



If Homes Don't Get Sold Raters Aren't Needed

Presented by
Steve Byers
EnergySmiths Inc.



Who are we selling to?

- Builders
- Homebuyers
- Realtors
- Salespeople
- Anybody else?



Know your client

- What matters to one of these groups does not (necessarily) matter to the others
- Realizing what matters to your target audience is critical



The myth of opposition

It is no longer (if it ever was):

Homebuyer vs. Homebuilder



How to sell a Builder?

- What matters to them:
 - Selling more houses
 - Profit margins
 - Referrals
 - Construction liability



How it won't happen

Dear Builder,

If you build energy efficient homes, you
will sell more houses.

Love,

Your energy rater

P.S. But, we may have to have a better
message!



How it will and is happening

Dear Builder,

Because you are building energy efficient homes that are more comfortable, durable and have better indoor air quality, we have a great message for your buyers!

Love,

Your (still employed)

Energy Rater



All the tools

- Energy Efficiency + The other stuff
- Synergy
- Mutually supporting
- All the tools in the belt



Selling more

Sell more houses

- Better marketing message
- Support from the industry
- Differentiation



Making more

Profit Margins

- Reduction in callbacks
- Sell a higher value home
- If you're not selling it your giving it away!



Referrals

One of the keys to
future success

- JD Powers
- Happier customers
- More chance for referrals



Reducing Liability

Reducing
Construction
Liability

- QA Programs
- Testing
- Training



Realtors and Salespeople

Realtors
OR
Salespeople

- Different motivations
- Different approach



Salespeople

Captive Salesforce

- Working for the builder
- Success tied to the success of the builder
- Highly motivated to sell what the builder is doing



Realtor

Working for
themselves

- Requires a different set of motivations
- Have to give them the gospel
- Limited opportunity



Bridging the Gap

Win-Win Situation

- The mere existence of higher performing homes is a benefit to the buying public – They now have **Choice**



Buyers

The End-Game

- Whoever else we are selling it to, it's the buyer that matters...
Sort of.



What do they want?

Buyers want:

- To be comfortable
- To be safe
- To find value

But most of all...



Buyers want:

- To feel good about their home –
Before
During
and After
The Sale



What is this really?

- If we assume that a builder has to build the house, then everything that we do to help them do that is....

Customer Service



Wherefore art thou Energy Efficiency?

It's just a part of the package, a part of the system. It must be sold along with all the other services that we can bring to the table.

ENERGYSMITHS
the craft of energy efficiency™



Thanks!