

# Contractor Recruitment Strategies

BetterBuildings Implementation  
Workshop

Sept 13-15, 2010

Lee Butler

# Agenda

- Setting goals
- Identifying contractors
- Contractor contact
- Follow up



# Questions

- For what purpose are contractors being recruited?
  - Training
  - Certification
  - Program Participation
- Target Audience?
  - Large/small?
  - Geographic considerations?
- Contractor type?
  - General
  - HVAC
  - Insulation
  - Remodelers
- Goals
  - How many contractors are needed?

# Identifying Contractors

- Better Business Bureau
- Contractor Associations
- Union Locals
- Chambers of Commerce
- Telephone Directory
- Wholesalers
- Manufacturers
  - websites



# Methods of Recruitment



- Personal visit
- Seminars
- Letters/email
- Course catalog
- Website
- Telephone

# Common Factors in Successful Recruitment

- Build a relationship
- Benefits to the contractor:
  - Fewer call backs
  - Improved customer satisfaction
  - Reduced liability
  - Contractor incentives
  - Increased sales and/or job size
- Follow through

# Conducting a Recruitment Seminar

- Not too many contractors - 10-20
- Be aware of lost opportunity costs
  - 90 minutes max
- Good pace
- Refreshments
- Sample equipment/equipment demo
- Have existing contractor present

# Sample Agenda

- Finger Lakes Energy \$mart Communities Presents...
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- **AGENDA**
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- **9:00 – 9:05AM** - Introduction – Lee Loomis & Haley Rotter,  
• Coordinators, Finger Lakes Energy \$mart  
• Communities
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- **9:05 – 9:40AM** - Home Performance w/ENERGY STAR –  
• Program Overview – Lee Loomis
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- **9:40 – 9:50AM** - Description of Comprehensive Home Assessment,  
• Training Content & Support Services –  
• Lee Loomis & Haley Rotter
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- **9:50 – 10:30AM** - Question & Answers – Lee Loomis & Guests
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- **10:00AM** - Adjourn



# Follow up!

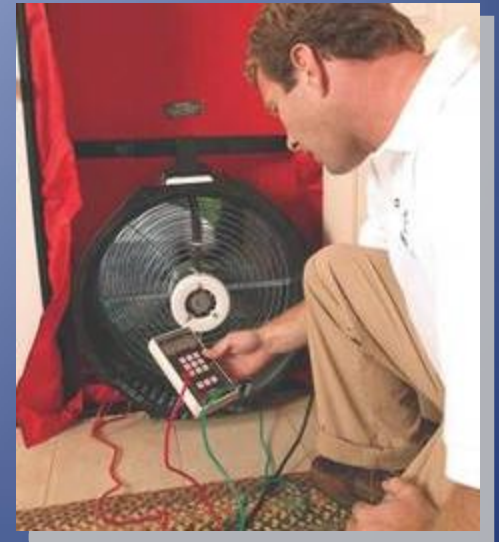
- Contact each contractor after seminar or initial contact
- Help contractor to the next step in the process
  - Training
  - Certification
  - Participation agreement
  - Equipment purchase



# Ramping Up the Workforce

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- Licensing Curriculum
  - I - Single Facility Employee
  - II - Participating Home Performance Contractors in New York State
  - III – Multiple Facilities outside NYS, or own employees in NYS at multiple facilities
  - IV – Union Training Centers



# Questions?

# Contacts

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