"ONE SIZE DOES NOT FIT ALL" DEVELOPING AND GROWING NICHE BUILDER MARKETS

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EDUCATE, EDUCATE, EDUCATE.

- Builders.
- Sales staff.
- Sub-contractors.
- Code officials.

DEVELOPING RELATIONSHIPS TAKES TIME.

- Start at the top, know who the decision makers are and target them.
- Persistence pays off.



- Simplify the process.
- Be available for hand holding.



DEVELOP A NETWORK OF SUPPORT FOR YOURSELF.

- Your Provider.
- Fellow Raters.
- Trades People.

FIND WHAT YOUR "NICHE" IN THE MARKET IS.

- Research your market.
- Fill a void.
- Be prepared to offer initial services for free.
- Find ways to differentiate yourself.

PHYSCOLOGICALLY BE PREPARED.....

- Change is slow and painful.
- You will face opposition.