



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

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# 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!