

## How to Produce ... the Best Rating Industry



How do we recruit computer literate people;  
technically oriented enough to learn basic house  
diagnostics; altruistic enough to share best  
practice advice with those unaware they need it;  
capitalized enough to afford the \$3-5000 initial  
investment ... all for a possible \$15000/yr income  
(50 x \$300) ... *if* ... they can convince someone  
else they know what they're talking about?

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## How to Produce the Best Rating Industry



- Money - make our industry more profitable!

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## How to Produce the Best Rating Industry



- Awareness
  - How do we sell EE to a public that thinks they're already getting it ... or that they don't need it?
- Credibility
  - Continue building, limit bundled ratings, disallow builder self ratings
- Exposure
  - Sell, sell, sell ... volume builders lead their markets!

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## How to Produce the Best Rating Industry



- Product development
  - How do we offer the same rating package to Mom & Pop 3/yr, M/I Homes 2000/yr or to Pulte Homes 12,000/yr? Guess who's not coming to dinner ... if we do!
- Develop different rating models
  - Sampling – volume builders really do it differently
  - Lender paid ratings – small builders are + business for local lenders

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## Streamline ~ This ain't rocket science, Homer!



- We aren't doing research
  - we pass/fail homes on a pretty simple scale
- Eliminate unnecessary detail
  - use worst case models
- Reexamine the modeling process [PDF](#)
  - too detailed for minimum ES pass/fail

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## Streamline



- Redefine BOPs to be more useable [PDF](#)
  - Currently they serve to push builders to Raters
  - Let's look to push the market instead!
- Develop rating tool master library files
  - Talk about potential inaccuracy!

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### Streamline



- Develop data tools
  - REMCalc, SizeCalc, Training CDs [Link](#)
- Web based audits from hand held units
- Practice ... Do it once, use it twice!

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### Specialize



- Sales/Promotion – Rater ALLY Program
- Field Auditors – M/I Audit strategy
- Management
  - we do operate in a For Profit world
- Profit is not a dirty word in Ohio!

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