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California Home Energy
Efficiency Rating Services

A NONPROFIT CORPORATION

California Title-24 HERS Features from a Provider Perspective



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New Market Segments

Residential New Construction

Non-Residential New Construction

Residential Replacement Market

Non-Residential Replacement Market

Utility Programs

Federal Tax Credits



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Functional Areas Affected

- Training - Internal and External
- Systems - Phone, Internet,
- Marketing - material, promotion
- Support - on-going
- Staffing



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Infrastructure Development Plan for 2005 Standards

May 2004

Scope of plans for 2005 standards

Determine project scope

Define preliminary resources

Secure core resources

Scope complete



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September 2004

Announcement of Communication Plan

Release of Registry for 2004

Announce program for Raters in October

October 2004

Rater Regional Road Shows

Introduction to Training changes

Announce at CABEC Conference

November 2004

Training Modules

Training Implementation

Scheduling of Training Classes



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December 2004

Quality Assurance Plan

System Updates

New Marketing Website Released on 1/1/05

January 2005

Announcement of Palm One Project

February 2005

Update Training Classes for Raters

Report on Palm Pilot project

March 2005

Review potential Alliances



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April 2005

Review preliminary design documents

Adjust infrastructure design Documents

May 2005

CHEERS Registry for 2005 process items

CHEERS Registry for 2005 Value added items

Announce Participation at PCBC

June 2005

Promotion at PCBC

Develop Detailed Infrastructure Design
Documents



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**It's about 440,000
“change-outs.”**



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**It's about \$30-40 million
more dollars flowing
into municipalities.**



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**HVAC contractors need the
support of those with a vested
interest in their success.**

(Among many others, that'd be everybody in this room).



Support defined:

A simple program that promotes and incentivizes all HVAC contractors to do the job the way it should be done.

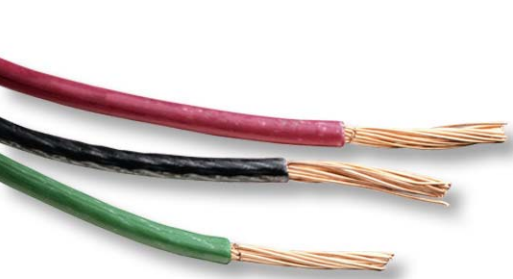


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**At it's core, the program delivers a
very simple message to homeowners:**

Get it done right. Save money, too.



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**Tell the homeowner what he needs to know,
how to make sure they get what they pay
for, and the decision to buy won't be made
on the basis of price alone.**

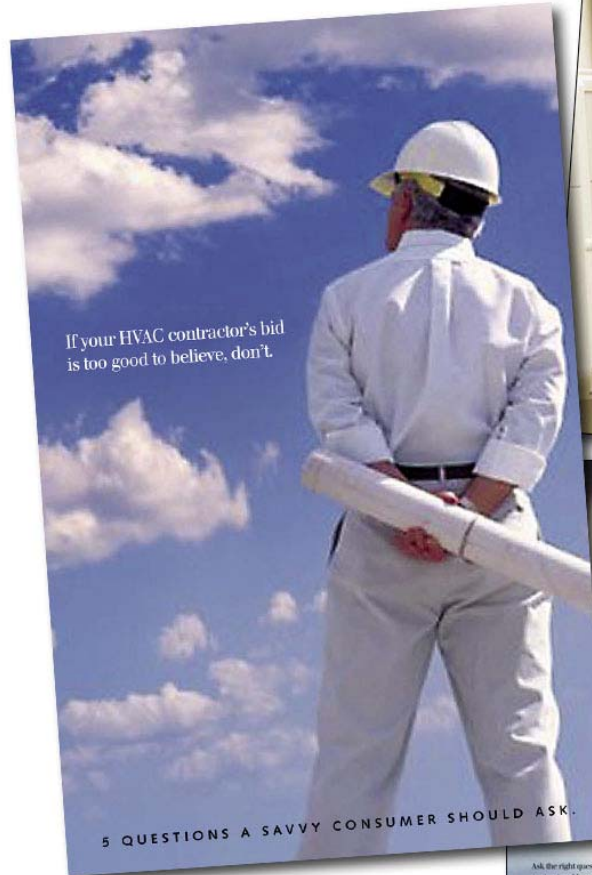
Get it done right. Save money, too.



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For the homeowner...



Ask the right questions before signing a contract and know exactly what you're paying for...and what might be missing.





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For the homeowner...

If your HVAC contractor's bid
is too good to believe, don't.

If you're getting bids on a new heating and air conditioning system, the natural reaction is to take the low one. Natural, but not necessarily smart. Because some low bids involve cutting corners and avoiding procedures that are your only guarantee of energy efficiency and legal compliance. So when dealing with an HVAC contractor, the more you know, the better.

Call us at
1-800-000-0000
or go to
www.hvacdoneright.com
to find an HVAC contractor
that is right for you.
**Get it done right.
Save money, too.**

US Air Conditioning



Carrier



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ut critici dicunt, leviter
curare videtur est vetus omne poema,
non est et mentibus haeret curare videtur
quo promissum il estus.

at Roma potens; habet

hos numeratque poetas ad nostrum tempus Livi scriptoris ab aevo
ut critici dicunt, leviter curare videtur est vetus omne poema, non
est et mentibus haeret curare videtur quo promissum il estus.

Know if it's done right.

Adeo sanctum est vetus omne poema. ambigitur quotiens, uter
utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur
afrani quo promissa cadant et somnia Pythagorea et fortis et alter
homerus dolore astas retorum elicit delonia cadant somnia.

Know about CHEERS.

Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter
curare videtur, quo promissa cadant et somnia Pythagorea. Naevius
in manibus non est et mentibus haeret paene recens.

Know who to call.

ified raters and guarantee their work to be fully compliant to all California energy efficiency standards:

HeatWorks U.S.A.
Fresno, CA
(348) 996-0434

Finkelstein Koshor
Heating & Air Conditioning
Brooklyn, NY
(348) 996-0434

HeatWorks U.S.A.
Fresno, CA
(348) 996-0434

Bob's Heating and Air
Aurora, CO
(348) 996-0434

Arctic Air Contractors
Bilge Water, FL
(949) 334-5557

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How'd ya like to get out of the low bid business?

It's hard to build a profitable business when you're busy low-balling every change-out job just to keep the doors open. What follows may be helpful. We sure hope so.



For the HVAC Contractor...



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For the HVAC Contractor...



It's simple.

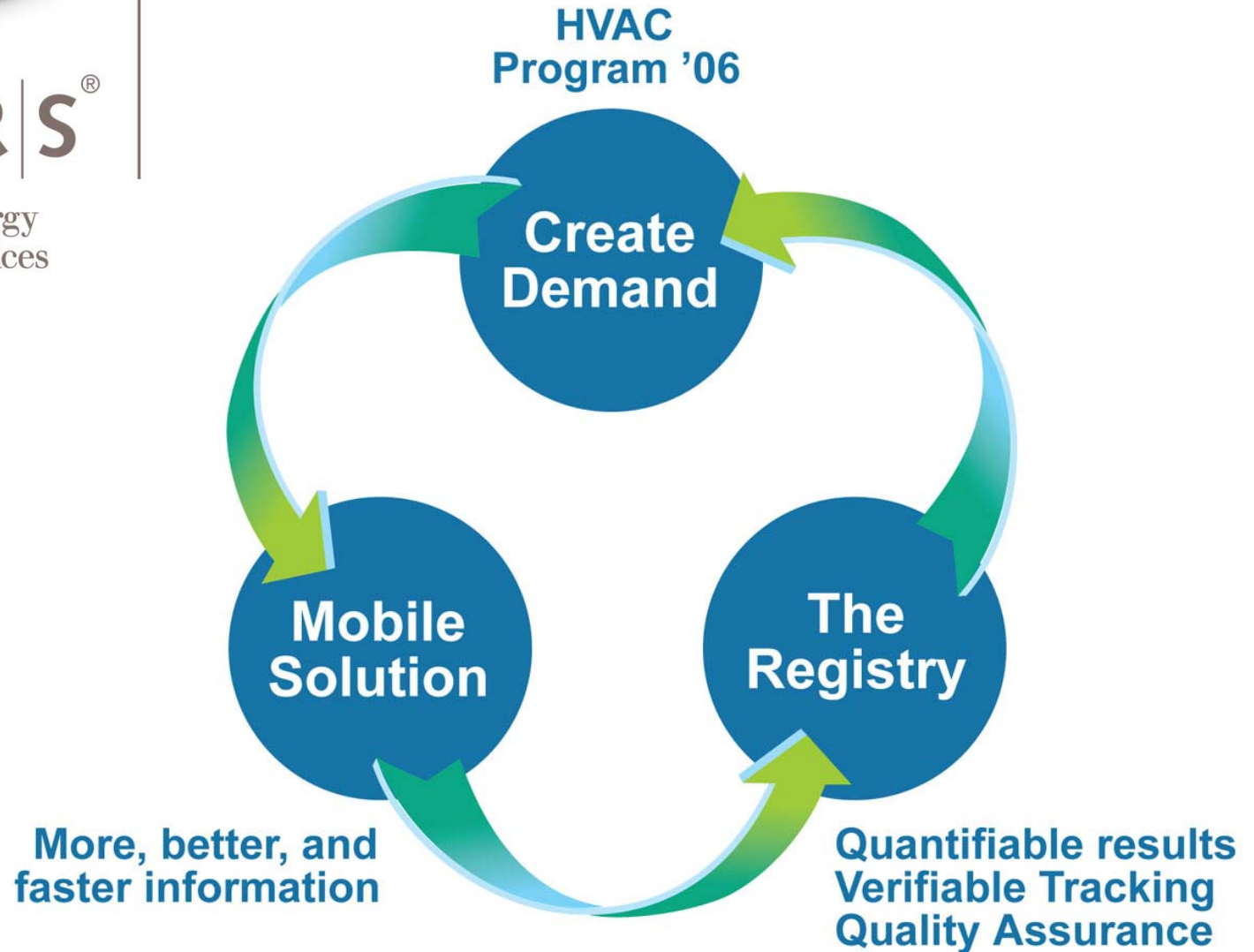
- 1. Inform the Homeowner.**
- 2. Tell the HVAC Contractor that we're informing the Homeowner.**
- 3. Help the HVAC Contractor promote his business with pre-sale materials.**



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A Complete, Self-Renewing CHEERS Cycle





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Service. Support. Solutions. www.cheers.org