# Fly Like An Eagle "Serving The Production Builder"







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Residential Energy Efficiency and **Building Science Consultants** 











# DRW D.R. Wastchak, L.L.C.

"Serving The Production Builder"

### **Presentation Outline**

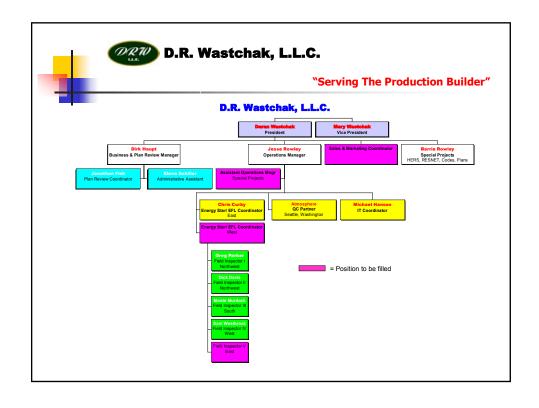
- **Company Background**
- What Are A Production Builder's Needs?
- **Challenges Faced By Builder**
- **Helping Builders to Overcome Challenges**
- Q & A

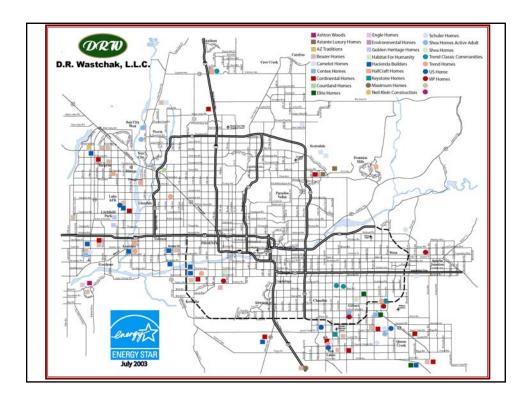


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# **Company Background**

- Managing Energy Star for Homes program in Phoenix since 1996
- Certified HERS Provider (Arizona, Washington)
- Eighteen (17) employees
- 27 builder clients (170+ subdivisions)
- 7,700 homes labeled as Energy Star in 2003
- Projected 9,000 homes labeled for 2004







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### **What Are A Production Builder's Needs**

- Administration and assistance with energy programs: Energy Star, EFL,
   Code Compliance
- Consulting on plan evaluations, HERS analysis
- Field training for trade contractors
- Training for builder sales personnel (sales tools)
- Coordination/production of point of sale and marketing materials
- Testing and inspections during construction for quality control
- Documentation and assistance with Energy Efficient Mortgages (EEM's)
- Marketing programs (i.e. "Parade" and "Showcase" of Homes, Co-operative advertising campaign)
- Investigations at problem homes (for builder warranty and service departments)



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## **Challenges Faced By Builders**

- Communicating program requirements to trades (before construction starts)
- Training for builder construction personnel and trade contractors
  - Doing the "right" kind of training
  - Commitment of builder and trade personnel time
  - Problems with employee turnover
  - Repeat trainings
- Adequate and timely feedback/reporting mechanism(s) during construction process
- Knowledgeable sales staff who are comfortable selling energy efficiency in homes

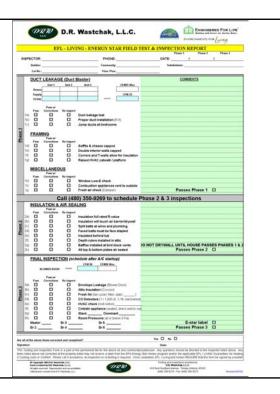


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# **Helping Builders to Overcome Challenges**

- Communication create a specification which clearly outlines expectations
  - Allows for "apples to apples" bid comparisons
  - Facilitates enforcement of quality requirements during construction
- Training
  - Set a training schedule at the beginning (with regular updates)
  - Communicate to the builder the importance of training and the negatives if problems occur as a result of insufficient training (e.g. "costs" for re-inspections)
  - Make training fresh and new each time to maintain interest of participants
- Feedback/Reporting Mechanism(s)
  - Multi-part forms
  - Fax-back forms
  - Electronic forms (PDA's)

# **Testing and Inspection Forms**







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# **Helping Builders to Overcome Challenges**

- Selling energy efficient homes
  - Help to minimize or eliminate the ducking of "hard" (technical) questions
  - Pictures, graphics, bullet points (simple to understand)
  - Sales books (durable, usable, well laid out, thorough)
  - Don't forget the realtors!

