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The Energy Advisor Model: Lessons Learned

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Why Energy Advisors?

Program Objectives

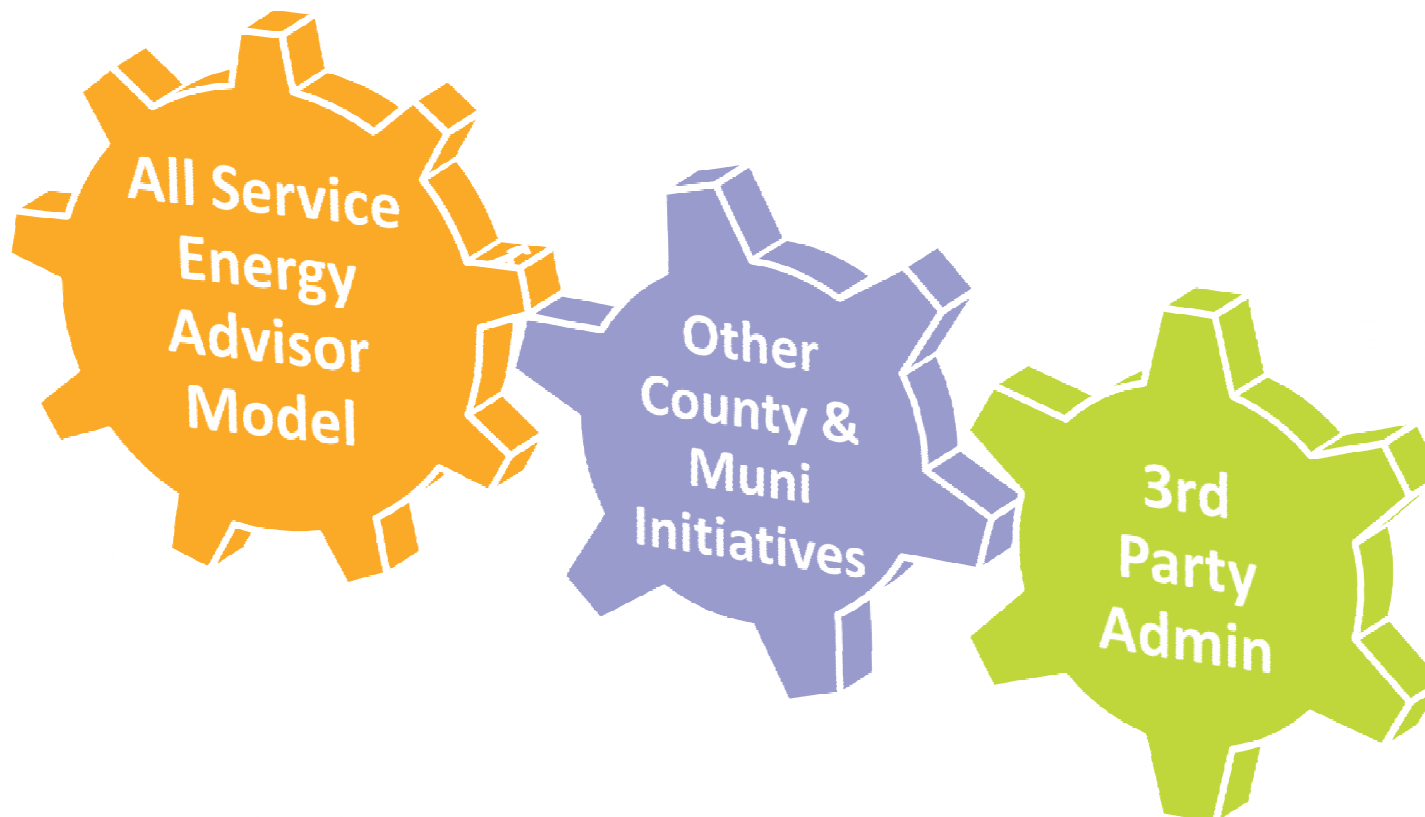
- Achieve GHG reductions through residential EE
- Serve a full range of households and housing types
- Create a simple, comprehensive program delivery path
- Create new incentives where needed to drive retrofits
- Foster a robust local contractor base



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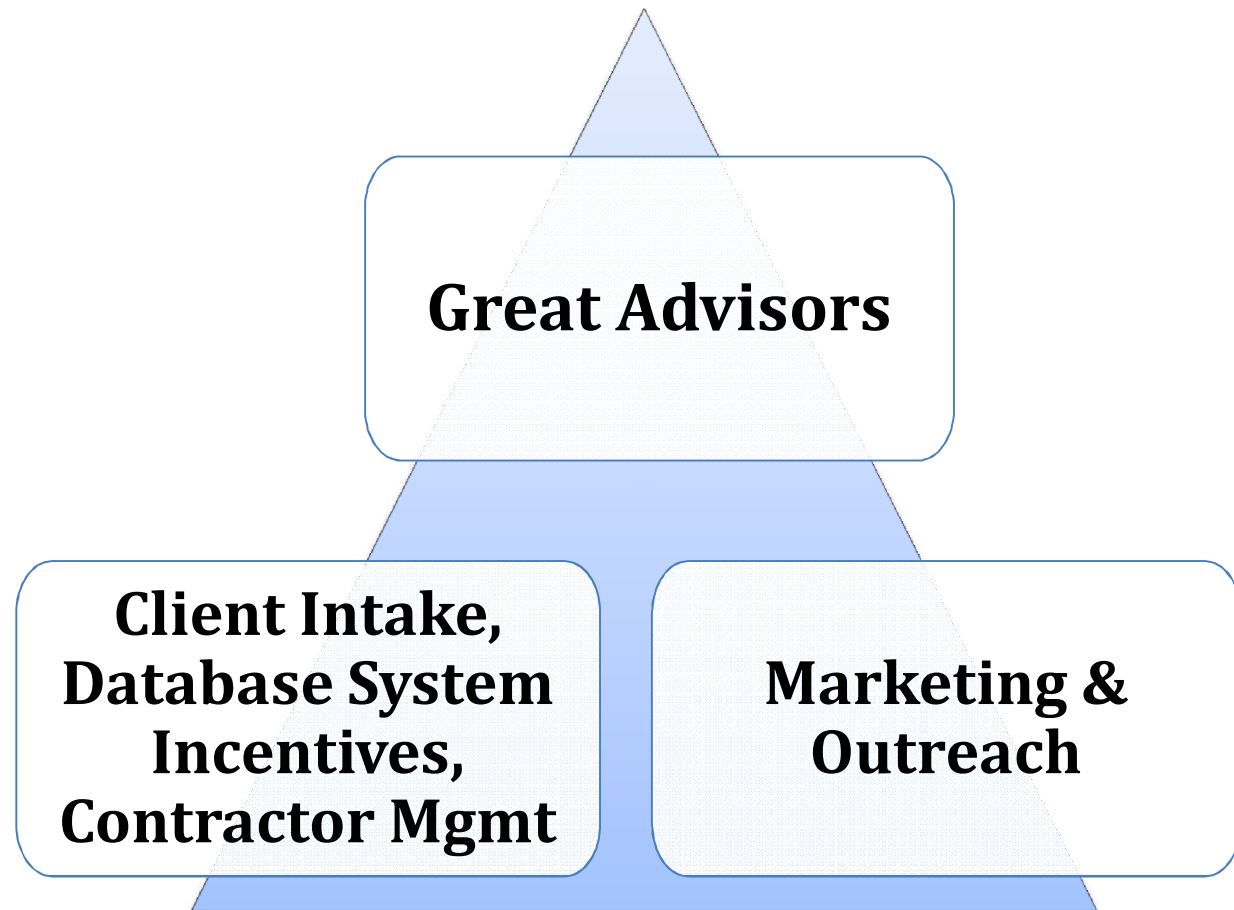
Program Considerations





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What Makes The Advisor Model Work?





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Ah Ha Moments w/ EnergySmart

- ✓ The Advisor Drives The Action, Not Rebates
- ✓ The Advisor Model Is Adaptable
- ✓ Advising Is Expensive But Effective
- ✓ 3rd Party Advising Can Be Seen As A Threat To Contractors
- ✓ Reaching Lower Income And Under-Represented Groups Is Challenging



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Thank You

*To Learn More About EnergySmart:
EnergySmartYes.com*

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