

Opportunities for Raters in Building Performance

Building
Performance
Institute, Inc.



Raising the Bar in Building Performance Contracting

Certification - Accreditation - Quality Assurance

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The Opportunity

Residential remodeling is a \$220 billion industry and is growing even while new home construction is suffering through a down phase!



Leaving Money on the Table

The fact is that most contractors are leaving money on the table by not delivering comprehensive home solutions for their customers.



The Real Value

If adequately realized,
residential repair and
remodeling (and home
performance) could actually be
> a \$250 billion industry.



Raters and New Homes

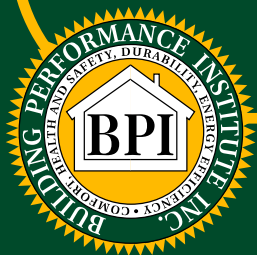
The scope of your work in new home construction is limited by the number of homes builders are willing to build under ENERGY STAR.



Raters and Existing Homes*

The scope of your work in home performance is limited only by your ability to deliver critical services to the marketplace.

*** You can participate in the HPwES Consulting model, contracting model and everything in between depending on your own business model.**



Scope of Work

Home performance is all about delivering solutions for customers that improve comfort, energy efficiency, and durability, while maintaining health and safety.



The Reality

Most contractors sell
products and do not sell
a **process** for solving
customer problems.



These systems interact and we get...



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Problem



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After problem



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After problem



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and failure...



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after failure...



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after failure...and...



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Defect...



after defect...



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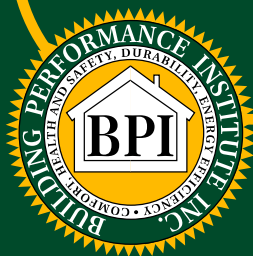


So is Building Performance important?

ABSOLUTELY... YOU BET IT IS

- Focus on thermal, air, moisture control, and health and safety
- Conduct diagnostic testing to verify conditions
- Develop work scopes with cost effective recommendations
- Perform measures or use qualified trade contractors
- Test out and document final conditions
- Verify performance through independent quality assurance.

**TO AVOID UNINTENDED
CONSEQUENCES AND DO NO HARM TO
LIFE, LIMB OR PROPERTY...**



Raters and Home Performance

So, do raters have a role in
Home Performance?

Absolutely!



Keys to Success in BP Contracting

- **Minimize risk**
- **Verify the quality of your work**

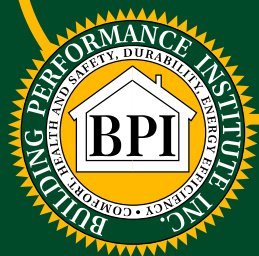


One Reason to Get Accredited

To reduce to the
maximum extent possible
your company's exposure
to risk.



Risk



Risk



Risk



How to Minimize Risk

- ❖ Invest in training for employees
- ❖ Get key employees professionally certified
 - Building Analyst + Specialty Certification
- ❖ Commit to educating customers
- ❖ Conduct comprehensive assessments
- ❖ Utilize a customer dispute resolution system
- ❖ Keep accurate records... (wait there's more.)



How to Minimize Risk

❖ Commit to a quality management system

- Drive decision making into the field
- Encourage employees to problem solve
- Get to the root cause of callbacks
- Allow employees the freedom to make the changes that will reduce or eliminate callbacks.



What is a *Callback*?

The most significant investment a company can make in building a negative image with its customers.



The Other Reason to Get Accredited

Differentiate your company from your competition by verifying for your customers that you are delivering the performance improvements that they expect.



Measurement and Verification

- ❖ “Test Out” on every job to verify that the work achieves the performance expectations of you and your customer
- ❖ Commit to having an independent, third-party quality assurance system verify the performance of your completed projects. (Raters can serve as these third-party QA Providers for BPI.)



Summary of the Value Proposition

SALES BENEFITS

- Offer customer complete solutions
- BP uses a systematic approach
- Expand your scope of services
- Improve your closing rates
- Be selective about projects
- Perform larger value projects
- Offer competitive financing

Examples

- NY: Average Project = \$8,000
- CA: Average Project = \$12,000



OPERATIONAL BENEFITS

- Differentiate business
- Reduce staff down time
- Retain high quality staff
- Identify qualified staff to hire
- Minimize call back costs
- Fewer customer complaints
- Manage your risk
- Customer satisfaction/referrals
- Increased profitability
- Ability to sleep, knowing you did it right, the first time



This Is Too Expensive!

“I don’t have the time or resources to invest in these kinds of systems.”

BPI’s combined Accreditation/QA fee is \$.009 for every dollar of revenue.

Accreditation/Quality Assurance adds about \$45 to the average \$5,000 job.

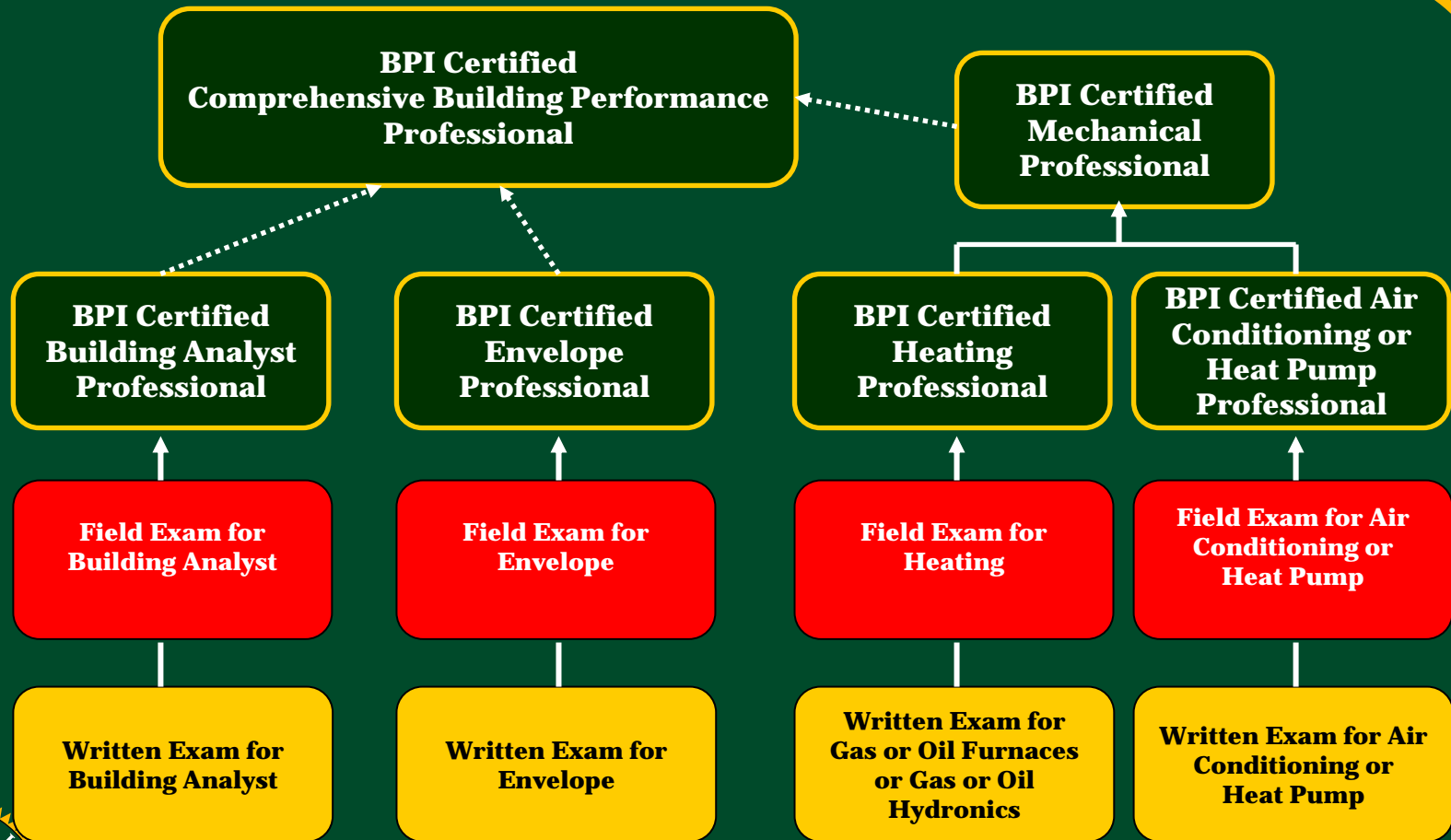


Powerful Question...

Ask yourself, “What is the cost of not making this investment?”



BPI Certification Model



Building Science in BPI Exams

First time candidates in any BPI certification category take a 100 question exam. 50 of these questions relate to basic building science fundamentals (as described below) and 50 relate to the specialty area of the exam. Subsequent certifications only require the 50 question specialty exams and do not repeat the building science questions.

- Introduction to Building Science Principles
- Introduction to Building Construction
- Introduction to Basic Construction Math
- Introduction to Basic Measurement & Verification
- Professional Ethics & Conduct
- Introduction to BPI Standards
- Introduction to Tools & Equipment
- Introduction to Project Specifications
- Introduction to Installation, Operation, Maintenance Knowledge



BPI Building Analyst Professional

This certification is intended for those who conduct building performance evaluations and perform certain measurement and verification services with related analysis. This person can specify, sell, manage, or otherwise coordinate building performance work.

- Use of Introductory Building Science Principles
- Use of Introductory Building Construction Skills
- Use of Introductory Construction Math Skills
- Use of Introductory Measurement & Verification Skills
- Use of diagnostic testing procedures and equipment (energy efficiency, health and safety)
- Use of BPI Standards
- Use of Tools & Equipment
- Use of Project Specifications



Wrapping Up...

Questions?

