



Principles in Developing a Successful Rating Business

RESNET **2006 Building** **Performance** **Conference**

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What I'll Cover Today

- A history of EAM Associates
- A review of our current products
- Summary activities-to-date
- Accomplishments
- My six principles for people success
- Know your primary market actors
- Know your primary marketplace
- Know your strengths & weaknesses
- Summary
- Questions and answers



EAM – A Brief History in Time

- Founded in 1993
- Residential Product Based
- Commercial Sector Involvement 1996
- Late 1990's New Construction Program Soup
- Residential Program Enlistment – Relationships
- Geothermal Market Infrastructure Building
- New Century – New Program Foundation
- 2001 Accredited Provider Start Rating Services
- 2002 & 2004 Move-up to Bigger Offices
- 2004 Tri-State Presence
- 2005 Mechanical Design Services Launched

Our Current Products

- **As HERS Provider**
 - ◆ Program Design
 - ◆ Plan Analysis
 - ◆ On-site Commissioning
 - ◆ Certification
 - ◆ Impact Reports
 - ◆ Evaluation
 - ◆ Training
 - ◆ Marketing
 - ◆ Industry Affiliations
- **As Builder Consultant**
 - ◆ Plan Analysis
 - ◆ Code Review
 - ◆ Res-Check
 - ◆ Manual J Services
 - ◆ Manual D Services
 - ◆ Commercial Cost Studies
 - ◆ Quality Assurance Inspections
 - ◆ Training
 - ◆ Marketing

21st Century Activities

- 2001 Three Homes Certified
- 2002 Ninety-Three Homes Certified
- 2003 870 Homes Certified
- 2004 1,850 Homes Certified
- 2005 2,322 Homes Certified
- 2006 Estimates – see my <smile>

Accomplishments

- Active EPA Partner since 2000
- Continued RESNET Accreditation since 2001
- EPA Achievement Award Recipient since 2003
- NJ Clean Energy Council Member since 2003
- NYSERDA Accredited HERS Provider since 2004
- LIPA Accredited HERS Provider since 2004
- NE HERS Alliance Board since 2005
- Two RESNET QA Designees on Staff since 2005
- YADA YADA YADA

Six Principles

- EXPECTATIONS – “To understand – walk in their sneaks.”
- TEAMWORK – “There is no I in Team,
but there is in win.”
- MOTIVATION – “People will work 40 hrs for a good salary,
60 hrs for a good cause, and...
80 hrs a week for both.”
- RESOURCES – “Train for the full Monty, but assign the load
based on *size* and ability.”
- DEVELOPMENT – “Training and enrichment – VALUE.”
- BALANCE – “Over subscribe and your business will die.”

Primary Market Actors

- New Construction Players
- New Construction Sub-Actors
- New Construction Stunt Doubles
- Existing Home Players
- Existing Home Sub-Actors
- Existing Home Stunt Doubles

Primary Marketplace

- **New Construction**
 - ◆ Single Lot – Homeowner GC
 - ◆ Production Builder
 - ◆ Authority
 - ◆ Affordable
- **Existing Housing Stock**
 - ◆ Re-sales
 - ◆ Tune-ups
 - ◆ Communities
 - ◆ Affordable

David & Goliath

- Know your product
- Know your people
- Nurture their continued learning
- Stay abreast of your industry – not your competition
- Do not over subscribe your services
- Network in your initial marketplace
- Learn to manage your resources
- Understand your client's needs & schedule
- Ask questions & listen

SUMMARY

- So, how do we define our services to our clients?
- How do we attract new customers?
- Manage the demand for services?



Questions and Answers

Thank You!

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