



Creating Ratings as a Profit Center

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Market Environment

- 2000 Utility Pre – Pilot :
 - 2 Participating Builders
 - Project Goal: Test Marketability of home ratings
 - Analyze potential of market transition
 - Kick off Energy Star Pre- Pilot
 - 500 homes in Program
- 2001 Utility Pilot:
 - 3 Participating Builders, 1500 homes in program
 - Incentive to Rater
 - Competition
 - IRC/IECC
 - COOP advertising

Market Environment

- 2002 Utility Pilot:
 - 12 Production Builders , 8,000 homes in program
 - Incentive paid to Builder only
 - Coop advertising increases
 - Competition – introduction of next level of programs

Market Barriers

- Technical Knowledge
 - Limited number of Raters in market
 - Utility offers Rater Training
- Marketing & Sales of HERS
 - Limited awareness of HERS or HIS
 - BOP vs. modeling
- Capital Needs
 - Equipment
 - Other Start up costs
- Lack of Consumer Knowledge
 - New to the marketplace
 - No demand for ratings

Setting Up a Ratings Company

- Marketing /Business Plan 101
- Accreditation/Certification
- Rating Tool
- Training

Energy Sense Advantages

- Market Presence
 - Locally owned and visible to the community
 - Knowledge of Market and Company Management
- Experience
 - Combined 60 years experience in Residential New Construction
 - Owned by individuals who piloted and ran utility based Program
- Partnership
 - Financial/Business Experience
 - Technical
 - Marketing
- Commitment

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Question
&
Answer