

How To Engage & Profit From the Retrofit Industry



I have the answers...



NOT

What The Umpire Calls



Is the TRUTH



- **Share ideas**
- **Share information**
- **Share successes**
- **Share failures**
- **Learn from one another**

Who's On Our TEAM Today?

How many are new to the energy biz?

How many have been in for over 3 years?

How many are one-man-shows?

Who's making lotsa money?

Who's struggling for hits?

What's holding you back?

Why are you here?



Coach's Assertion:

***“Being a skilled energy auditor
and running a business that
performs homes energy services
are two different things.”***



**Let's think like entrepreneurs
Don't worry about HOW to get work done, YET
Let's focus on possible business plans....**

Avoid This Business Plan



What Business Model Do You Have Now?

Do you do Audits Only?

Do Audits & refer retrofits out to partner companies?

Do Audits & perform some retrofits & refer the rest?

Do Audits & perform all of the retrofits?

Hire out the Audits & perform the retrofit work?

A combination of all of the above?



If They Don't Do the Work, The Audit Was a Waste of Time

- **Customers Want Help**
 - They don't know
 - who to call
 - who to trust
 - Where to begin



Diversify - Add More Pieces

**Sales, Service or
Installation of:**



IR Services - (*Invest in Camera & Training*)

Radiant Barriers

Home Energy Management/Monitoring Systems

Insulated attic hatches/stairs

Attic air sealing and insulation

Crawlspace encapsulation

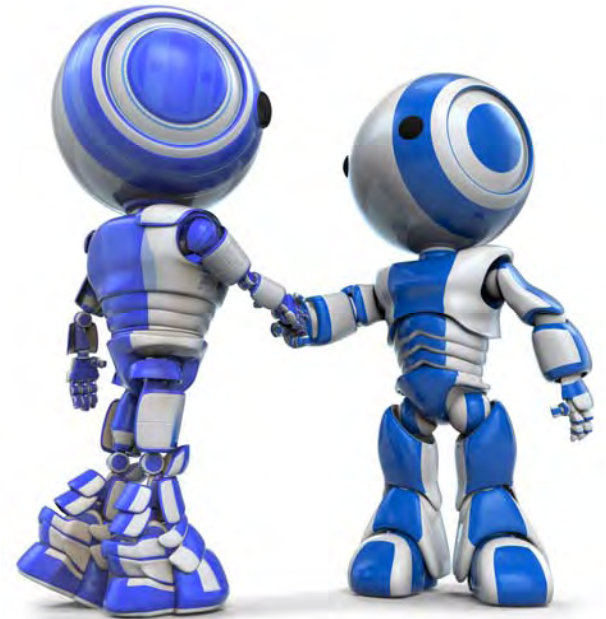
Retrofit Project Management

Home Inspections



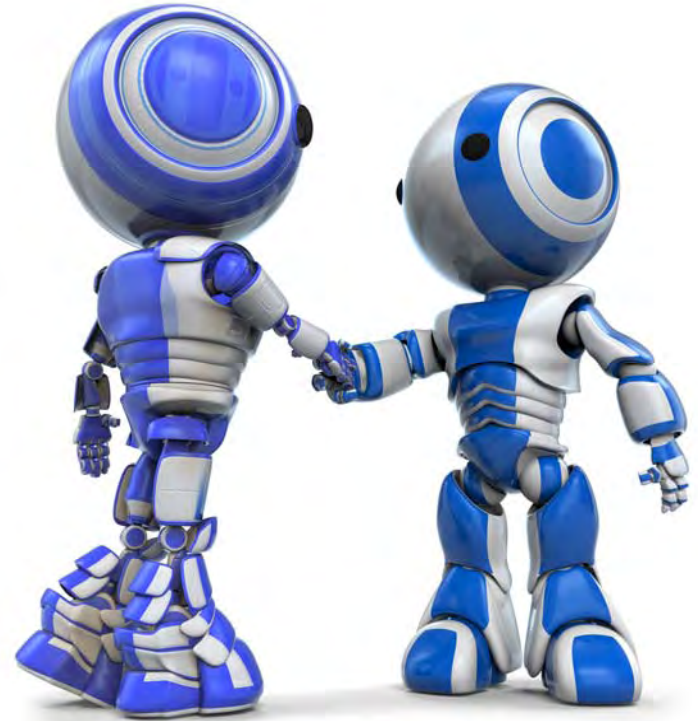
Partnerships

- Home Inspectors
- Contractors
 - Test-In and Out for
 - Insulation/air sealing
 - HVAC
 - Window Contractors
 - Remodelers
- Pay to be part of your network
- Pay you for the leads you generate and send to them
- Pay a % on the back end of the work they do...



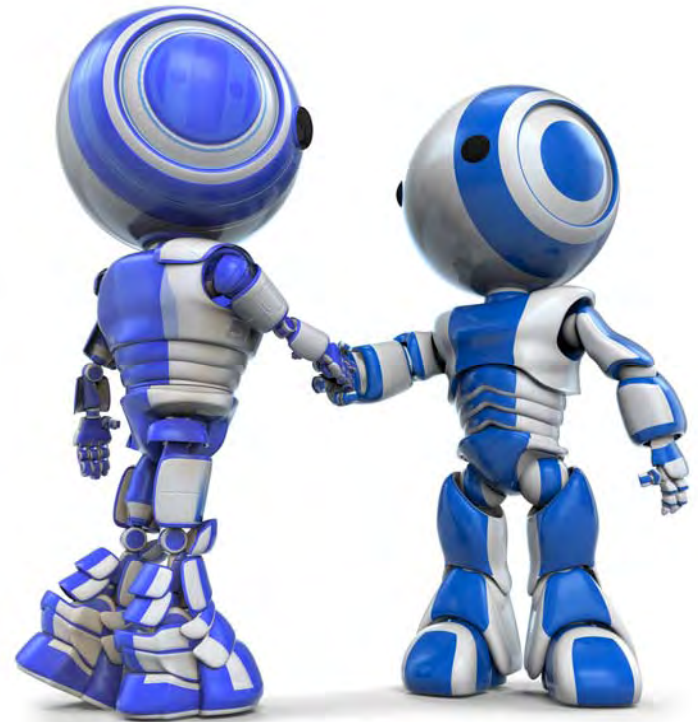
Partnerships

- Suppliers
- Local Utility Companies
- Realtors
 - See Candace Lightner's Presentation Wednesday
 - Presentations with the fun toys



Networking

- Local Energy-Related Conferences
- Local Utility Meetings Events
- Homeowner Associations
- Networking Groups



More Lead Generation Strategies

- Exhibit at Home shows, Fairs, Tour of Homes
- Offer educational seminars to schools and churches
- Offer referral fees to folks who send you audits and work
- Write articles for local publications, blog
- Free How-To, Do-It-Yourself Videos
- You-Tube Videos
- Become the Go To Energy Expert for local media outlets
- Yard signs and flyers
- Vehicle Advertising



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Be a Total Home Consultant



**“We Manage
Everything for
You”**

Get RADICAL, MAN

OFFER Free Surveys

FREE surveys will get you into many homes and give you a chance to:

- **Educate and Up-sell to paying audits**
- **Generate Some Leads for Coop Partners**
- **Generate Sales for yourself**
- **Generate Referrals (Law of reciprocation)**



Free Survey - Downside

- FREE Energy Surveys will get you into many homes which can also become overwhelming
 - You could be giving out a lot of Free Education
 - The leads you generate for your Co-op partners may not be good quality
 - You have to be able to shift to a sales mind set while in the home
 - People do not keep these appointments as often as paid audits

Personal Mission Statement



Enrolling Elevator Pitch

Messaging

“Here’s What We Can Do for YOU”

Know, Like and Trust

- *Be real, be likeable*
- *Videos - include kids, pets*
- *Social Marketing*
- *Creative flyers*



Summary

- Try on some new ideas
- Declare what you're creating
- Be Flexible
- **Work with a TEAM!**
- Work with a Coach
- **Show Up**

