



DIFFERENTIATION SERIES:
**HOW TO STAND OUT
FROM THE CROWD USING
BUILDING SCIENCE AND
NEW TECHNOLOGIES**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

July 24, 2024

What We'll Discuss

- 1 Why Differentiation is More Important Than Ever**
- 2 Many Different Paths to Standing Out**
- 3 The “High Performance” Contractor**
- 4 Building Science Does Not Equal Energy Audit**
- 5 Real World Case Study**





DIFFERENTIATION SERIES:
**DOES YOUR COMPANY
STAND ABOVE?**

THE GROWING IMPORTANCE
DIFFERENTIATION

Peter Troast, Founder & CEO

February 7, 2024



DIFFERENTIATION SERIES:
**WHY CONTRACTORS
NEED BRANDING**

THE ROLE OF BRAND IN DRIVING BUSINESS
AND DIFFERENTIATING YOUR COMPANY

Peter Troast, Founder & CEO
David Puelle, Creative Director & Founder, Puelle Design

April 3, 2024



DIFFERENTIATION SERIES:
**BECOMING THE
TRUSTED ADVISOR**

WAYS TO HELP YOUR BUSINESS STAND OUT

Peter Troast, Founder & CEO

May 15, 2024

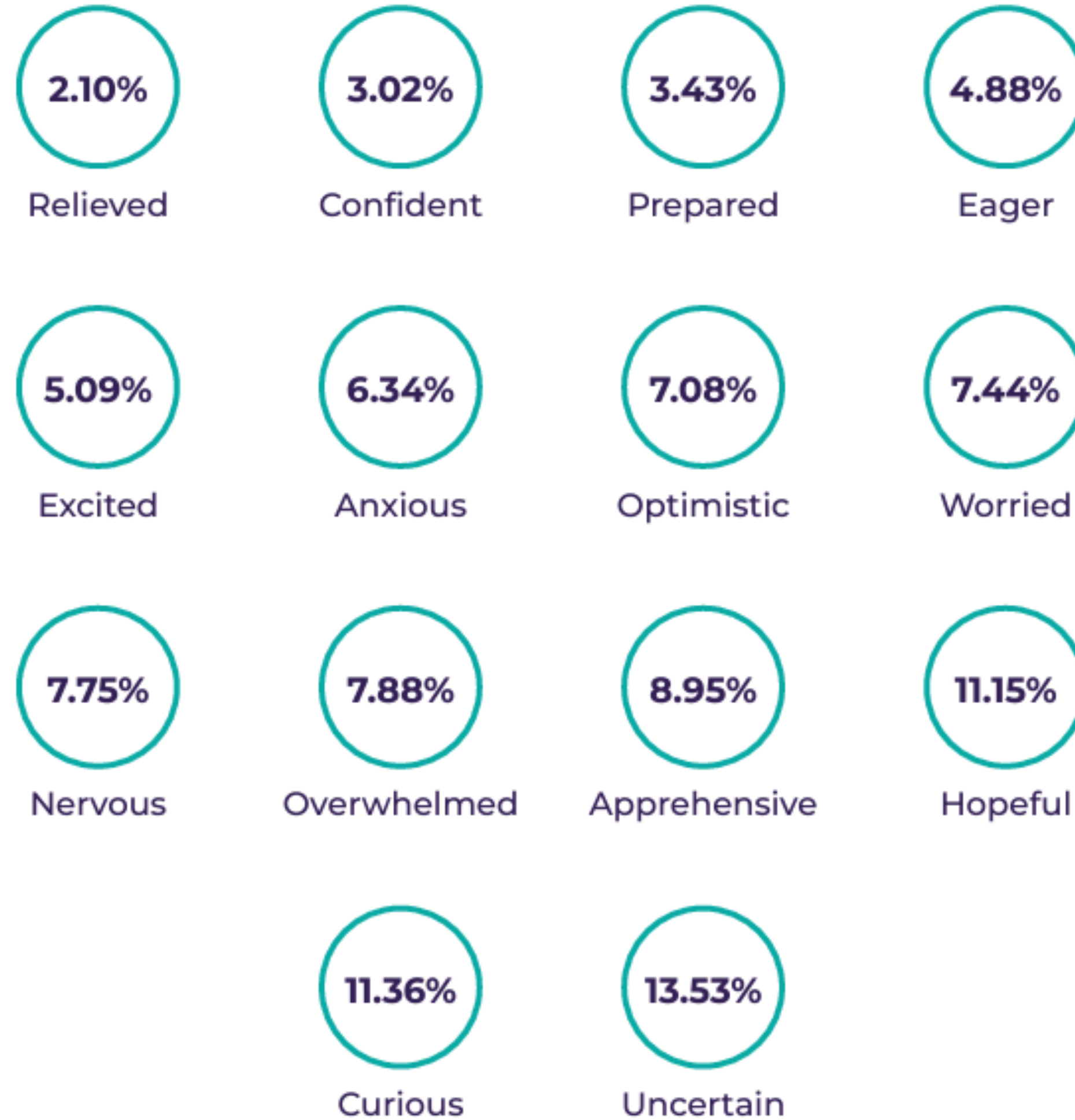


WHY DIFFERENTIATION IS INCREASINGLY IMPORTANT



n=3,910

WHAT EMOTIONS ARE THEY FEELING?*



When Undertaking a Home Improvement Project

52%

Anxious

Worried

Nervous

Overwhelmed

Apprehensive

Uncertain



New & Growing Competition

High Performance Contractors



Concierge

CANOPY

ELECTRIC AIR

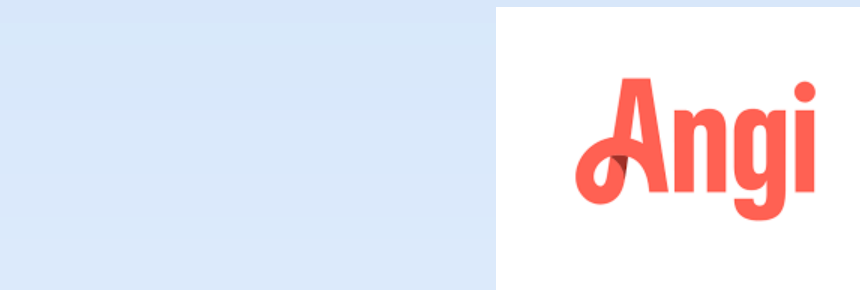


Entrepreneurial Contractors
Rebate Chasers

SPAM "Contractor"
Websites



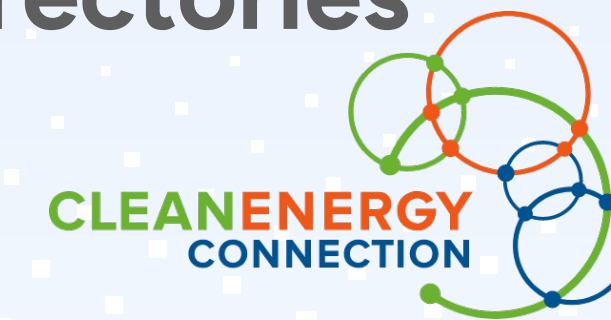
Financing



Lead Sellers

Utilities & Efficiency Programs

Directories



Manufacturers



THE CRITICAL CATEGORIES FOR DIFFERENTIATION (AKA STANDING OUT)



Categories of Differentiation

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



WHAT IS "HIGH PERFORMANCE"?

Building Science Oriented

Building Science Standard

- A clear diagnostic process
- Working to a standard
- Calculating loads
- Addressing ducts
- More comprehensive jobs
- etc

Customer Oriented

Communications

- Web
- Sales process
- Documentation
- Scheduling
- Compelling case
- etc

On Site

- Timeliness
- Cleanliness
- Politeness
- Attire
- Craftsmanship
- etc

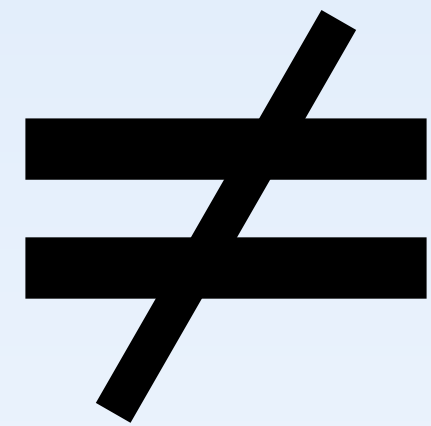
A Better Home

Outcomes

- Better outcomes and results
- Comfort?
- Efficiency?
- Cost?



USING BUILDING SCIENCE



ENERGY AUDIT



**To a Homeowner—
They're Just Labels**

Energy Audit

Energy Assessment

Healthy Home Assessment

Commissioning

Walk Through

Home Evaluation

Free Quote

Site Visit

Test Out

Etc



Home Performance Sales

Without Audits or Too Much Building Science

...



RIP

The Energy Audit
Once a sales tool

Lore

Sales Process

Audits vs Walkthroughs

Audits showed \$X/hr of revenue generation

Walkthroughs showed \$Y/hr of revenue generation

The scope of work was still what we wanted for the company

Easy decision.



A Change in the Order of Things (Peter's Interpretation)

1. Strong Pre-qualification via Phone
2. Site Visit/Walkthrough—*Experienced Sales Staff*
3. Proposal and Signed Contract
4. Paid Visit After Contract & Comprehensive Report—*Technical Person*. Manual J, Duct & System Design, Blower Door, System Selection
5. Post-Job Test Out and Measurement



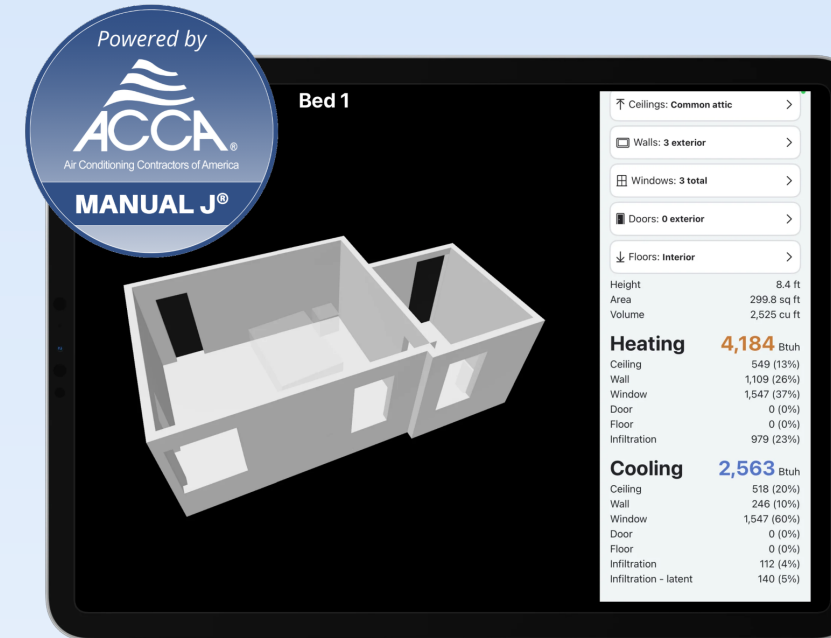
Tools: Data AND Bling



Tools: Data AND Bling



Amply Manual J



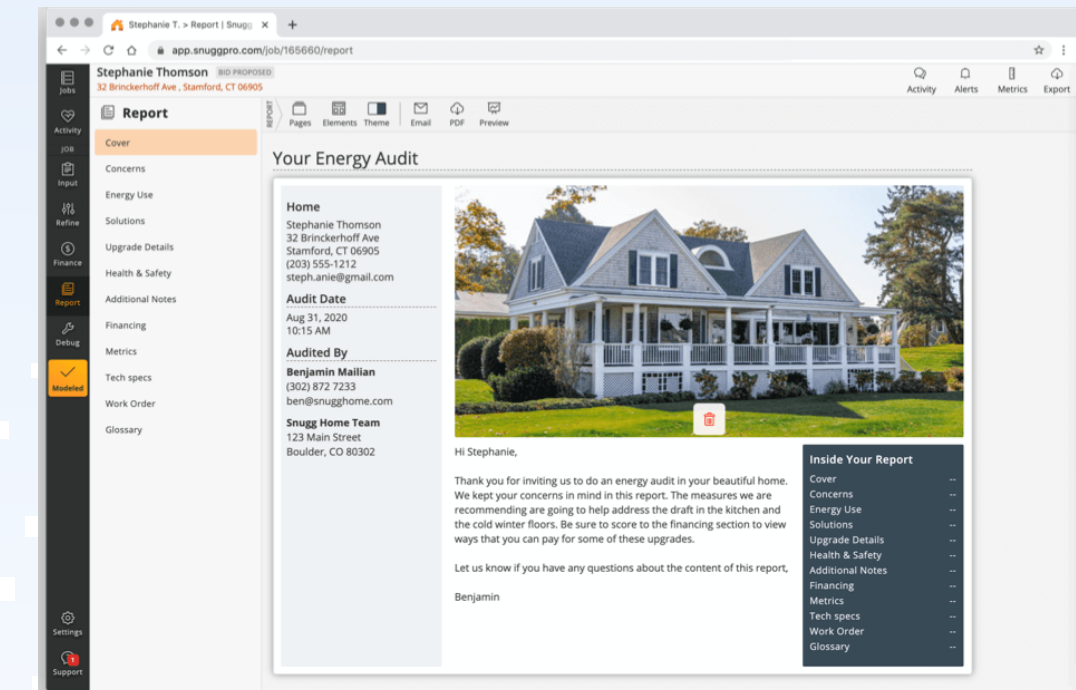
TruFlow Grid



measureQuick



Snugg Pro



HOW DO WE WIN THIS JOB?

Your Quote

21.5 SEER 1 ton Fujitsu ducted heat pump, 4 supply registers, 1 return grill, new R8 flex duct system.	\$14,856
Attic Insulation Removal, Air Sealing, Reinsulation	\$7,707
Airseal uninsulated portions of subfloor	\$4,735
Upgrade electrical service to support home electrification	\$5,805
TOTAL	\$33,103

Competitors Quote

17 SEER 1.5 ton Daikin ductless mini split system (2 indoor heads)	\$7,447
Upgraded electrical service	\$6,241
TOTAL	\$13,688



END

