



Management Issues of Running a Successful Business

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Energy Sense Viewpoint

- Setting up a Rating Company
- Marketing Strategy
- Competition
- Allies
- Value Added Services
- Management Issues
- Energy Sense Advantages



Setting up a Ratings Company Business Plan 101

- Business Plan/Market Plan
 - ☐ Financial Projections
 - ☐ Market Survey
- Accreditation/Certification
 - ☐ Due dates for applications
 - ☐ Process and fees
 - ☐ Rater VS Provider
- Funding



Define your Market

- Commercial/Residential
- Existing/Retrofit
- New Construction
- Code or Energy Star



Market Barriers

- Technical Knowledge
 - Limited number of Raters
 - Utility Rater Training
- Marketing and Sales of HERS
 - Limited Awareness of HERS or His
 - BOP VS Modeling
 - Batch Sampling



Market Barriers

- Capital Needs

- ☐ Equipment
- ☐ Start up cost
- ☐ Accreditation fees

- Lack of Consumer Awareness

- ☐ New to the market place
- ☐ Demand for rating score



Allies

- Key to keeping marketing costs down
- Common goals
- Key to building your business at low cost



Value added Services

- Training
 - ☐ Quarterly for sales and superintendents
 - ☐ Certified Rater available for small groups or for on site at first inspection
- Other types of inspections
 - ☐ Non energy
- Marketing Support
 - ☐ Coop ads
 - ☐ Promotional materials
 - ☐ Brochure development



Management Issues

- Key Personnel
- Training
- Quality Control
- Changing Requirements
- Transitioning to new Services



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
- ☐ Individuals who piloted Energy Star for the State

■ Commitment

- ☐ “Sale only what we can service.”
- ☐ Choose the 10-12 hours we work
- ☐ Incredible staff



Energy Sense Success

- Incorporated June 2001: 500 Homes
 - 3 inspectors, office manager
- 2002 : 4800 Homes
 - 28 employees, 6 teams of inspectors in Houston, one team in Austin
- 2003: 7800 Homes – Houston Market
 - 4800 Homes: Dallas/Austin, San Antonio
- 2005: Double market production in Texas



Energy Sense Success

2002 EPA Energy Star Partner