



PLANNING FOR 2023: WHAT CONTRACTORS SHOULD BE THINKING ABOUT

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Energy Circle Webinar Series

November 30, 2022

What We'll Discuss Today

1

BIG PICTURE: MAJOR MARKET DRIVERS ON THE HORIZON FOR 2023

2

IMPACT OF THE INFLATION REDUCTION ACT (IRA) AND...A POSSIBLE RECESSION

3

COPING WITH NEVER ENDING LABOR CHALLENGES

4

EVOLVING DIGITAL MARKETING SHIFTS AND CHANGES





THE BIG PICTURE: MAJOR MARKET DRIVERS ON THE HORIZON FOR 2023

Major Market Drivers

- **Inflation Reduction Act**
- **Recession**
- **Energy Prices**
- **Growing Homeowner Demand for Some Services**
- **Never Ending Labor Challenges**
- **Evolving Digital Marketing**





ANTICIPATING THE IMPACT & TIMING OF THE IRA

Key Elements & Timing

- **25C Energy Efficient Tax Credits**

30% up to \$1200/yr + \$2000/yr heat pumps

*Effective
Jan 1*

- **\$4.3 Billion HOMES Rebates**

\$4000-\$8000 depending on modeled/measured savings & income level

*To States
Spring*

- **\$4.5 Billion High Efficiency Electric Home Rebates**

Up to \$14,000 by measure, low & moderate income only

*To Market
Fall at Best*



Market Impacts We're Seeing Already

- Growing homeowner expectations about rebates
- Project delays in late 2022
- Overly optimistic expectations about rebate availability
- Probable further delays at federal and state levels
- Considerable uncertain in non-program states



Staging the Year

January

February

March

April

May

June

July

August

September

October

November

December

Tax Credit Focus

Audience Building & Planning Support

Rebate Campaign Ramp Up

Campaign in Full Swing: Year End Urgency





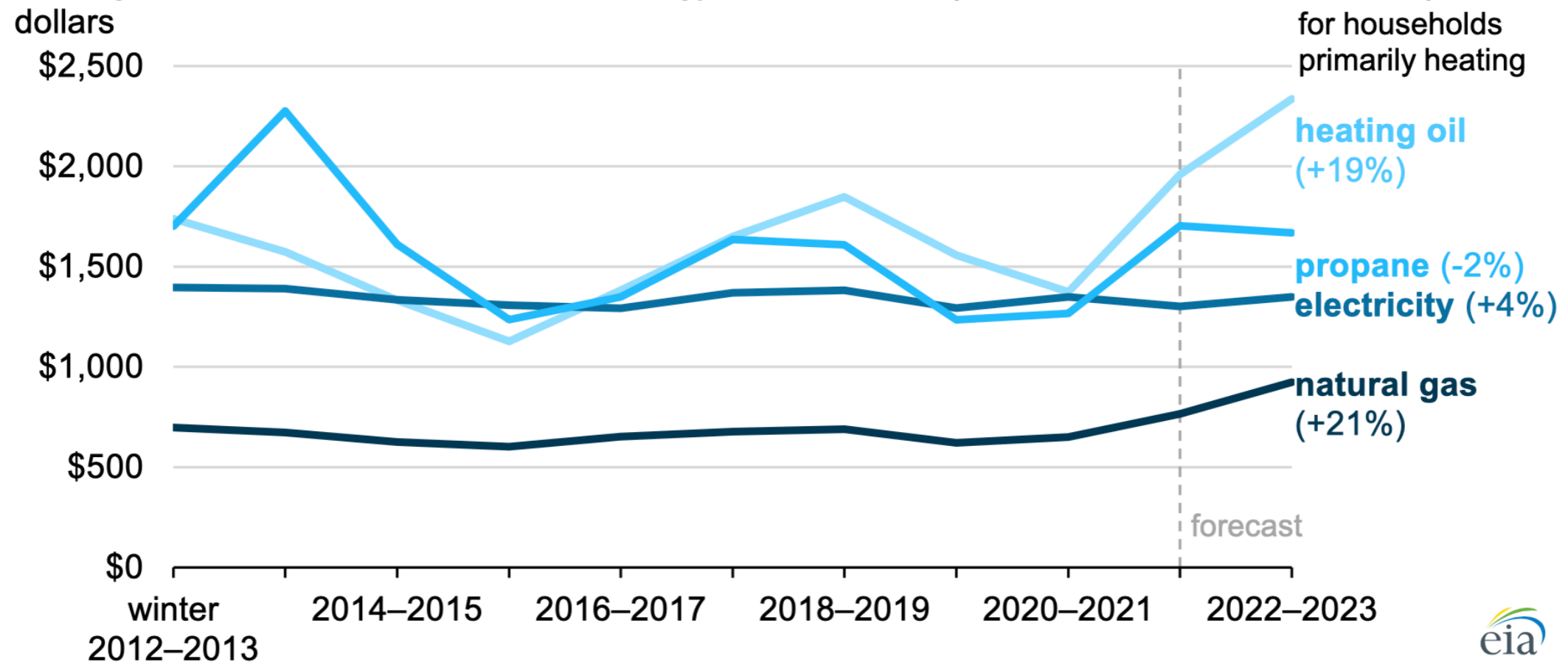
ENERGY PRICES, A POTENTIAL RECESSION & RISING DEMAND CATEGORIES

Rising Energy Prices

OCTOBER 13, 2022

EIA expects most U.S. households will spend more on energy this winter

Average real U.S. winter household energy expenditures (winter = Oct–Mar, 2012–2023)

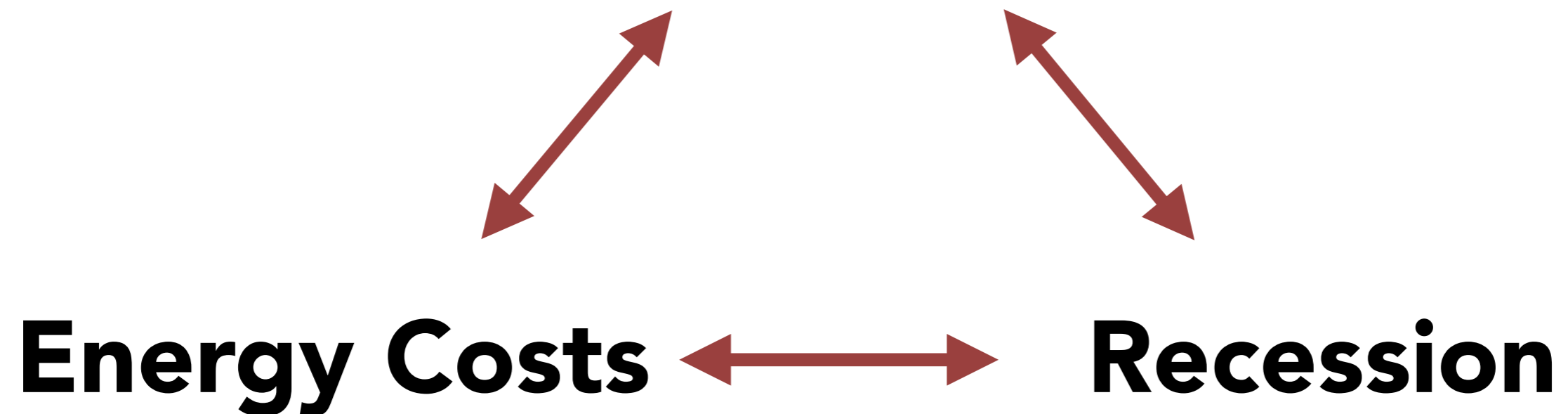


Data source: U.S. Energy Information Administration, *Short-Term Energy Outlook: Winter Fuels Outlook*

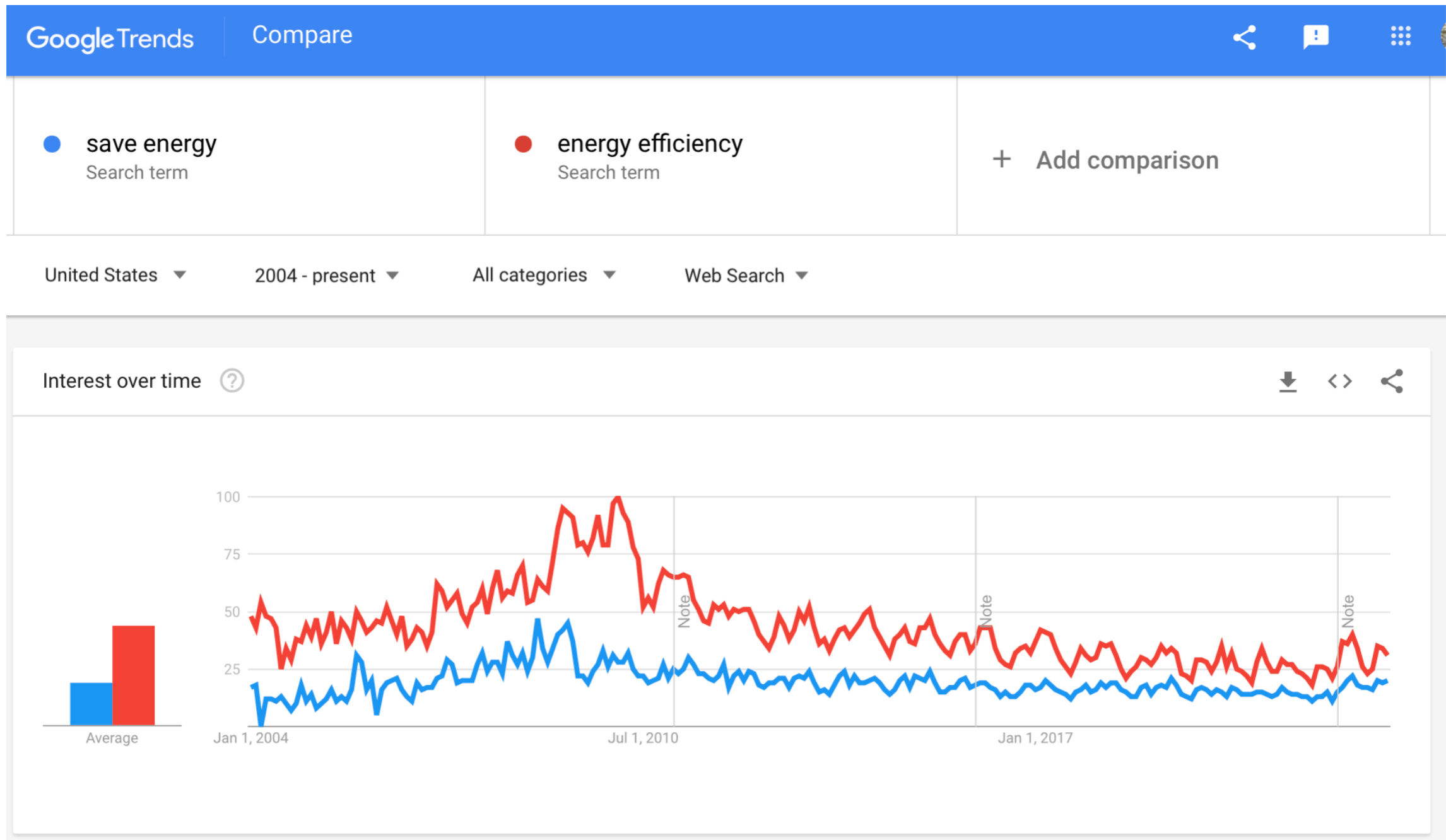


A Complicated Cocktail

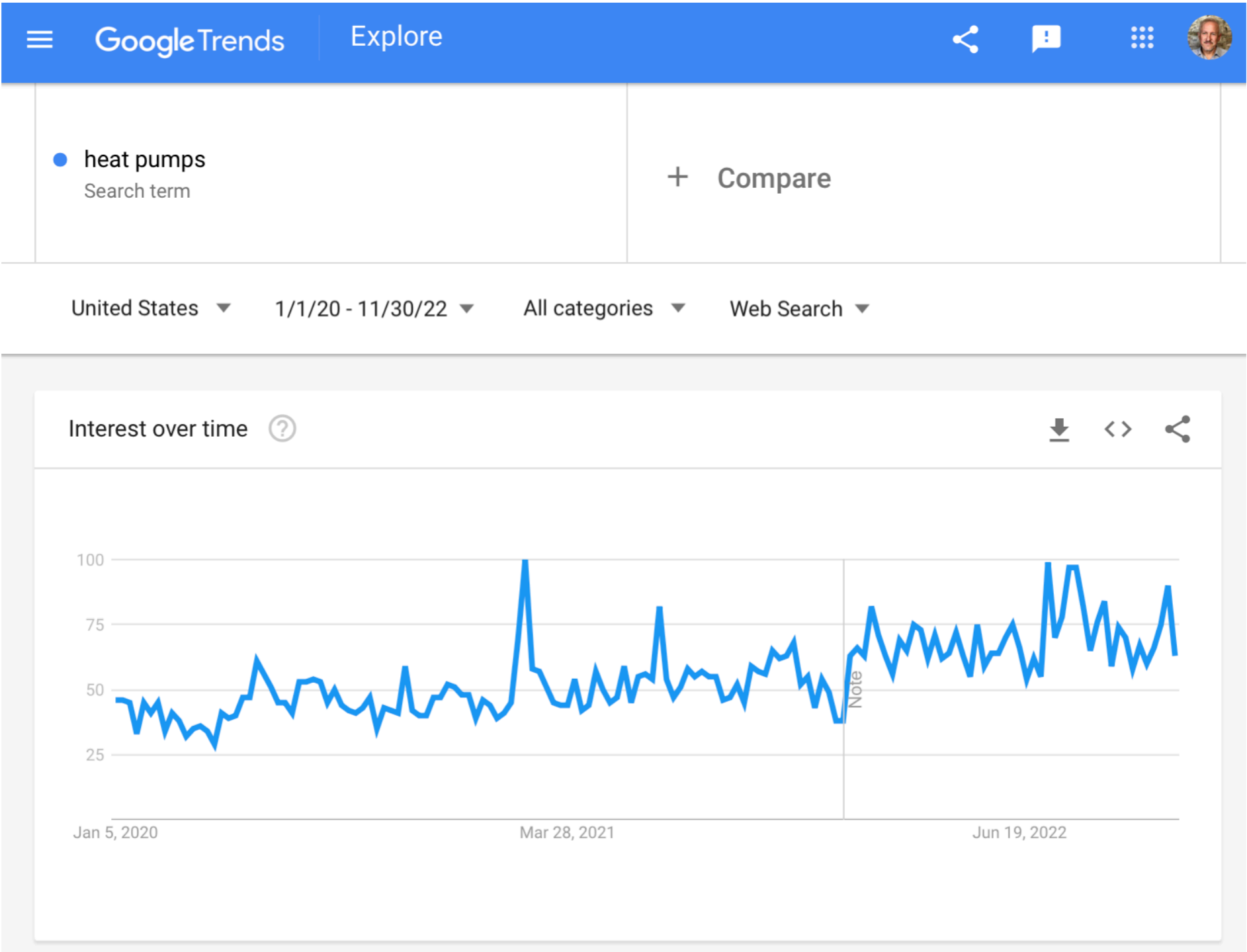
IRA Incentives



A Return to Efficiency & Cost Savings?



Heat Pump Mania





NEVER ENDING LABOR CHALLENGES

Differentiated Story

HVAC Technician / Installer Position

Do you have experience installing HVAC systems?

Are you interested in installing high performance heat pump systems?

Are you seeking a full-time position with continued on-the-job training?

Are you naturally mechanically inclined? If so, please keep reading.

Are you detail and quality oriented?

Who we are and what we do

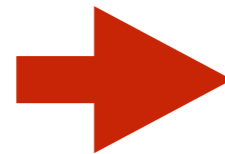
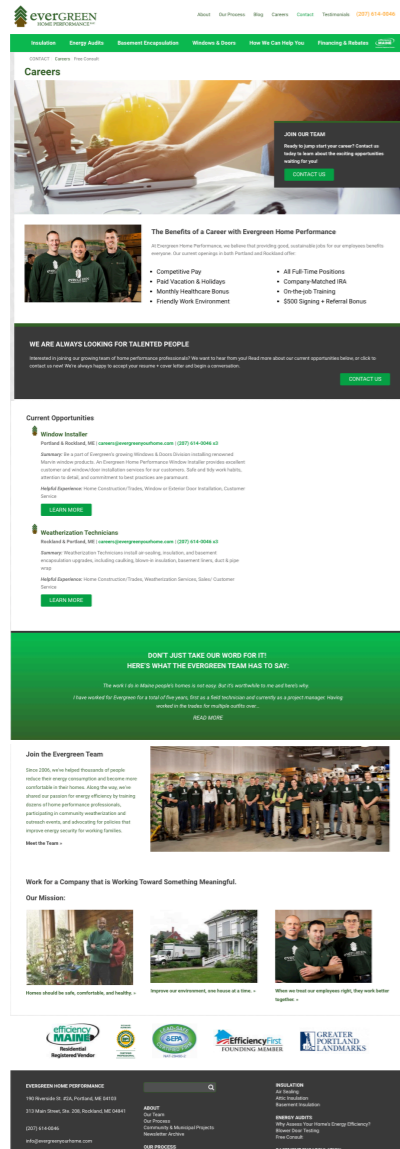
Headquartered in [Concord](#), CA, Eco Performance Builders is a family-owned [home performance company](#) working hard to transform Bay Area homes, making them energy-efficient and comfortable. We're a diverse team of tradespeople, technologists, and customer-focused professionals who are passionate about residential electrification and the positive impact of reducing greenhouse gases.

We are experts at designing and installing high-performance systems that provide the lowest carbon footprint options on the U.S. market today. Our residential heating and cooling systems are designed by home performance scientists; industry experts who seek a healthier living environment for themselves and their communities.



Strong Message/Easy Process

Landing Page



Application

PERSONAL INFORMATION

Name: First name Last name

Email:

Phone:

Address:

Photo: [Upload photo](#)

YOUR PROFILE

Summary:

Resume: [Upload resume](#)

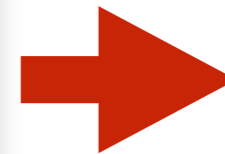
APPLICATION DETAILS

Cover letter:

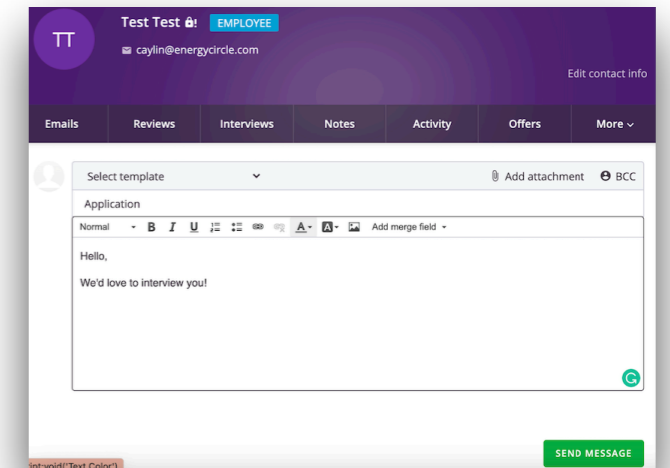
Questions: Please include link to LinkedIn profile.

Walk us through how you would prepare for writing a blog for a new solar client...

Explain your approach to technical or research-heavy topics. How do you plan on becoming a subject matter expert in the world of HVAC, home performance, and solar?



Response



Consistent, Ongoing Recruiting

- **Indeed and Other Job Boards**
- **Google Business Profile Posts**
- **Facebook Advertising**
- **Custom Audiences & Remarketing**
- **Google Search & Display**



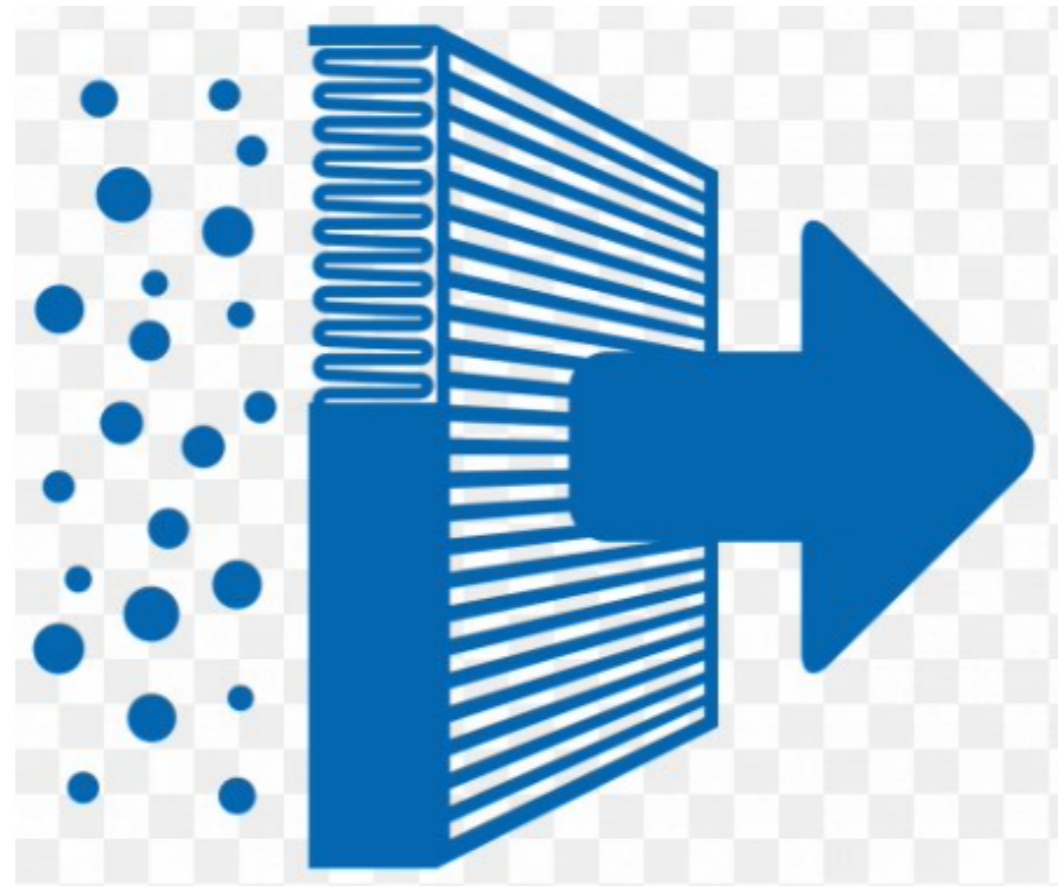


THE EVOLUTION OF DIGITAL MARKETING FOR HIGH PERFORMANCE CONTRACTORS

Company/Brand Differentiation is Critical

MERV 13 Strategy for High Performance Contractors

**Every Household
Price Shoppers
Tire Kickers
Small Jobs**



**Want Comprehensive
Appreciate Quality
Price Tolerant
Willing to Wait**



New Google Standards for Web Content

- **Authenticity and Usefulness**

Video, Audio, Content to demonstrate expertise

- **Context and Freshness**

Google increasingly understands buying intent

Freshness is critical for emerging categories (like heat pumps & IRA)

- **Topics Over Keywords**

Deeper, richer content

People also ask :

What is the downside of heat pumps? ▾

Is a heat pump enough to heat a house? ▾

Is it expensive to heat with a heat pump? ▾

Is a heat pump cheaper than electric heat? ▾

Feedback



Incentives/Financing Content Foundation

MASTER PAGE
Incentives & Financing Landing Page

links

Eligible Measures

Heat Pumps
Insulation
Electric Panels
HP Water Heaters

Educational Pages

About the IRA
Project Examples
Why Electrify?

FAQ's

How it Works
Eligibility
Modeled Energy
Savings

Blog Posts

Maximizing the IRA
Electrify with the IRA
Why Heat Pumps
Integrating your EV

Ongoing Content

More Service Pages
Induction Cooking
EV Charging
Batteries & Storage

More Examples
Infographics
Your Local Program

Keep Adding FAQ's

Electrification Benefits
Why HPWH's
Electric Panel Benefits



First Mover Advantage on Emerging Topics

RISING	
heat pump installers near me	2200%
heat pump installation near me	1250%
mr cool heat pump	1200%
mr cool mini split	1150%
heat pump repair near me	750%
bosch inverter heat pump	750%
heat pump service near me	700%
hvac near me	550%
bosch heat pump	300%
bosch heat pump reviews	300%
nest heat pump wiring	160%
pool heat pump installation	150%
pentair ultratemp heat pump	140%
heat pump replacement	120%
heat pump repair	110%
heat pump installation	110%
heat pump dryer reviews	100%
heat pump dryer	100%
heat pump water heater installation	100%
5 ton heat pump package unit	90%
heat pump service	90%
4 ton heat pump package unit	90%
heat pump vs mini split	80%
2 ton heat pump package unit	80%
nest thermostat	70%

**Google Trends,
8/10/22**



Leaning in to Facebook: Power of Video

Audience Targeting by Zip Code

75,000 Reach

**How to Take Advantage
of the IRA Video**

53,523 Watches @ \$.01

**Our Custom IRA Plan
Video**

?

**Lead
Conversion:
Sign Up for
an IRA Plan**

?



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QUESTIONS?

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