

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

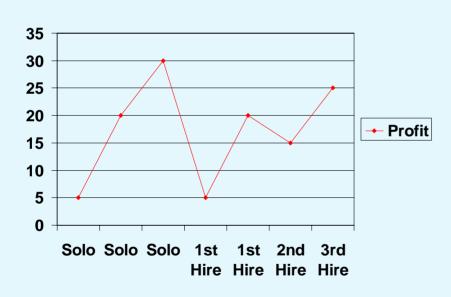
- How you get there, your set of standards that will achieve your Primary Aim
 - Money
 - Opportunity
 - Others?



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