20,000**

Terms & conditions may apply. Not valid with others or previous contracts. Call for complete details. Expires June 24, 2007



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Home Performance with ENERGY STAR® - making homes more comfortable, safe and energy efficient in New York!  
 CALL **HUGHESCO** AT **(585) 235-STAR** TODAY!

making homes more comfortable, safe and energy efficient in New York!

# CALL AT (585) 235-STAR TODAY!



ACCREDITED CONTRACTOR

Protect Our Environment for Future Generations with Award Winning HUGHESCO

Solar Heating and Cooling Air Sealing Insulation Windows Doors



ACCREDITED CONTRACTOR

**ENERGY STAR® Work**

**5% Off Work Over \$5,000**  
**10% Off Work Over \$10,000**  
**15% Off Work Over \$20,000**

Terms & conditions may apply. Not valid with others or previous contracts. Call for complete details. Expires 9/30/07

**Home Performance with ENERGY STAR® offers:**

- Low 5.99% Unsecured Financing Available.
- 10% Incentive of job total (up to \$3,000 FREE)
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CALL FOR DETAILS. Restrictions may apply. Not valid with any other offers or prior contracts.



HOME PERFORMANCE WITH ENERGY STAR

Home Performance with ENERGY STAR® - making homes more comfortable, safe and energy efficient in New York!  
 CALL **HUGHESCO** AT **235-STAR** TODAY!



# *Sustainable Spaces*

[www.sustainablespaces.com](http://www.sustainablespaces.com)

- Network, Network, Network
- Company benefit program
- Greenup Comprehensive Home Assessment
- Video case studies
- Discovery Channel, Ellen Degeneres
- 20 Frequently Asked Questions
- “Won’t be the second bidder”



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## Common signs of a Sick House

- ✓ *High Utility Bills*
- ✓ *Asthma and Allergies Worse Indoors*
- ✓ *Musty Smells*
- ✓ *Mold Growth*
- ✓ *Foggy Windows*
- ✓ *Peeling Paint*
- ✓ *Fluctuating Temperatures*
- ✓ *Heating & AC Turns On and Off*
- ✓ *Kids Always Have the Sniffles*

## Healthy Home Inspection

### Heating and Cooling System Evaluation

- Carbon Monoxide Tests
- Drafting Tests
- Combustion Efficiency
- Flue Inspection
- HVAC Inspection
- Duct Air Flow Estimate



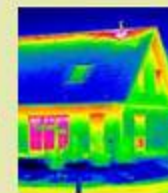
### Whole-House Performance Testing

- Blower Door Test
- Duct Leakage
- Pressure Mapping
- Exhaust Fan Flow
- Envelope Integrity



### Health and Safety Tests

- Mold and Moisture Sources
- Indoor Air Pollution Sources
- Water Quality Test
- Insulation Efficiency
- Roof and Attic Inspection



### Energy Analysis

- Historical Energy Audit
- Lighting Design
- Pump Sizing and Timing
- Appliance Efficiency



## *Home Town Green*

*[www.hometowngreen.net](http://www.hometowngreen.net)*

- Living what you believe
- networking (40 years in community); Search Engines 2<sup>nd</sup>, ENERGY STAR 3<sup>rd</sup>
- Print advertising (phone books) does not pay
- Every municipality in white text on white background on website
- Alliance with local Heating oil contractor
- Lead sheet at phone and input results to CRM; phone survey with email packet
- All phone answerers have boon on more than 1 dozen audits
- Carbon Footprint 101 4-hour workshop for free with \$50 off coupon for audit
- Positioned as more expensive and more thorough
- Primary target market of women ages 45 to 69
- Have \$100K; work 90 hour weeks for first 6 months





# *Green Build Technology*

*[www.greenbuildtechnology.com](http://www.greenbuildtechnology.com)*

- "Governor's Energy Auditor
- Be the energy expert
- Referrals from utility
- College classes
- Newspaper source



## **Healthy Home Energy Analysis**



*The Green Build Technology, LLC Slogan:*

**Heal Your Home  
Heal The Planet**

**Reduce Your Carbon Foot Print**



# *Home Visions West*

*www.homevisionswestcom*

- Home Energy Makeover Contest Sponsor for insulation and windows in partnership with distributors
- Search Engine Optimization
- Angie's List
- Energy Saving Articles
  - Beating Winter's High Heating Costs!
  - Energy Saving Tips For Around The Home
  - Home Energy-Efficiency Improvement Tax Credit
  - The Importance of Duct Sealing
  - Got Attic Mold? Lets Talk Energy Conservation!
  - What You Should Know About Insulation
  - Save Money On Your Utility Bills
  - Preparing Your Home For Winter
  - Energy Star Windows and Doors
  - Why Energy Efficient Windows Are a Clear Choice



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# Performance Systems Contracting

[www.pscontracting.com](http://www.pscontracting.com)



**Before**



**After**





*Joe Kuonen*  
*joekuonen@gmail.com*

- Host a radio show @ \$300 - \$1000/hour
- Co-presenters with pre-screeners
- Position you as energy expert
- Lead-generating machine
- Start small: talk show guest, rural AM
- Beware of dead air





*Asdal Companies*

*[www.asdalcompanies.com](http://www.asdalcompanies.com)*

- Developer outreach
- Home Revival - [homerevival.typepad.com](http://homerevival.typepad.com)





# Who's the Competition:

## *Other Home Performance Service Providers?*

- **New York**
  - Over 10,000 jobs at over \$7,000 per job. Homeowners have invested more than \$50 million in home energy improvements.
  - Plus, over 3,500 income-eligible households for installation of eligible measures under the N.Y. Assisted HPwES Program
- **California**
  - Over 1000 jobs in 2005 for about \$12,000-14,000 with a range up to \$40,000
- **Wisconsin**
  - Over 1,000 jobs in 2005 with homeowners spending over \$3 million of their own money in 1,000+ homes

# 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](http://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

Approved Contractor | EGIA Financing | 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 [866-367-3442](tel:866-367-3442). 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:

# Contractor Direct Financing and Customer Referral Program

**GEOSmart**  
Homeowner Center

Brought to you by: **EGIA**

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

## California Going Green With GEOSmart Loans

**EGIA MAKES ENERGY EFFICIENT HOME IMPROVEMENT AND SOLAR ENERGY AFFORDABLE FOR CALIFORNIA HOMEOWNERS**

EGIA, in cooperation with hundreds of California's top HVAC, windows, insulation, home performance and solar contractors are delivering low interest unsecured financing and extended terms covering virtually all energy efficient home improvement projects and solar installations.

We recognize that California has been particularly hit hard by the mortgage and credit crisis. This coupled by record high energy prices has made it difficult for many homeowners to invest in necessary home energy efficiency improvements. With home values falling and lenders credit qualification criteria becoming more stringent, secured equity financing has all but dried up for many homeowners.

EGIA, leveraging its extensive contractor network and nationwide energy efficiency and solar financing program currently used by leading utility companies and state sponsored resource efficiency programs around the country, has stepped up to assist homeowners during these challenging times. Typical unsecured financing interest

**Latest News**

[EGIA Makes Energy Efficient Home Improvement & Solar Energy Affordable For California Homeowners](#)

[EGIA & Anaheim Public Utilities Launch Home Energy Makeover Contest](#)

Locate An EGIA Approved Contractor

**EGIA**  
ELECTRIC & GAS  
INDUSTRIES ASSOCIATION  
APPROVED CONTRACTOR

- Online Referral Program Matching EGIA Approved Contractors With Motivated Consumers
- 300 Contractors Participating, Statewide
- Participating EGIA Contractors Agree To Buy-Down Rate To 9.99% APR At Their Cost

# *100 Million Existing Homes Today* (And They Ain't Going Away)



- One-third of owner-occupied homes are at least 45-years-old

plus

- Another one-third are between 25 and 45-years-old

equals

- Majority of homes are in increasing need of remodeling and repair...AND upgrade of the home's performance.



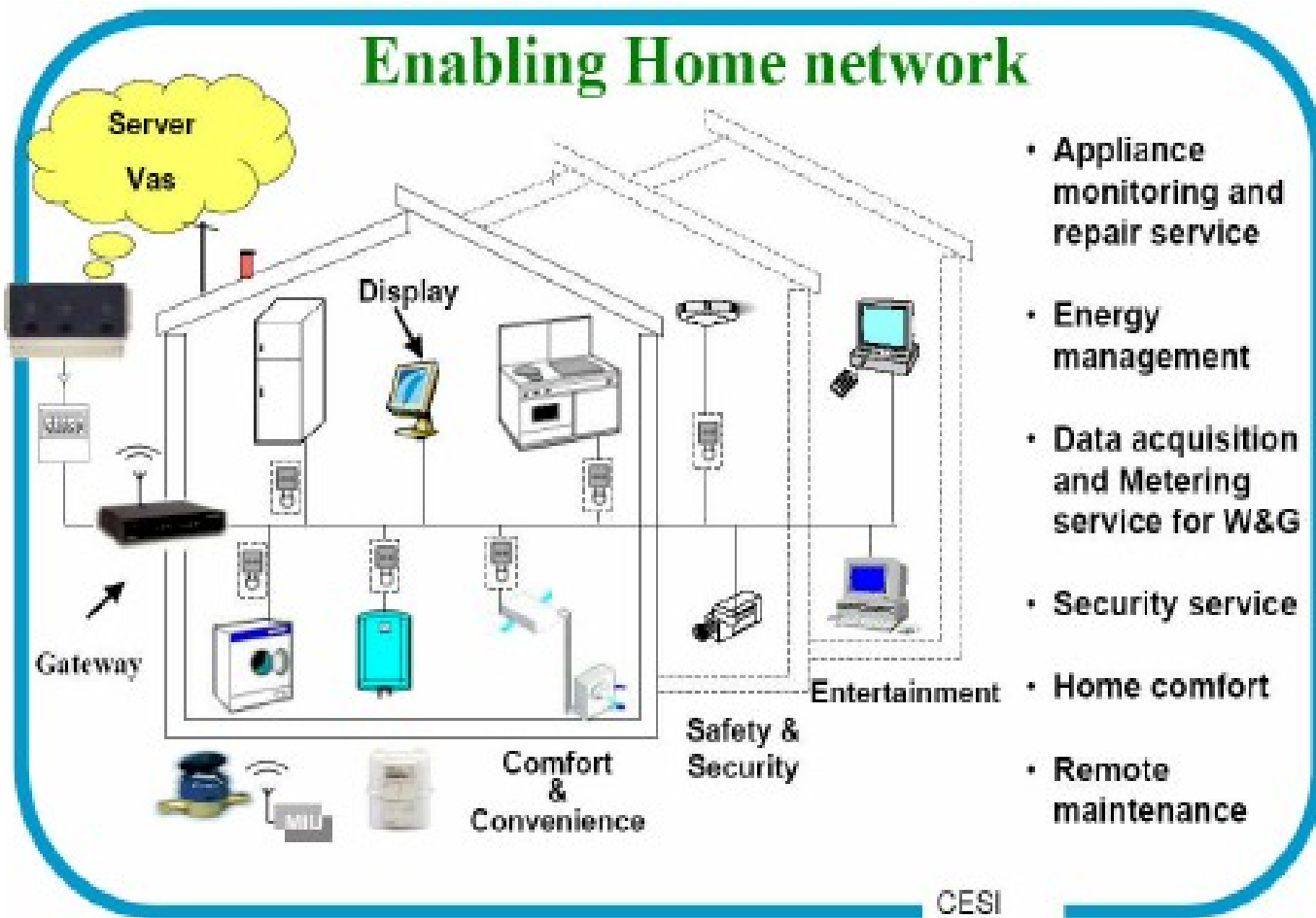
# *Utility Energy Efficiency Ain't What it Used to Be...*

- **Electric *and* Gas** Regulatory Mandates
- **Dollars Spent *is now* Energy Saved**
- **AMR *is now* Smart Meters & Smart Grid**
- **Time-of-Use Rate *is now* "Prices to devices"**

*"Energy Efficiency is Green"*



# Example of Smart Grid Communications





# Energy Efficiency Doesn't Sell? Can Paul Harvey and the Amish be Wrong?

**NORTH WESTERN ELECTRIC**  
Your Touchstone Energy® Cooperative 

**NEWS AND VIEWS**  
Cooperative information for NWEA members

04125 ST. RTE. 576  
BRYAN, OHIO 43506  
PHONE 419-636-5051  
TOLL-FREE 1-800-647-6932  
DIRECT 419-636-5869  
TOLL-FREE 1-877-636-5869  
President: ext. 102  
Accounting: ext. 103  
Operations: ext. 109  
Marketing: ext. 110  
INTERNET: www.nweec.com

**TO REPORT A POWER OUTAGE:**  
1-888-636-5051

**Office hours:**  
Monday through Friday  
8 a.m. to 5 p.m.

**Board of Trustees:**  
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Dean Harrington  
Phillip Thomas

**President**  
Dennis Astley

**News and Views editor**  
Wes McFarland

**Know that location number!**  
Why? It's valuable to us when you report trouble on the line, and it could be \$55 in your pocket. Every month we hide two member location numbers in the written copy of *News and Views* (the center pages of *Country Living*). Check your bill statement for your number and if it corresponds with the hidden number, call the Cooperative office to claim your cash award of \$5 to \$30, or more if you're really lucky.

## Is infrared heat snake oil?

My first question is "Have you ever tried to remove a 100-watt light bulb that had been burning for an hour?" The thing was rather hot, wasn't it? Imagine having 15 of them in a box. Do you think it would generate some heat?

We have gotten a lot of inquiries about the SUNHEAT and Edenpure brand heating systems that have been heavily advertised recently in local newspapers and on national radio. They use some slick statements to get you to think that they are cheaper to operate than a standard space heater. They tell you that they use unique solid copper heat exchangers. This might be true but aluminum also is a good conductor of heat and less expensive to manufacture. However, copper is a darker color and therefore will absorb heat from the heat lamps slightly faster than shiny, unpainted aluminum.

They tell you that SUNHEAT uses 35 percent less energy than a conventional electric furnace/baseboard system. That statement could be considered true but it also puts out 35 percent less heat! Note that you are getting less heat for less energy.

When seeing the demonstration for the heaters, our people noticed that the fan did not come on as soon as the heater was turned on. The reason is that it takes time for the copper heat exchangers to heat up after the power is turned on.

The sales pitch is that after the power is turned off, the heat coming from the heater is free. You can compare that to riding a bicycle down a hill after pedaling up there. How much energy did you use to pedal up before coasting back down? Therefore, the energy coming out of that pedaling is not really free!

The 1,500-watt heater uses a

cycling system to lower the current draw into the heater. It heats some elements and then switches them off while heating other elements, therefore not truly using 1,500 watts of power but also not putting

out the heat of a 1,500-watt heater. If only 65 percent of the elements are being heated at any one time, then the true output of the heater would be 975 watts — therefore using 35 percent less energy.

**From the president**  
**Dennis Astley**



They compare the power consumption to a Mr. Coffee® brand coffee maker. That is a very good marketing ploy because the 750-watt model does use less than a coffee maker. In fact, we measured the power consumption of our Mr. Coffee and it used about 870 watts. However, the coffee maker is using electricity only to keep your liquid hot after brewing, and that is not continuous because the heating plate cycles on and off.

Basically, the only nice thing about the SUNHEAT and Edenpure heaters are the fancy cabinets. However, if you want a stylish electric heater, look at some like our ConvectAir electric heaters that do not use valuable floor space, cost half as much and are available at your Cooperative.

Or, with an electric fireplace you (Continued on page 22)

## Hidden jackpot

Neither Michael Davis of Edgerton, location 08-160-6058, nor Mark Heister of Hicksville, location 14-180-1010, reported finding his map location number in the December issue of *Country Living*. As a result, neither won a jackpot of \$45 each. Keep reading your magazine!

NORTH WESTERN ELECTRIC'S NEWS AND VIEWS



# Who's the Competition: *Everything! Plus, Nothing!*

- Vacations? New Car? Kid's Braces?
- Doing Nothing?



**How are you “positioning” your company  
in “marketplace” relative  
to homeowners’ alternatives?**



# *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?
  
- **Earth-Saving Expert**
  - Hybrid Home Conversion Specialist?



## *Traditional Marketing Activities*

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



## *Home Show Participation*

- Showcase your customer testimonials and reprints
- Cross-telling is Cross-selling
- *“Want Solar? Home Performance is first step..”*
- Whole House poster is key talking point
- Yellow boiler *“as seen on energystar.gov”*
- Steve Thomas video excerpts
- Live radio interviews
- Bring your appt. book and follow-up lead sheets

*from Jim Price, Freedom Solar, New Jersey*





# *Letting Your Customers Market for You*

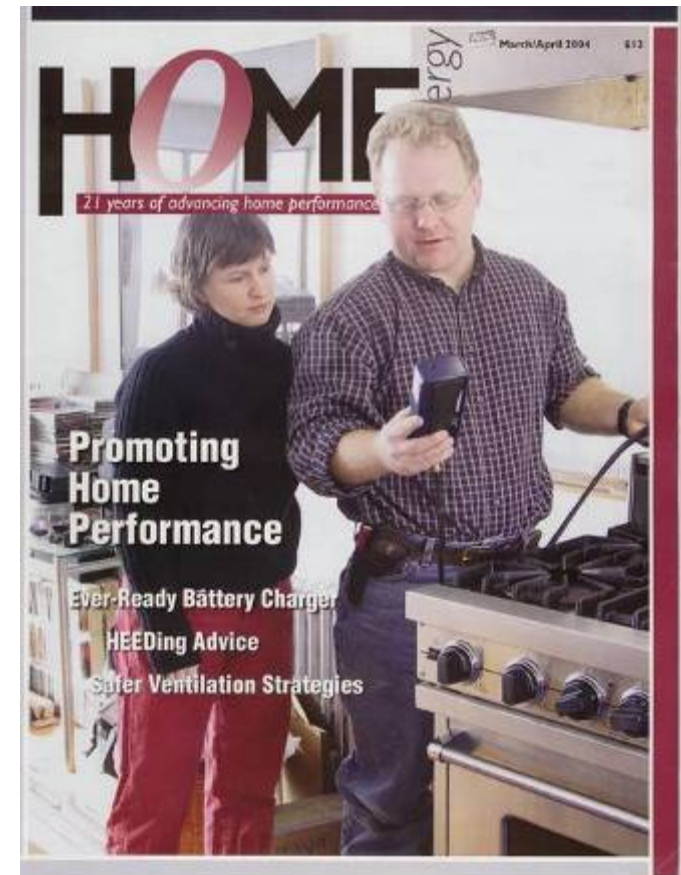
- “The analysis you provided on our 100-year-old home gave us the information we needed to make our decisions with confidence. The work you provided went far beyond our expectations of quality.”  
Harold & Linda – Homeowners, Ithaca, NY
- “We installed new equipment and the energy savings more than pay for it! We had immediate positive cash flow, decreased maintenance costs, and increased property value; it was a no brainer.”  
Walter – Apartment Complex Owner – Syracuse, NY
- “Between the insulation and the furnace, it is a very different house. If you have an older home or are contemplating buying one, this kind of work is an amazing way to make the cost of ownership much lower.”  
Simon & Tracy – Homeowners – Dryden, NY

***Word-of-mouth marketing is  
the most believable***



# Non-Traditional Media Opportunities

- Newspaper/Magazine Articles
- Radio/TV Talk Shows



# *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



# *Type of Stories that Sell to Reporters and Show Producers*



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  - "Ride alongs"
- **Today's Local Events**
  - Immediacy and proximity make it news



# Unfair Competitive Advantage



## Local Dispatches

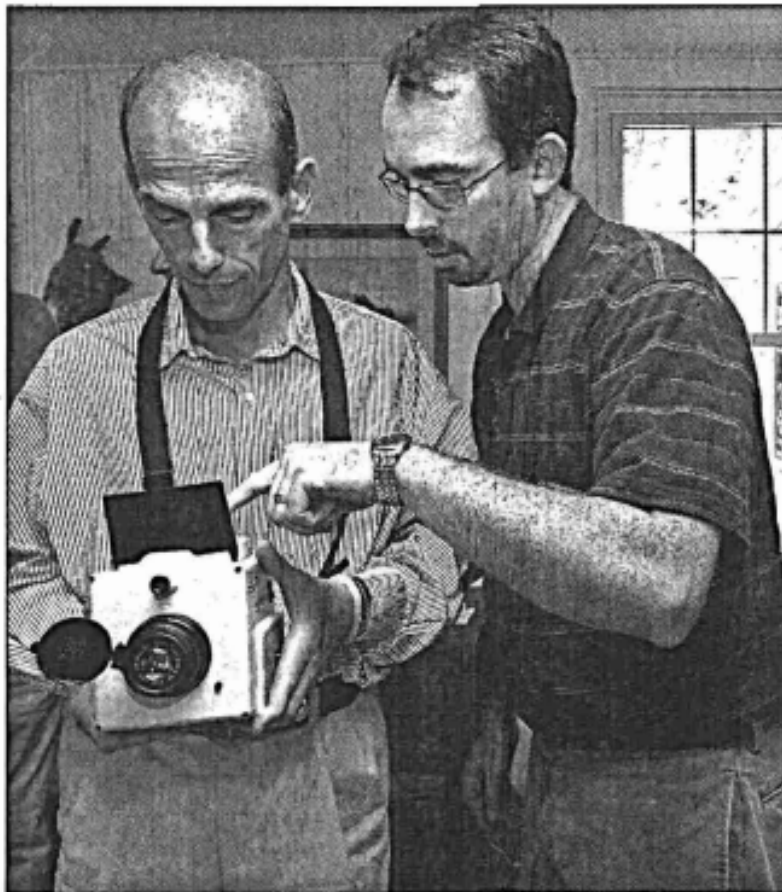
### CAPE ELIZABETH

#### 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.



# *Identifying Workshop and Seminar 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”



# *Tips for Organizing Seminars and Workshops*

1. Draft a brief description and flyer for group to use to promote your “appearance”
  - *Use the Tool Kit images and brochure text*
2. Recommend RSVPs and/or a modest registration fee to demonstrate “value”
  - *Allow host/sponsor to waive fee as appropriate*
3. *Script your presentation with plenty of customer stories*
  - *Provide handouts and news article reprints*
  - *Make sure everyone gets your full contact information*
  - *Provide extra copies for attendees to share with friends and family*
4. Gather attendee info. through sign-up sheets, evaluation forms and door prizes
  - *Follow-up with attendees as sales leads and job referral sources*



# Home Energy Makeover Workshop

Home Energy Makeover Workshop & Expo - Mozilla Firefox  
http://www.homeenergymakeover.org/wyoming/

EGIA Homeowner Center - Home Make... Home Energy Makeover Worksh...



**HOME ENERGY makeover**  
Convenient • Savings • Efficiency

WORKSHOP | EXPO | SPONSORS | ATTEND | WHO WE ARE | CONTACT US

**Home Energy Makeover Workshop & Expo**  
**October 4, 2008**  
*at Laramie County Community College, Cheyenne, Wyoming*

**Hosted by Wyoming Home Performance Alliance**

**Home Energy Makeover Workshop & Expo** event goal is to provide education with a product exposition for consumers interested in energy efficiency and renewable energy. This event is expected to attract about 150 Cheyenne-Laramie area residents as well as trade allies who will display energy-related products/services.

Admission tickets may be purchased in advance for \$10 per person from select non-profit community groups or \$15 tickets at the door. The ticket price includes snacks and refreshments. Lunch will be available for purchase on site at LCCC cafeteria.

[Click here for printable flyer with agenda](#)

*click on house to enlarge*



**Adjacent Event for Regional Utilities Program Staff and Stakeholders: Wyoming Utility Efficiency Exchange**  
**October 2-3, 2008**  
*at Laramie County Community College, Cheyenne, Wyoming (LCCC)*

HOME • WORKSHOP • EXPO • SPONSORS • ATTEND • WHO WE ARE • CONTACT US

Home Energy Makeover Workshop & Expo • Brought to you by: Market Development Group  
[click here for flyer](#)

Done McAfee SiteAdvisor

# *4 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. Use the ENERGY STAR® Tool Kit** images and “as seen in ...” text in all your traditional sales and marketing materials as well as on your web site
- 4. 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 performance (i.e. utility rate increases, cold/hot weather records, global warming concerns).



## *3 Rules for Leveraging Program Sponsor Partnerships*

1. **Co-brand and cooperate.** Take full advantage of use of their program logo and promotional considerations.
2. **Move up their referral list.** Do what you need to be their top referral partner. This includes job reporting and accreditation requirements.
3. **Don't put them in critical path to your success.** Don't align your business to rely fully on their incentives and leads. Leverage their efforts to align with your own independent efforts



# *Home Energy Makeover Contest*

*Background slides*

# Home Energy Makeover Contest



**ENTER BY  
AUG. 31, 2005  
FOR YOUR CHANCE  
TO WIN!**

## HOME ENERGY makeover

Comfort • Savings • Efficiency

Sponsored by DMEA with  
COLORADO ENERGY SCIENCE CENTER and:


**WIN UP TO \$25,000**  
in Home Energy Savings Improvements!

Details and Contest Entry Forms Inside!  
Visit [www.homeenergymakeover.com](http://www.homeenergymakeover.com) to learn more





# Maine "Whole House" Contest

**WHOLE HOUSE**

IT'S TIME TO UNVEIL THE **COMPLETE** HOME ENERGY MAKEOVER  
FOLLOW THE LUCKY FAMILY AND LEARN WAYS THAT YOU CAN SAVE ENERGY TODAY  
IT'S MAINE REALITY THAT WILL WARM YOUR HEART AND YOUR HOME  
CHECK LOCAL LISTINGS FOR DAILY SHOW TIMES  
ONLY ON THE NEW CW PORTLAND

efficiency MAINE      PRESENTED BY PORTLAND THE CW      MAINE HOME PERFORMANCE



Carpet and Rug Depot  
Nu-Wool Cellulose

# Integrating Energy with Non-Energy Benefits



Greenhouse effect  
 Greenhouse effect (again)  
 High energy bills  
 Lower fuel efficiency and cost per unit  
 Comfort  
 Mold and indoor air quality  
 Poor indoor air quality

**HOME PERFORMANCE CERTIFIED**

Your home is responsible for your comfort and health.  
**HOW DOES YOUR HOME PERFORM?**

**Home Performance audit addresses:**

- Energy Cost
- Health & Safety
- Personal Comfort
- Building & Appliance Longevity
- Lower Carbon Footprint
- Increased Home Value



**MAINE HOME PERFORMANCE**

Visit [www.MaineHomePerformance.org](http://www.MaineHomePerformance.org) for more information or call 800-695-1484 to learn how to get your home performance certificate.



BUILDING PERFORMANCE INSTITUTE



MAINE HOME PERFORMANCE

# Anaheim Home Energy Makeover website



## ANAHEIM HOME ENERGY MAKEOVER CONTEST



### Program Links

- Official Contest Rules
- In the News
- Program Marketing
- Contest Flyer & Mail-in Application

### APPLY NOW TO WIN UP TO \$50,000 IN HOME ENERGY IMPROVEMENTS!

The Electric & Gas Industries Association (EGIA) is partnering with the Anaheim Public Investment Package (HIP) program to sponsor a Home Performance with ENERGY Contest. The contest will demonstrate how homeowners can significantly reduce their energy use and improve home comfort and safety.

The winning homeowner will receive up to \$50,000 worth of energy-efficient upgrades including air conditioner & furnace, increased insulation, high-performance windows, air seal and energy-efficient appliances.

**All applicants must be owner-occupied residents of the City of Anaheim. Applications will be accepted starting May 15, 2008 at 8:00am and ending June 30, 2008 at 5:00pm.**

**First Name:**   
**Last Name:**   
**Address:**   
**City:**   
**Zip Code:**   
**Phone (714-111-1111):**   
**Email Address:**   
**What year was your home built?**   
**What is the square feet of your home?**

I agree to the Official Contest Rules below

### HOME ENERGY MAKEOVER OFFICIAL CONTEST RULES

NO PURCHASE NECESSARY. YOU MUST BE AT LEAST 18 YEARS OF AGE OR OLDER AND A LEGAL RESIDENT OF THE UNITED STATES. CONTEST IS LIMITED TO OWNER-OCCUPIED RESIDENCES OF THE CITY OF ANAHEIM. ONLY LEGAL UNITED STATES RESIDENTS ARE ELIGIBLE TO ENTER THIS CONTEST. VOID WHERE PROHIBITED.

1. HOW TO ENTER: No Purchase Necessary. No entry fee, payment or proof-of-purchase is necessary to participate.

[Click Here to Apply for the Home Energy Makeover Contest](#)

Following the June 30, 2008 application deadline, 20 finalists will be selected through an application screening process that will identify those homes that use the most energy and can benefit the most from the implementation of the package of energy efficiency upgrades.

Each of the 20 finalists will receive a free comprehensive home energy analysis, funded by Anaheim Public Utilities and valued up to \$1,000. Based on the results of the analysis, one Grand Prize winner will be selected to receive up to \$50,000 in home energy efficiency upgrades.

The home energy makeover contest – a partnership between EGIA and Anaheim Public Utilities is made possible through these generous program sponsors:



Financing by  
GE Money



Conservation Services Group



A Semptra Energy utility\*

**Dedicated Energy Makeover Contest Website, Online Contest Registration, Sponsor Links, Case Studies, Fact Sheets, Photos and Video Links**

# Anaheim Home Energy Makeover print materials





Comfort • Savings • Efficiency





ANAHEIM  
PUBLIC UTILITIES  
www.anaheimnet.net

## WIN UP TO \$50,000

### IN HOME ENERGY SAVINGS IMPROVEMENTS

(All City of Anaheim Homeowners Eligible)

**Sponsored By ANAHEIM PUBLIC UTILITIES with the ELECTRIC & GAS INDUSTRIES ASSOCIATION and:**



**RUUD**  
Rely on Ruud









Financing by  
GE Money



Conservation Services Group







**To Apply Online:**


[www.egia.org/Anaheim](http://www.egia.org/Anaheim)

See Reverse for Contest Details

## Anaheim's Home Investment Package HOME ENERGY MAKEOVER CONTEST







The Electric & Gas Industries Association (EGIA) is partnering with the Anaheim Public Utilities Home Investment Package (HIP) program to sponsor the Home Energy Makeover Contest. The contest will demonstrate how homeowners can significantly reduce their energy costs and improve home comfort and safety. The winning homeowner will receive up to \$50,000 worth of energy-efficient upgrades, such as a new air conditioner & furnace, increased insulation, high-performance windows, air sealing, lighting and energy-efficient appliances.

Twenty (20) finalists will be selected through an application screening process that will identify those homes with the greatest potential to demonstrate energy savings. Each of the 20 finalists will receive a comprehensive home energy analysis, funded by Anaheim Public Utilities and valued up to \$1,000. Based on the results of the analysis, one Grand Prize winner will be selected.

**What is Home Investment Package (HIP)?**

HIP is Anaheim's version of Home Performance with ENERGY STAR, a national program from the U.S. Environmental Protection Agency and Department of Energy that offers a comprehensive, whole-house approach to improving energy efficiency and comfort at home, while helping to protect the environment. A drafty home, rooms that are too hot or too cold and high energy bills are all common issues for homeowners. Installing a new heating or air conditioning system, buying replacement windows or adding more insulation may fix part of the problem. But, the way to better results is through an integrated "whole-house" approach that looks at your house as a system.

**ENERGY MAKEOVER CONTEST ENTRY FORM**

Enter online at [www.egia.org/Anaheim](http://www.egia.org/Anaheim) or mail the completed entry form to:  
EGIA, 3800 Watt Ave., Suite 105, Sacramento, CA 95821

Name: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Home Size In Square Feet: \_\_\_\_\_ Year Your Home Was Built: \_\_\_\_\_

For Full Contest Rules Visit [www.egia.org/Anaheim](http://www.egia.org/Anaheim)

***Flyer in All City Facilities, Press Release (6 local papers), TV PSAs, LA Times Insert, Energy Fair Distribution and More***

# Anaheim Home Energy Makeover broadcast & events



Static TV Ad On Public Broadcasting Ch. 50  
Runs 6 Times Daily Throughout June

ANAHEIM PUBLIC UTILITIES

**WIN UP TO \$50,000**  
IN HOME ENERGY SAVINGS IMPROVEMENTS!

For details and to apply online  
[www.egia.org/Anaheim](http://www.egia.org/Anaheim)

All City of Anaheim  
Homeowners Eligible

**WIN UP TO \$50,000**  
IN HOME ENERGY SAVINGS IMPROVEMENTS!  
(VISIT PUBLIC UTILITIES BOOTH)

**green lifestyle**  
informational fair

First 250 to RSVP at  
[greenfair@anaheim.net](mailto:greenfair@anaheim.net)  
qualify for  
special drawings

**SATURDAY  
JUNE 21  
9 AM - 1:30 PM**

**BOYSEN PARK**  
Corner of State College and Vermont

Before your next home improvement project, come learn about new energy efficient materials, purchasing tips and simple ways to save money and energy.

Find out how to take advantage of all Anaheim's Green Connection Incentives.

**ANAHEIM**

For more information visit:  
[www.anaheim.net/greenfair](http://www.anaheim.net/greenfair)

**Flyer Highlighting Makeover Contest At Anaheim  
Green Lifestyle Community Fair**

# Anaheim Home Energy Makeover follow-up to all contest entrants



**GEO Smart** Homeowner Center

Brought to you by: **EGIA**

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

Home Performance Testing

**EGIA HOME ENERGY makeover**  
Comfort • Savings • Efficiency

## Home Energy Makeover Contest

### ANAHEIM HOME ENERGY MAKEOVER CONTEST

**EGIA** ELECTRIC & GAS INDUSTRIES ASSOCIATION  
*Bringing Energy Efficiency Home...*

**ANAHEIM**  
PUBLIC UTILITIES  
www.anahim.org

**CONGRATULATIONS TO THE RIDDLE FAMILY  
2008 ANAHEIM HOME ENERGY MAKEOVER CONTEST WINNERS!**

**Program Links**

- Official Contest Rules
- In the News
- Program Marketing
- Energy Analysis Report
- Home Performance Testing



The Riddle family is joined by Marcie Edwards, Anaheim Public Utilities General Manager (right) and Bruce McLuich, EGIA Executive Director (left)

## Anaheim Public Utilities Buying Down Interest Rate to 9.99% APR On Qualifying Home Performance Installations

- Evaluating Tiered Rate Financing To Incent More Comprehensive Installations



# *Strategic Goals of Home Energy Makeover Contest*

1. Create homeowner awareness in a dramatic way
2. Capture media attention with the program concept
3. Prove that there is market demand for home performance to:
  - Contractors
  - Program co-Sponsors
  - Community Leaders
  - Product/Service Providers
4. Demonstrate the measures that pay for themselves through energy bill savings
5. Demonstrate how to conduct a house performance analysis and communicate the results
6. Model a collaborative process for home performance contractors to work together
7. **Constipate the traditional home improvement market!**



# *Lessons Learned*

## *(Pioneers get the arrows...)*

- Pick a typical home and saavy homeowner
- Award prizes based on building science rather than “luck” or “need”
- Focus media on winner AFTER measures installed
- Help “losers” “do their own home performance makeover”
- Cultivate media without playing favorites
- Rally all product/service providers for their “conceptual” as well as “in-kind” support but maintain overall control of messaging
- Showcase energy and non-energy benefits “through the winner’s eyes”



# *Marketing Techniques for Raters and Contractors*

*RESNET Conference*

February 18, 2009; New Orleans

**Ed Thomas, UtilityExchange.org  
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(970) 209-8347**

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