

Developing your Home Performance Business

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Joe Kuonen

Business Models

- Rater / Consultant inspects, reports, refers
- Consultant/inspector as General Contractor: diagnoses, reports, sells job; Then subcontracts all or most of work, trains and quality –controls, tests out, QC, collects

- Home Performance Contractor:
diagnoses, sells, delivers all services in-house

Transitions to Performance Contracting

- **Incremental steps**
- **Top-to-bottom transformation or start-up**

BROADEN THE SCOPE OF WORK!

HVAC Components

- **Proper equipment sizing**
- **Matched components**
- **Performance ductwork, proper static pressure**
- **Air balancing**
- **Filtration without misrepresentation**
- **Adequate return systems**
- **Supply grill selection**
- **Pressure balancing, transfer grills**

Don't forget the “V” in HVAC!

- **Baths, kitchens, laundries**
- **HRV's and ERV's**
- **Central dehumidifiers & ventilators**
- **Crawlspace & basement dehumidifiers**
- **“Themidistats” & variable speed
blowers**

BROADEN THE SCOPE OF WORK!

Building Envelope Components

- **Insulation**
- **Air sealing**
- **Crawlspace & basement treatments**
- **Vapor barriers**
- **Attic ventilation**
- **Window shading (solar screens, tinting)**
- **Windows?**

Start-up

Put all the pieces together

- Marketing; Hot buttons
- Lead qualification
- Technical training
- Sales staff
- Production crews
- HVAC, insulation, air-sealing, moisture management
- QC

Do the steps; no shortcuts

- Use diagnostics to separate yourself from the “herd,” EDUCATE, & provide SOLUTIONS.
- “WHY ARE WE HERE?’ Interview & ALWAYS continue to address the reason they called you.
- Motivate the consumer to take action, invest in their home, & receive the benefits.

Interview, ask questions:

- Thermostat settings?
- Utility bills?
- Uncomfortable rooms? Drafts?
- Mold, mildew, humidity, condensation?
- Dust?
- Fireplace use?
- Allergies, asthma, headaches, dizziness?
- Take notes, & go where it leads you!

Explain, Educate, Communicate

- Explain the basic building science approach to problem solving
- List possible contributors to their problems, explain the connection, & our need to know
- Explain the diagnostic process you are about to begin, & why we test so many things

“We have a checklist of everything that can go wrong in a house, and we are going to find out how yours is doing.”

- Diagnose, test, inspect, observe
- Demonstrate, involve, engage, compel
- Read the signs, follow the clues, ask the questions
(space heaters, window AC's, humidifiers, dehumidifiers, odors, stains, drafts, etc.

- COMMUNICATE, build rapport, get them involved in the process by explaining, demonstrating.
- CARE about them, their home, their problem, their health, their family.
- DEVELOP team approach with them to research THEIR house system & develop a strategy for solving their particular issues.