

How To Market Your Services

***As an Energy Rater &
a Home Performance Specialist***

By

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A Successful Business has Three Parts

- Doing the Business
- Running the Business
- Getting the Business

Getting the Business

- It's Marketing
- Selling Your Services
- Selling Yourself

Your Business Plan

- What are your services
- Who are your potential customers
- How will potential customers know about your services
- What is your target growth rate for 1 year, 3 years, 5 years
- Annual budget, Income & Expenses

What are your services

- Ratings
- Home Performance Assessment
- Air leakage diagnostics
- Ability to define problems and correct
- Comfort
- Affordability
- Healthier living environment

Who are your potential customers

- Builders
- Home owners
- Home buyers

Define Your Market's Current Needs

- Code compliance
- Building practices
- Utility programs
- Cost of energy
- Common building problems
- Location: Florida, California, New York

How do you inform potential customers about your services

- Direct Mail
- Web Site
- Referrals
- Yellow Pages
- Trade Associations, Service Clubs
- Home Shows, trade shows
- Advertising

What is your target growth rate for 1 year & 3 years

- How many customers do you need and at what average charge to:
- Still be in the same business in one year
- To gross & net your targets
- *If you don't know where you are going....any road will get you there*

Annual budget, income & expenses

- Number of Customers
- How much per customer
- Or type of customer and how much based on type
- Suppliers, salaries, overhead, marketing

The Marketing Approach

- Approach changes with your audience
- Advertising
- Promotion

Approach changes with your audience

- Home owner, builder, home buyer
- What are their current needs
- When do they need the services you offer
- How do your skills match their needs
- What makes you more qualified to handle their needs more than someone else

Advertising

- Spending money
- Spending time
- Budget
- Target audience
- Medium: newspaper, direct mail, radio, newsletters, cable TV, signage
- Co-op, shared
- Stickers

Promotion

- Spending time, a lot of time
- Writing articles
- Public speaking
- Radio interviews

Marketing Activities

- News releases
- Articles
- Trade Shows, e.g. Home Shows
- Seminars, lectures, workshops
- Asking for referrals
- Staying in contact with formers

News releases

- Opening a new business, offering a new service
- Certifications
- Attending and completing training
- Timely Tips “Slash Your Heat/Cooling Bills”
- Get a good picture!

Home Shows, etc.

- Plan! Plan! Plan!
- Good signage, good handouts
- Seminar
- Rest up before the Show
- Never sit down
- Ask a question as people walk by
- Be picky

Seminars, Lectures, Workshops

- You have valuable information
- Take your typical sales call and turn it into a presentation
- All logistics and promotion are done for you
- Do some of your own promotion
- Service clubs, housing industry meetings, community college, Home Depot, Adult education

Marketing Materials

- Business Cards
- One page Fact Sheet
- Brochure
- Postcard
- Article Reprints
- Utility & Energy Star materials
- Signage

Business cards

- Email address
- Web site
- Use back for “Handy Guide”

1 page fact sheet

- Your services
- Why they are needed
- What problems you can solve
- All info on business card
- Testimonials

Brochure

- An expanded version of the one page fact sheet
- For good prospects
- Be stingy and use the shorter, cheaper versions for mass distribution

Postcard

- A shorter version of the one page fact sheet
- With your return address and blank addressee space
- For personal note to prospects and direct mail

Article reprints

- Write articles
- Submit to local papers and newsletters
- Housing industry, consumer & environmental organizations, condominium association, home owners association
- Make good copies for customer packet
- Display
- Web site

Utility and Energy Star Materials

- Professional
- Inexpensive
- Provide Credibility

Invest in quality

- You have one chance to make a first impression
- Not much more expensive
- Look for specials at places like Kinko's

Signage

- Truck
- Office
- Job site
- Podium, behind or in front

Strategic Alliances

- Other contractors
- Housing professionals
- Utilities

Building a Niche Market

- Focus on your best customers
- Practice makes perfect - or doing the same thing over & over again makes you “The Expert”
- You provide excellent service

The FHA/VA Market

- FHA - \$4000 or 5% up to \$8,000
- VA - \$3000 or 6,000 if cost effective

Other Financing

- Energy Mortgages
- Fannie Unsecured Loan, if available
- Home Equity
- Credit Card

Testimonials

“Energy Rated Homes was extremely helpful during the complicated process of getting my windows replaced. Their loan program is simple and effective in helping people improve their homes’ energy efficiency.”

Doris A.

Testimonials

"It's great. The house is much more comfortable and the insulation has made it quieter, too. Just buying the house and moving in ate up all our money, and we didn't have any left to pay for things like insulation or a new furnace. We couldn't have done it without the EEM. The extra loan money was great. Everyone treated us very professionally."

Joyce B.

Testimonials

“It was 20 degrees below zero when I had to do an emergency furnace replacement. We were in a dire situation. Energy Rated Homes helped out in a pinch. I wouldn’t have been able to afford a new heater otherwise. ERH’s financing is great, they literally saved our lives!”

Angelio D.