



# Taking Care of Business" - Best Practices for Running and Growing a Rating Service Company

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“Secrets”

We don't need no stinking secrets...





The rating business is different than any business out there....

Or is it?



# Distinguishing attributes

- Low barrier to entry
- Little consumer recognition
- Both B to B and B to C
- High growth industry
- Gulf between entry and expertise
- Technician oriented work
- Small companies compete with large companies



# Lifecycle of a rating business (any business?)

1. Solo operator – Lone wolf
2. First employees – Yeeha! I'm on my way
3. Maturity – Systems or Die phase



## Lone Wolf Phase

- You wear all the hats...  
You are the:
  - Technical Master
  - The Marketer
  - The Office Manager
  - The Secretary
  - The Janitor
  - And oh so many others...





# Required Reading: The E-Myth by Michael Gerber





## Key concepts of the E-Myth:

- Your primary aim







## Your Strategic Objective

- How you get there, your set of standards that will achieve your Primary Aim
  - Money
  - Opportunity
  - Others?



## Gerber's Three People:

1. The Technician
2. The Entrepreneur
3. The Manager



## The Rollercoaster

- Your mileage may vary
- How long to contribution?
- Shorten the cycle





# The Entrepreneur

It's all about perspective

How does this business work?

Business as System

Entirety

Integration

***VISION***



Do you own a business?  
or a job?

Work **ON** your business...  
not **IN** it.



# ENERGYSMITHS

the craft of energy efficiency





*Thank You*