



# Ideas and Concepts on Growing Your Rating Business

# The Problem

Matching revenues with  
expenses and  
investments

# What business are you in?

- Home Energy Ratings
- Training
- Consulting
- Engineering
- Architecture
- Building
- Insulation
- HVAC

# Our Business is: Logistics

- Get the right person
- With the correct information, knowledge and skill
- And the right tools and/or equipment
- With the right material
- At the right (usually remote) location
- At the proper time (regardless of when the work was scheduled)
- To do the job that is required (regardless of what was requested)
- And do it 500 times a day (cheerfully)

# Another Way to Look at our Business

- HVAC for New Homes - 5,000 Installations
  - HVAC for Existing Homes - 25,000 Service Calls
  - Rating for New Homes - 7,000 Certificates
  - Rating and Energy Retrofit for existing homes - 200 Energy Audits
- 2006 Revenue - **\$25,500,000**

# Original Intent in Ratings:

## **Self-Defense**

March 2001 – Why is the City of Frisco acting this way?

# What we discovered

**Energy and HVAC  
are the same  
business!**

# Our Perspective on Growth:

Existing housing is full  
of  
opportunity!

# Existing Home Ratings – “MLS”

Idea: Get a space on the front page of the MLS book for Energy Ratings

- RESNET Software
- Certified Rater/Provider
- 1,000,000 Ratings per Year (Texas alone)

# Existing Home Rating

If existing homes begin to compete for buyers on the basis of energy efficiency...there is a link to the contracting for thermal improvements to the home.

## **Turnkey opportunity**

for HVAC, Insulation,  
Windows, Sealing, others?

# Watching and Learning From Those Who “Do”

- **Small Business Models**
- **Medium Business Models**
- **Large Business Models**

# In Summary:

## **The Problem: Matching Revenues with Expenses and Investments**

- What Business: What is your business today?
- Growth Opportunities: Look for the intelligent extensions for what you are good at?
- Start: Action generates results.