

Growing a Home Performance Industry

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Huge — and achievable — opportunities in existing homes



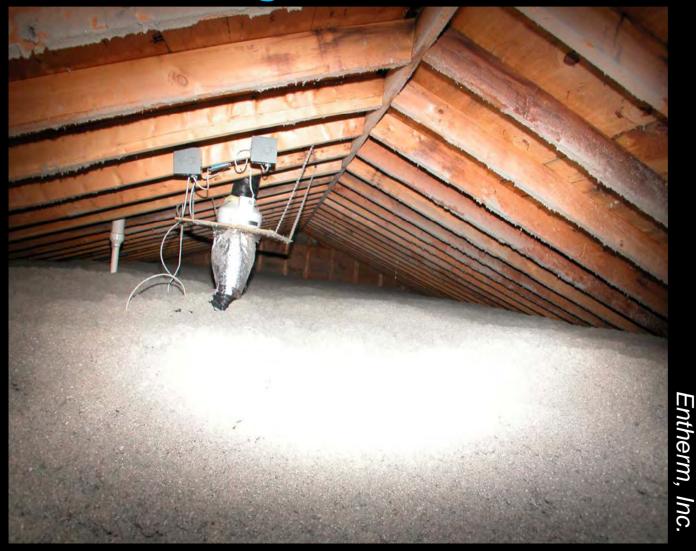
- ENERGY STA
 - HERS 86 or better, versus HERS 80 for a home built to the MEC
- Illinois existi
 - Adams Electric Coop pilot project
 - Average HERS score improved 22 points post-improvement
- Saving can b deliver the ir owners will p

Example, customer calls for attic insulation



Entherm, Inc.

And she got insulation...after air-sealing (note the ventilation, too!)



But also a wet crawlspace treatment...



Entherm, Inc

...and some site drainage solutions...



Entherm, Inc

...and a new furnace



...along with combustion safety Entherm, Inc.

When presented with a good, truthful explanation of the problem, and offered a chance to fix the problem (and a way to pay for it), many homeowners are jumping at the chance to improve their homes.



A Tale of Two Houses







- 1320 square feet
- Heat: 198 million BTUs/year
- 6,000 kWh/yea



- Heat: 85 million 60% less!

50% less!

How does an existing home get the ENERGY STAR label?

 With difficu
ENERGY ST HERS ratin

– This is true whether the home was built yesterday or 100 years ago

 <u>There is no</u> existing ho

Home Performance with ENERGY STAR

- Extends ENERC improvements.
 - Links the build service to ENE
 - Marketing mes Includes emph
 - comfort and durability
 - health and safety
 - and professional problem-solving... ...along with energy-efficiency



Essential Components



- Bona fide w
- Building-sci
 - Home energy inspection and evaluation with diagnostic testing
 - emphasis on delivering improvements and "best practice" installation
- Quality Ass

Lesson 1: Huge Business Opportunities

 The market i a compreher Contractors d value and hid Increased hd confidence ir High closing Expanded jo High Margins

Variety of Successful Business Models



Independent "Home Performance Consultant"

Comprehensive, One-Stop Shopping "Home Performance Contractor"

GC or hybrid approaches: Using different mixes of in-house capacity, subcontracting, and trade alliances, and referral networks

Lesson 2: Contractors need to "own" this

 Third party r BUT contract **KEY** Contractors i about getting it's about a e their own b



Lesson 3: Financing is important



 More attraction BUT ease of - Simple, quick, and hassle free Having multi belt is a big Need ways to homeowners

Lesson 4: Program support can speed things up



 Home perfor happen-it's Programs ca - Providing quality training and mentoring - Serving as a trusted third party messenger to increase market awareness - Helping secure preferred financing Interest rat than rebate - Providing Quality Assurance!



Home Performance with ENERGY STAR

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