

Sample Marketing Letters to HOAs

ENERGY STAR[®] Home Sealing

Marketing Your Services to Homeowner Associations (HOAs):

The following is a guide to help contractors offering ENERGY STAR Home Sealing or Duct Sealing services market to a larger base of customers. Contractors can develop leads and grow sales by taking advantage of similarities in housing types, quality of construction, and age of equipment in communities.

Marketing Letter Templates:

Template #1: Contractor has a satisfied customer and asks the customer to submit this article to the HOA for their next newsletter. Contractor could also offer a referral gift or discount on future or delivered services for this favor.

Dear Fellow Residents,

We have recently completed a number of low cost upgrades to our home that are saving us money while making us more comfortable. We want to pass along these ideas to other residents and encourage you to do the same. Working with ABC Company, we tested our home to determine how energy efficient it was and identified improvements that could improve our comfort and reduce our utility bills. The following improvements have made a real difference:

- Sealed air leaks around the entire house (ABC Company's tests showed that total leaks amounted to an open window all year round).
- Added insulation in our attic and over the attic hatch opening to a total value of R-49.
- Improved our HVAC system and distribution through the duct system including adjustments to improve airflow and proper refrigerant charge.
- Insulated and sealed ducts in attic (and/or crawlspace).

We were happy to learn of lower cost options to decrease our utility bills and improve our comfort but we are also considering replacing our heating and cooling systems due to the age and efficiency of the unit. The expertise, recommendations, and services ABC Company provided were excellent and we highly recommend you contact them. ABC Company asked me to let all residents know that they can offer a bulk discount if at least 10 residents would like to take advantage of their services.

ABC Company provided me with an excellent video hosted by Steve Thomas of "This Old House" describing the home energy test and various services. Please feel free to stop by and borrow the tape or contact Joe Contractor at ABC Company (888-555-5555) for a copy and to schedule an appointment.

Sincerely,
Joe Resident

Template #2: *Letter to HOA President offering to give away a prize and requesting that they promote a raffle in their next newsletter. The raffle could be for one free service including an initial energy audit, recommendations, and low cost improvements. The winner or HOA would agree to host a short presentation by the contractor to explain the benefits of the service. This raffle should be timed to coincide with extreme weather (August or January) or energy costs spike.*

Mr. Joe Smith
President
Townes of Moorefield Community Association
P.O. Box 1046
Vienna, VA 22183

Dear Mr. Smith:

As we head into this winter, your community is preparing for headaches like snow removal, roof damage, and high utility bills. After last winter, your residents don't want a repeat of the hefty bills most homeowners received last year.

I'm writing to ask if you would be interested in raffling a prize in your next community newsletter. My company would like to offer one resident in the community a free energy efficiency test of their home, list of recommended improvements, and free improvements including air sealing, weather-stripping, and adding insulation. All I ask for in return is the opportunity to make a short presentation to other residents of the community to demonstrate how low cost improvements can drastically lower your utility bills and increase overall comfort in your homes.

I have included a brochure on my company, an ENERGY STAR Home Sealing brochure from the EPA, as well as an excellent video hosted by Steve Thomas of "This Old House" describing the home energy test and various services that my company performs. I will be calling you in the next week to follow up. I hope you will consider raffling this prize, as it will be an excellent opportunity for the whole neighborhood to understand the benefits of energy efficient improvements.

Please contact me with any questions and I look forward to talking with you soon.

Sincerely,

Joe Contractor
ABC Company