



Concierge Programs for Contractors -- They're Not Just for Consumers Anymore

May 16, 2012



AGENDA

- 1) Jonathan Cohen, U.S. Dept. of Energy - Welcome and Introduction**
- 2) Ryan Clemmer, Clean Energy Works OR – Presentation, Brief Q&A**
- 3) Melanie Paskevich, NeighborWorks – Presentation, Brief Q&A**
- 4) Jay Karwoski, ICF International – Presentation, Brief Q&A**
- 5) Q&A**

Business Support

- Business support is critical in order to create thriving, effective, efficient, ROBUST and RESILIENT businesses?
- It starts by focusing on being robust business and succeeds when we all become resilient businesses.



ROBUST



RESILIENT

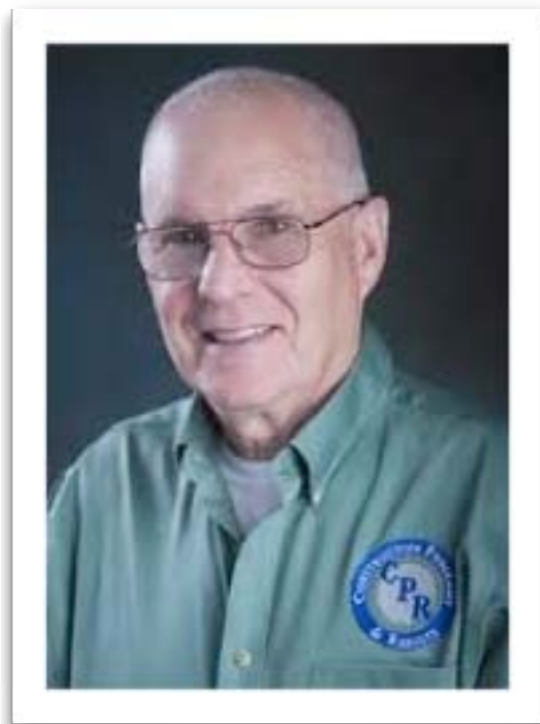
Building the Robust System

- Focus on your own businesses profitability.
- Focus on internal business systems that are replicable and robust.



BUSINESS SUPPORT

We've be working with Michael Stone, Hispanic Metropolitan Chamber, Metropolitan Contractor Improvement Partnership and others to provide business support services.



Business Coach



Business Classes



Find a Mentor

Business Support Program Outline

- Orientation
- Business management courses
- Coaching
- Peer Mentoring

Business Support Goals

- Increase ability of contractors to compete, thrive and grow.
- Address gaps and inconsistencies.
- Pursue opportunities to diversify the Home Performance industry.
- Meet MW business participation targets.
- Build on learning from customer research.
- Reposition and elevate what it means to be chosen as a CEWO contractor.
- Create model that can be refined and leveraged.

Business Support Program Objectives

- Build program for existing and new CEWO contractors.
- Integrate business support program with contractor selection.
- Support contractors who seek to grow their businesses by providing coaching and advanced training.
- Invest CEWO financial resources and find leverage where possible.
- Provide shadowing and mentoring to all new contractors.
- Meet aggressive development/design timeline and deliver program on time and within budget.

Building the Resilient System

- Form & create local networked communities with your peers & competitors (i.e. Trade Organizations).
- Focus on the objectives of STANDARDIZING THE HOME PERFORMANCE PROCESS. (This informs the marketplace by conveying a clear message).
- Engage with your local utility programs with a unified voice. Help them help you.



The background features a stylized illustration of a house with a gabled roof and several windows, situated on a green hill. Behind the house is a large sunburst with multiple rays extending upwards. The entire scene is set against a light blue sky. A winding path leads from the bottom center towards the house.

NeighborWorks H.E.A.T. Squad

Shaping An Industry: Home Performance Contractors

Melanie Paskevich, Coordinator
NeighborWorks of Western Vermont

May 16, 2012

A little about NW H.E.A.T. Squad:

- One-stop-shop for residential energy efficiency in Rutland County, Vermont focusing on customer service, lowering the audit cost, providing objective Energy Advisors to help throughout the process, and in-house loan products.
- Program goal: 1,000 EE improvements by 2013.
- 16 Home Performance with ENERGY STAR BPI certified Auditor/Contractors work in the program (all companies do both, auditing and the improvement work)- important point.

Shaping An Industry:

- Communication and Listening
- Timelines, Competition, Incentives
- Provide Useful Tools



Communication and Listening

- Encourage Contractors to communicate with the program via email, phone, drop-ins: keep the lines open on all fronts. Stress communication with homeowners in a timely manner after audit and throughout process.
- Monthly 1-on-1 meetings with each contractor and HEAT Squad to review each client status, making sure no one has fallen through the cracks.
- Bi-monthly contractor meetings to review program issues, any changes, provide learning opportunity(s).
- Always include contractors at the start when proposing program revisions, new offerings, interaction with policy makers, etc.
- Listen to the contractors: to their needs, their wants, their issues. Energy efficiency programs would not survive without the contractors and they need to be fully engaged on all levels.

Contractor Meeting



- Bi-monthly meetings have encouraged a sharing of techniques and products by all the contractors.
- This was an impromptu demonstration of a new foam gun that one contractor has been using.
- These meetings have become very interactive and insightful, now the contractors are asking for these meetings.

Timelines, Competition, Incentives

- Set timeline for paperwork: 5-10 business days to get audit report to homeowner & HEAT Squad, if report is late they go off scheduling list, if past 4 weeks from audit, take audit away completely (late reports have gone from 4 months to 3 weeks).
- Encourage competition: Monthly report that shows each contractors conversion rates, Winter/Spring contractor competition--contractor who has the most completed projects in 6 months wins IR camera.
- Provide incentives: When contractors submit audit reports, they are paid \$150 (Homeowner pays them \$100 at time of audit) and when project is completed, they get paid bonus \$100--total for completed project \$350.

Contractor Monthly Report

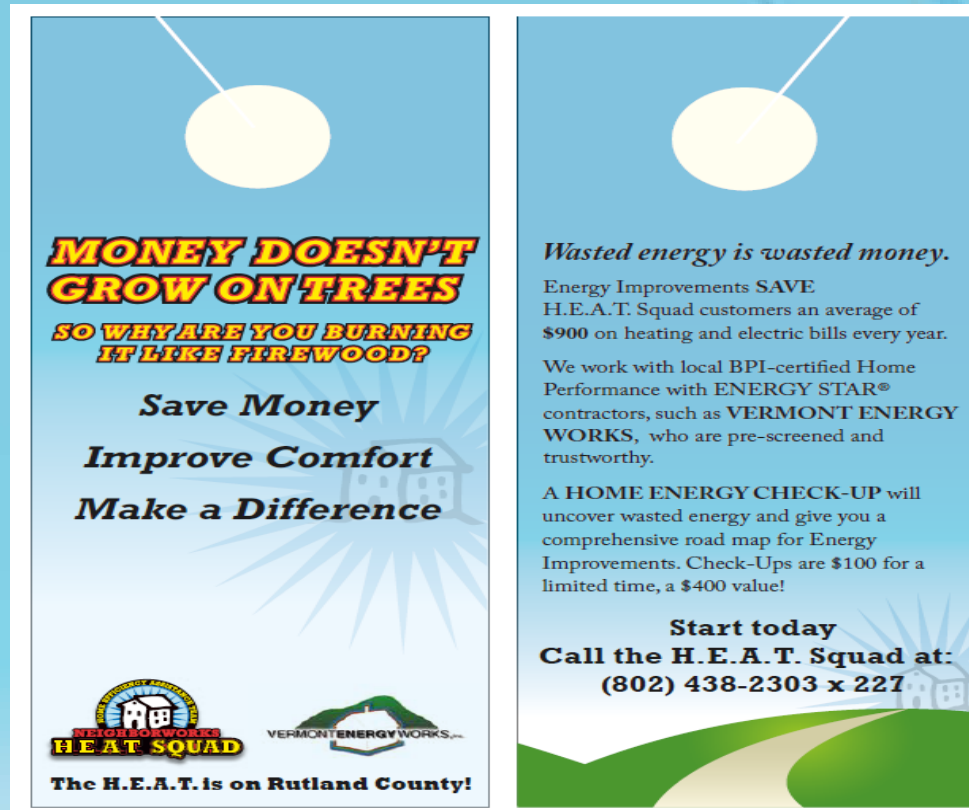
NeighborWorks HEAT Squad BPI Contractor Results as of April 15, 2012								
	Completed Home Energy Checkups	Dropped Out of Program	Completed Home Energy Upgrades	In Upgrade Process	Completed and In Upgrade Process Conversion	Average Cost of Energy Upgrade	Ave. % Heating Energy Savings	Winter 2011/2012 Competition
Red Barn Design and Build LLC	122	30	50	14	52%	\$8,000	36%	23
Weatherization Works	166	34	64	13	46%	\$5,077	31%	35*
Vermont Foam Insulation	9	0	4	0	44%	\$8,850	35%	3
Harrington Custom Building	77	15	24	10	44%	\$8,137	40%	12
Shaping Energies	66	17	16	12	42%	\$7,148	35%	15
Thermal House	12	7	5	0	42%	\$5,487	24%	3
Vermont Energy Works, Inc.	165	69	37	17	33%	\$5,774	33%	17
Solsaa Building & Energy Solutions	121	34	29	15	32%	\$8,638	37%	14
Green Mountain Energy Professionals	7	0	2	0	29%	\$7,465	36%	2
Hand Energy Services	54	18	9	6	28%	\$5,800	27%	8
Comprehensive Bld'g Solutions	115	37	15	11	23%	\$5,890	27%	6
Montpelier Construction	37	5	3	5	22%	\$6,853	29%	1
Absolute Comfort	14	1	1	2	21%	\$6,591	20%	1
Energy Wise Homes	51	14	7	3	20%	\$4,750	28%	5
Structural Energy Conservation	87	24	11	5	18%	\$8,941	31%	3
McKernon Group	13	2	0	1	8%	\$0	0%	0
Absolute Comfort								
January 15, 2012	2	0	0	0	0%	\$0	0%	0
February 15, 2012	5	0	0	1	20%	\$0	0%	0
March 15, 2012	10	0	1	0	10%	\$6,591	20%	1
April 15, 2012	14	1	1	2	21%	\$6,591	20%	1
Comprehensive Bld'g Solutions								
April 15, 2011	51	1	4	16	39%	\$6,197	35%	n/a
May 15, 2011	55	2	5	15	36%	\$6,438	37%	n/a
September 15, 2011	75	8	6	12	24%	\$6,776	28%	n/a
October 15, 2011	81	9	9	15	30%	\$6,154	29%	n/a
November 15, 2011	88	7	10	17	31%	\$6,154	29%	0
December 15, 2011	90	22	12	17	32%	\$5,685	26%	2
January 15, 2012	91	22	12	18	33%	\$5,685	26%	2
February 15, 2012	98	21	12	21	34%	\$5,685	26%	2
March 15, 2012	103	35	13	12	24%	\$5,783	26%	4
April 15, 2012	115	37	15	11	23%	\$5,890	27%	6

Each month all the contractors see how each other is performing and they can see their past conversion rates. This has been a great driver for them to revise their business practices.

Provide Useful Tools

- Free trainings: BPI, Weatherization Installer, Crew Chief, Auditor, IR Camera, Combustion Analysis, Blower Door, Energy Auditor.
- Held Sales Training--VITAL to all programs, VITAL to this industry.
- Provided equipment Loan: Low interest rate, great terms, flexible (not to be used for a new boat, unless it helps get to a project).
- Established Bulk Purchasing Program with local lumber yard, offer free delivery to site, lower cost, in-stock frequently used materials.
- Started a temporary labor pool: LaborWorks at NeighborWorks to help with workload without paperwork, cost, high turn-over rate.
- Co-marketing such as door hangers, ads, presentations, events, Energy Parties, articles, radio, provide marketing materials.
- This summer: Business planning; equipment lending, web-based project management & reporting tool.

Contractor Door Hanger



**MONEY DOESN'T
GROW ON TREES**
**SO WHY ARE YOU BURNING
IT LIKE FIREWOOD?**


Save Money
Improve Comfort
Make a Difference

Wasted energy is wasted money.
Energy Improvements SAVE
H.E.A.T. Squad customers an average of
\$900 on heating and electric bills every year.

We work with local BPI-certified Home
Performance with ENERGY STAR®
contractors, such as VERMONT ENERGY
WORKS, who are pre-screened and
trustworthy.

A HOME ENERGY CHECK-UP will
uncover wasted energy and give you a
comprehensive road map for Energy
Improvements. Check-Ups are \$100 for a
limited time, a \$400 value!

Start today
Call the H.E.A.T. Squad at:
(802) 438-2303 x 221


The H.E.A.T. is on Rutland County!

Contractors are encouraged to distribute these doors hangers around neighborhoods where they are working, adding notes on the hanger as necessary. When Homeowners call in to schedule their audit, the contractor on the hanger will get this audit and the potential work.

Contact Information:

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Successful Contractors = Successful Programs

May 16, 2012

Agenda



- Building a Successful Program
- Program Design
- Training
- Program Delivery and Mentorship
- How to Raise Awareness for the Services Contractors Offer/Marketing
- Setting Contractors up for Life After Energy Efficiency Programs

Program Design



- An easy to follow program design that fits easily into contractors current business model is a key first step.
- If a program is set up with too many variations to a contractors normal processes it can be an initial barrier to success.
- Do your research to find qualified contractors. Then hit the street and ask questions.
- Identify early champions.

Program Design



- How much of their current business model fits into the HPwES model?
- How well is the business doing in the current marketplace?
- Have they used Federal or State incentives and how effective were they?
- Do they have the certified individuals that understand how to do this type of work?



Training

- Keeping the training sessions open to questions is very important.
 - Contractors are there to learn. If the opportunity to ask questions isn't an option during the presentation more than likely the question will never be asked.
- Make yourself available after the training. **FIELD MENTORING!**



- Co-branded marketing materials

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HOME PERFORMANCE WITH ENERGY STAR

Reduce your home's energy bills.

Our company is participating in the Consumers Energy Home Performance with ENERGY STAR® Program. Through this program, we are able to install energy efficiency improvements at reduced cost to Consumers Energy customers.

Learn more at www.consumersenergy.com or call 1-866-234-0445.

ENERGY SAVING SERVICES
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Consumers Energy Saving Solutions
Everyone has the power to save.
www.consumersenergy.com

Consumers Energy
Count on Us

Home energy improvements in progress in your neighborhood

Do you want to lower your home's energy bills and be comfortable in any room of your house, in any season? The Consumers Energy Home Performance with ENERGY STAR® program is offering up to **\$3,500 in rebates** to its natural gas customers toward the cost of eligible home energy efficiency improvements.

Our representatives will be in your neighborhood from _____ until _____ with more information about how you can save energy and money.

Everyone has the power to save. Get started today!

INSPIREDGREEN
(517) 321-4935 • www.goinspiredgreen.com
Inspired Green is a participating contractor and is not employed by Consumers Energy.

For more information on improving the energy efficiency of your home:
Visit www.consumersenergy.com
Call 1-866-234-0445 or
E-mail CEHomePerformance@icfi.com

HOME PERFORMANCE WITH ENERGY STAR

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Training



Program Delivery and Mentorship

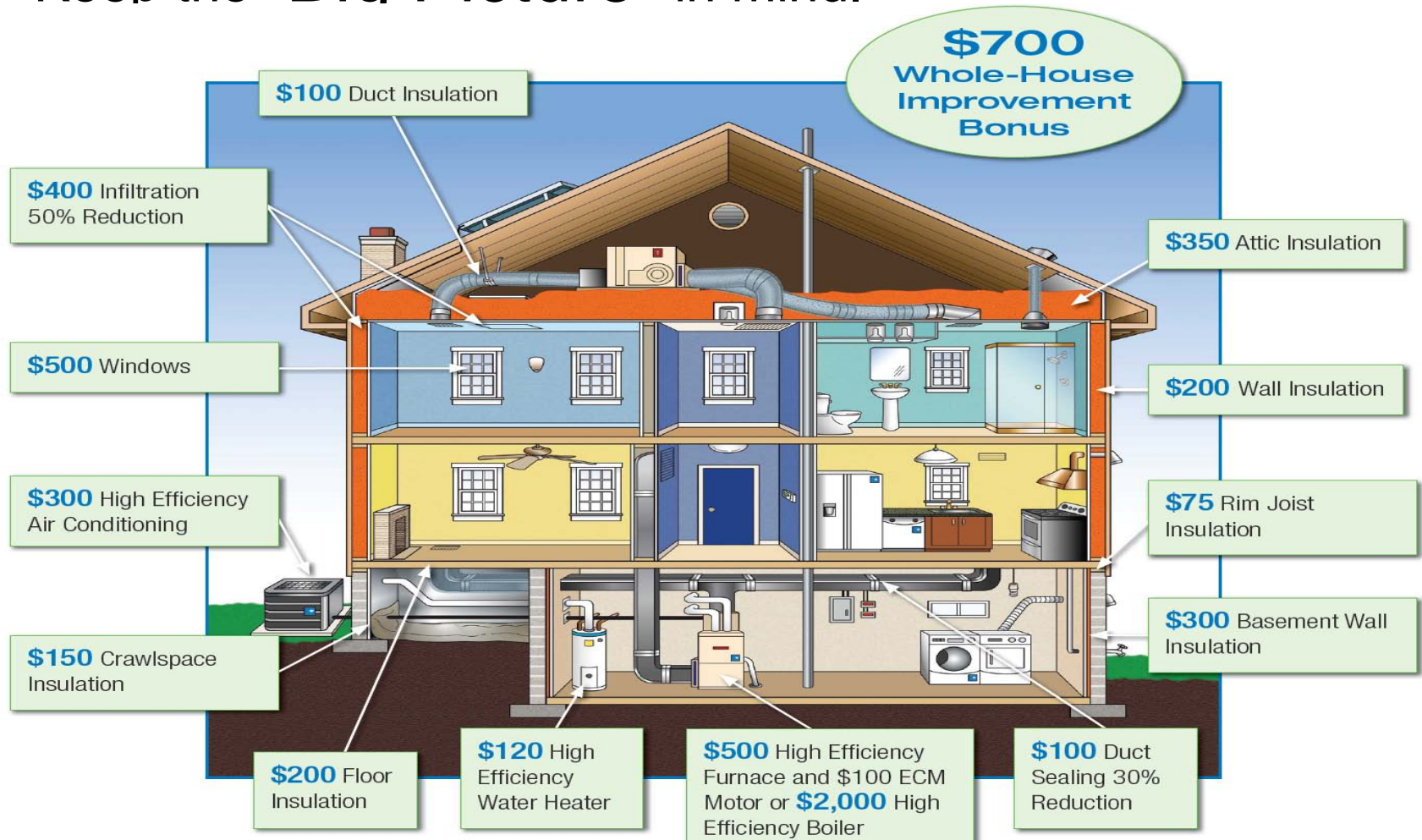
- Assisting the contractors to change their flawed, cumbersome or outdated processes will achieve results.



Program Delivery and Mentorship



- Keep the “Big Picture” in mind.



How to Raise Awareness for the Services Contractors Offer/Marketing



- Get to know existing methods used for generating business:
 - Angie's list or equivalent
 - TV or news print
 - Yellow Pages



ARE YOU READY?

- The home improvement market place is constantly evolving at a rapid pace, more so than in years past.
 - For example, not as many new homes are being constructed as there were pre 2002.
 - A large number of these companies that built these homes went out of business because they weren't prepared for life after new construction and the slow down in the economy that caused it.

Thank You



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