



MAXIMIZING THE BENEFITS OF CERTIFICATIONS:

COMPANY, PEOPLE, EQUIPMENT,
ASSETS

Peter Troast, Founder & CEO

March 8, 2023

What We'll Discuss

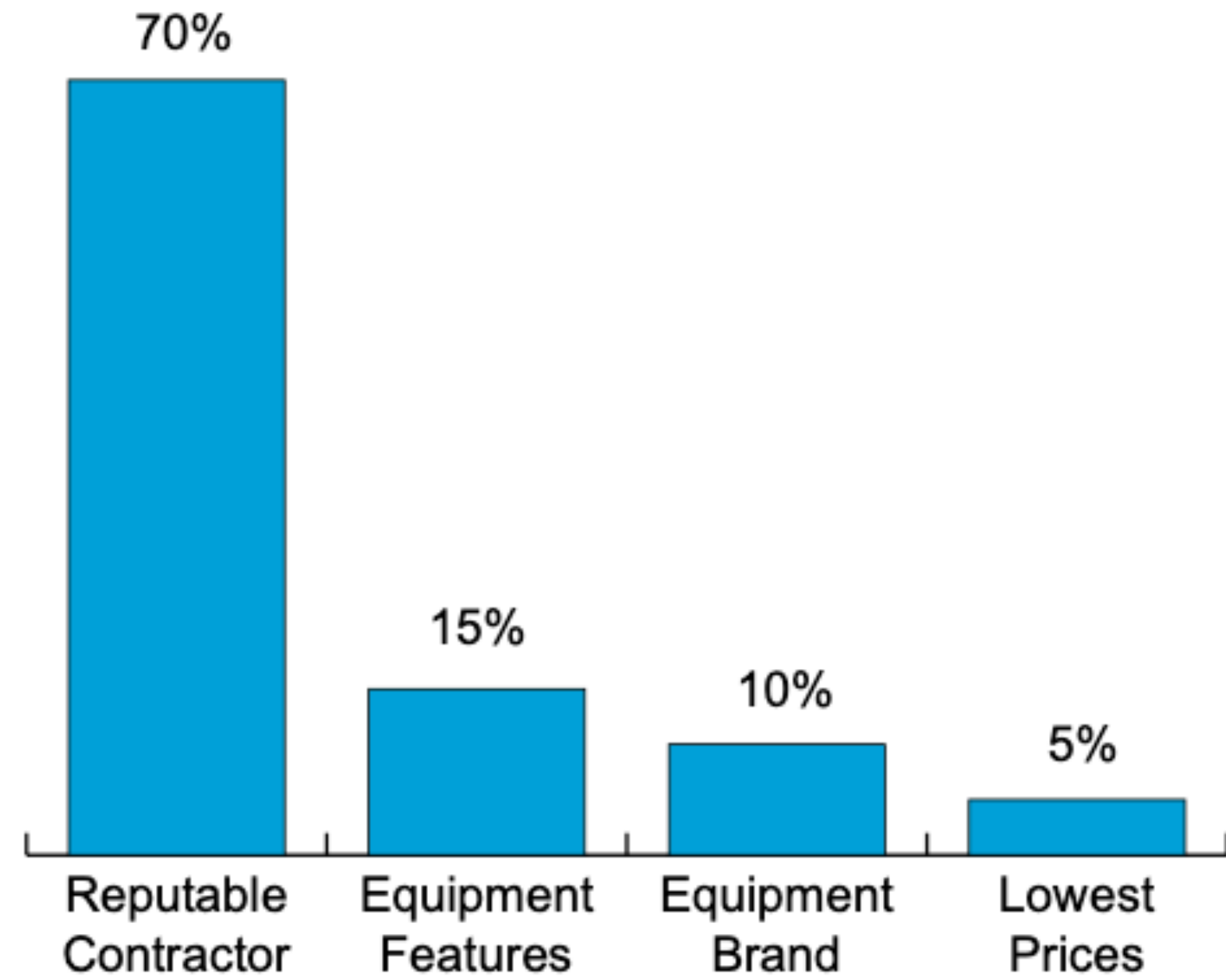
- 1 WHY THIS TOPIC: THE STATE OF CONSUMER ATTITUDES TOWARDS CONTRACTORS
- 2 THE LANDSCAPE OF CERTIFICATIONS AND TRUST INDICATORS—INDUSTRY SPECIFIC AND GENERAL
- 3 TOWARDS A MORE EFFECTIVE EMBRACE OF CERTIFICATIONS



THE STATE OF CONSUMER ATTITUDES TOWARDS CONTRACTORS

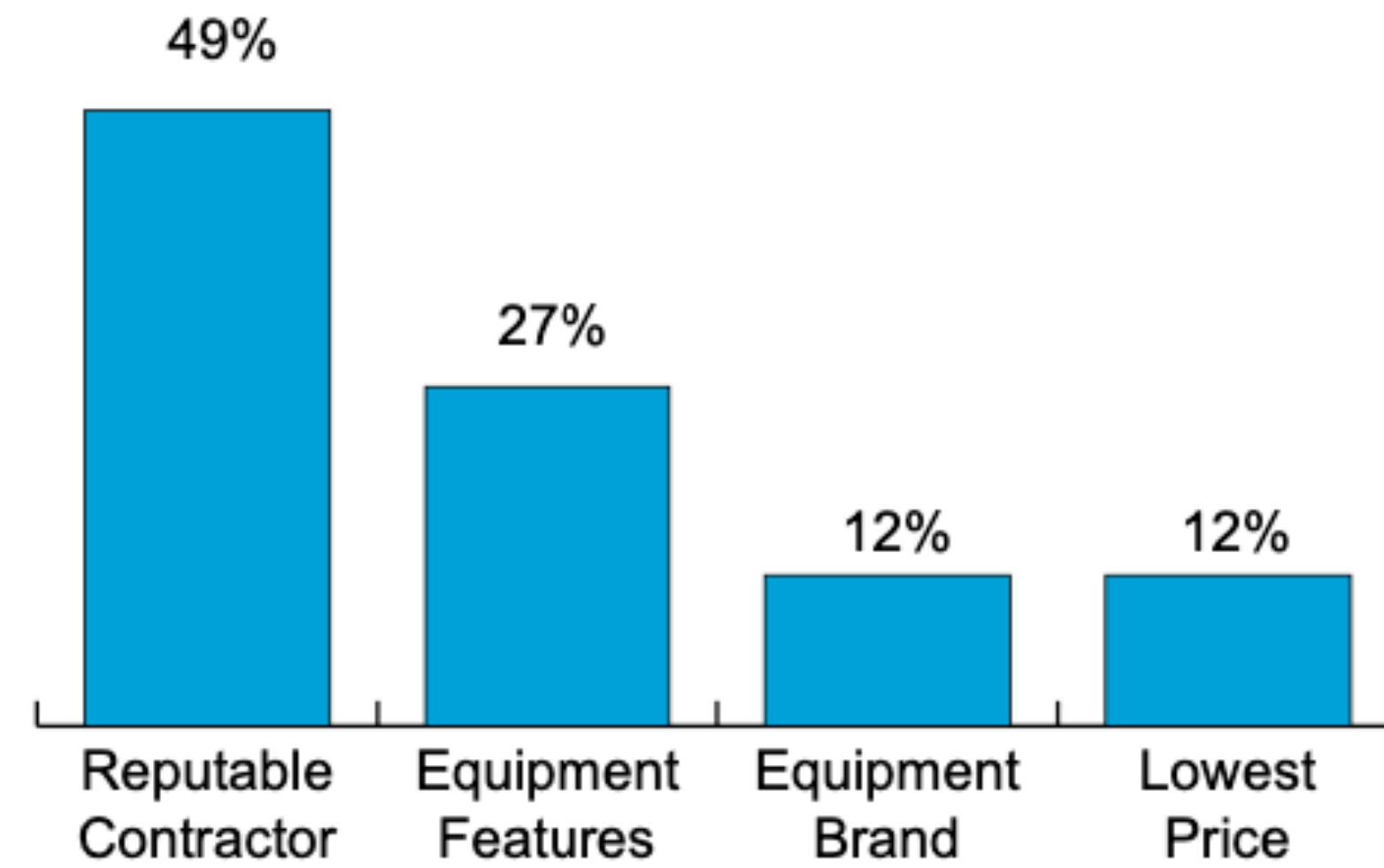


Factors In Selecting A Heating/Cooling Service Company



Question: What is most important to you when selecting a new heating/cooling service company?

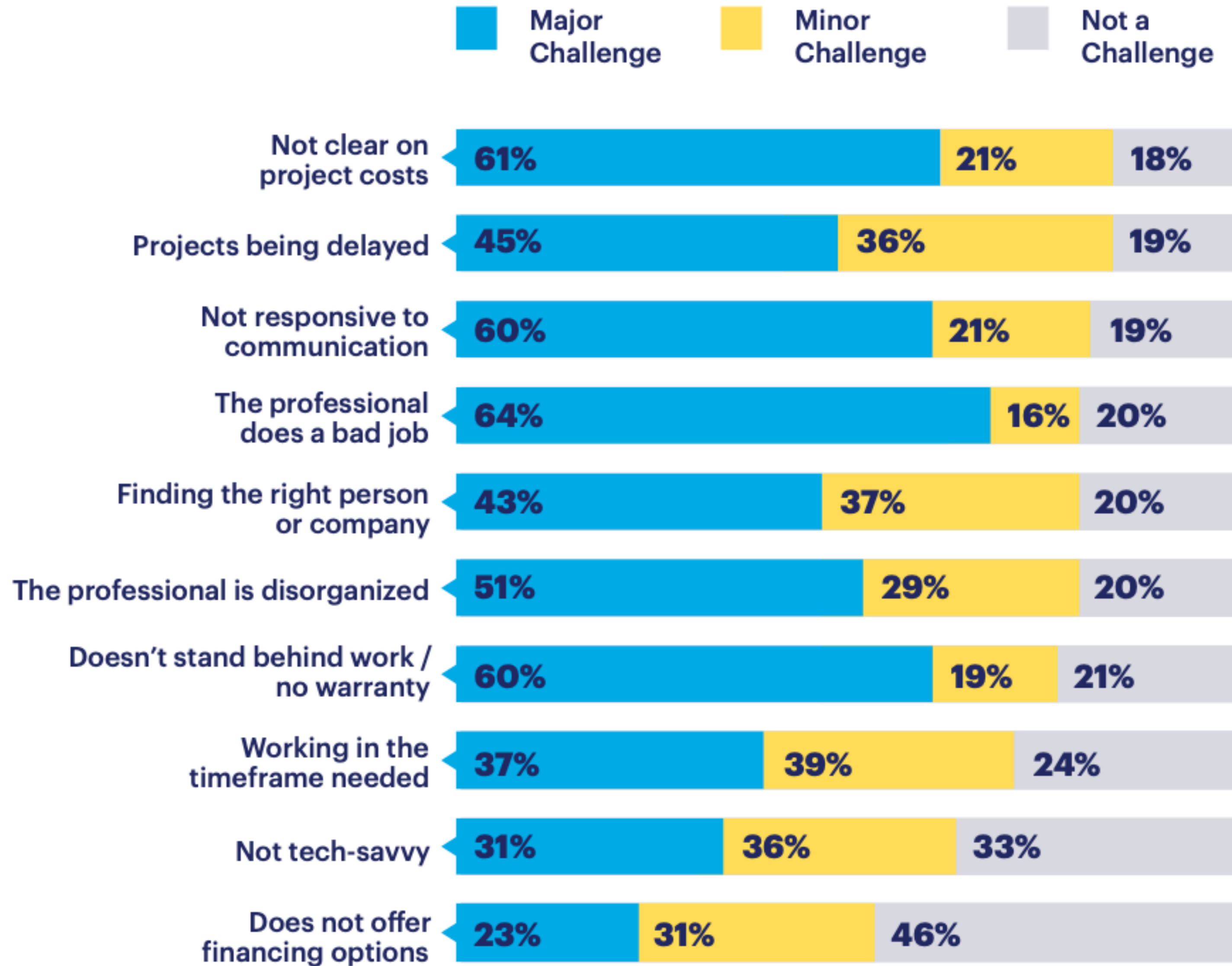
Factors In Selecting A New Heating/Air-Conditioning System



Question: What is most important to you when considering a new heating and/or air-conditioning system?



Challenges Working With Pros

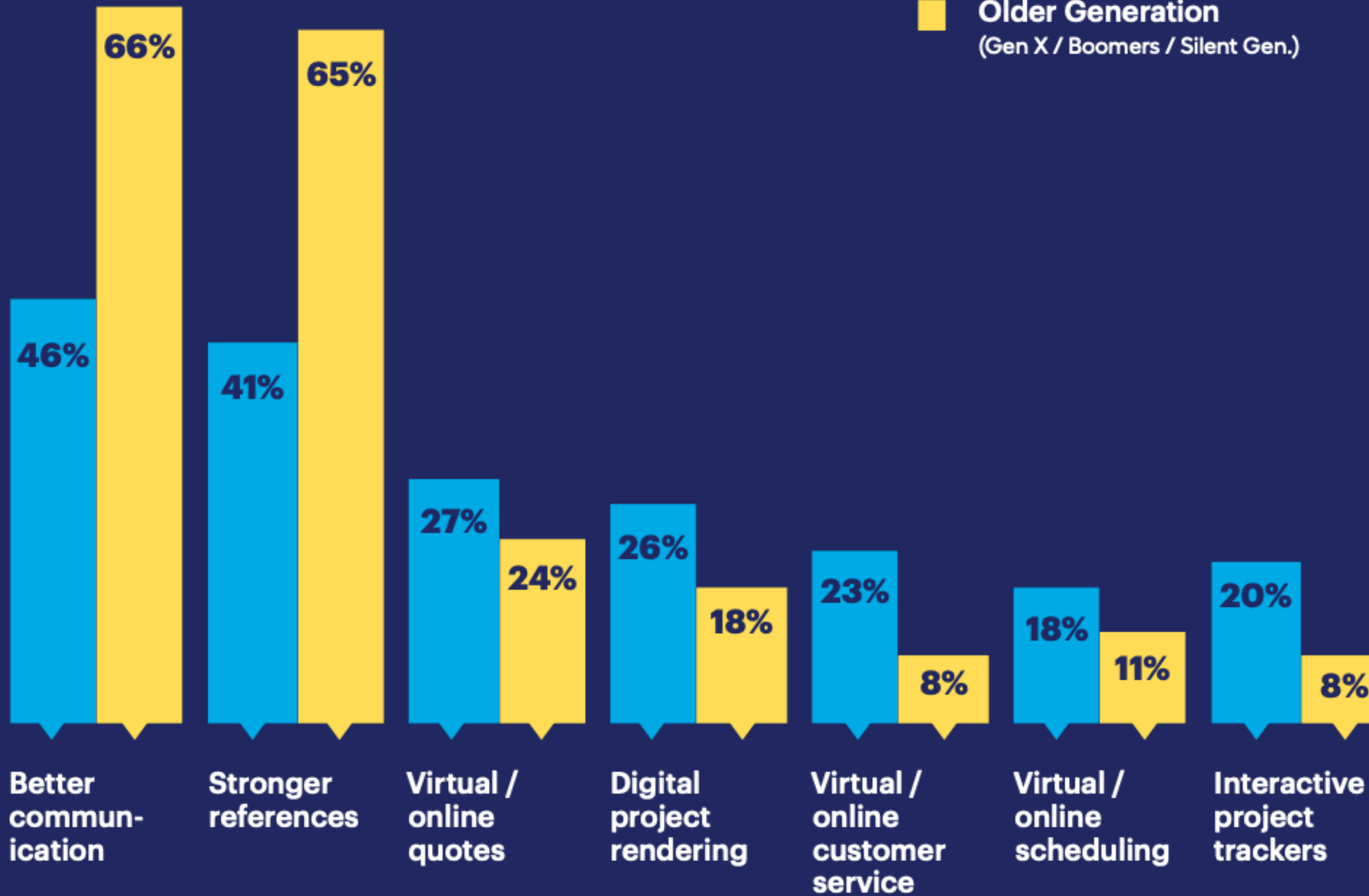


N=1000; December 2021



Homeowners' Deciding Factors Between Bids From Two Pros (Ranked #1 or #2)

- Younger Generation (Gen Z / Millennials)
- Older Generation (Gen X / Boomers / Silent Gen.)



N=1000; December 2021




3 Modes of Trust

- **Interpersonal**
Direct word of mouth, social capital, relationships
- **Impersonal**
Objective standards, certifications, labels, quality marks, regulatory mechanisms
- **Professional Mediators**
3rd party experts, perceived professional capacities

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Original research article

The sustainable housing question: On the role of interpersonal, impersonal and professional trust in low-carbon retrofit decisions by homeowners

Mandy de Wilde

Environmental Policy Group, Wageningen University, Hollandseweg 1, 6706 KN, Wageningen, the Netherlands




Table 2

Key issues and demands of homeowners, and dominant role of various mediators of trust in four phases of a retrofit decision-making process among the 40 respondents in this study. Documented percentages represent the share of respondents mentioning these mediators of trust.

	1. Orientation	2. Customized advice	3. Requesting and comparing quotes	4. Installation, evaluation and confirmation
Key Issues homeowners deal with	Not familiar with options (93%)	Overwhelmed with information (90%)	Opaqueness of planning, procedures and quotes (70%)	Concern about proper installation (83%)
Key demands of homeowners	Reliable information (83%)	Lack of trust in professionals (85%)	Transparency, legitimacy (70%)	Audit, check, assurance (93%)
Dominant role of interpersonal mediators of trust	To provide access to independent, non-commercial information (67%)	To verify advice from professional mediators (55%)	To share names of and experience with contractors (13%)	To verify proper installation by professionals (48%)
Dominant role of impersonal mediators of trust	To provide access to independent, non-commercial information (50%)	To verify advice from professional mediators (30%)	To represent 'objective' source of information on products and financial issues (53%)	To evaluate and confirm the effect of the retrofit measure (35%)
Dominant role of professional mediators trust	No role	To deploy non-technical, adaptive capacities (45%)	To provide reliable communication on product and financial issues (40%)	To provide feedback and monitoring, which was deemed insufficient (60%)



THE LANDSCAPE OF CERTIFICATIONS AND TRUST INDICATORS

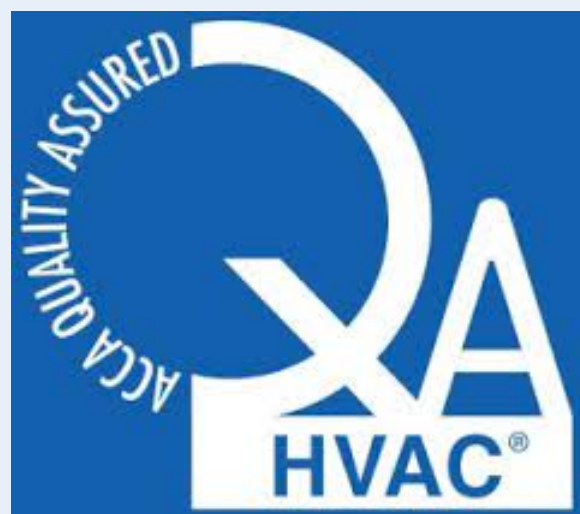


COMPANY

PEOPLE

HOME

ASSETS/
INSTALLATION



General Awards & Trust Symbols



Industry Awards

Home Performance with ENERGY STAR - Contractor of the Year!

ideal energy
air conditioning done right

480.839.0082


FINANCING REBATES & INCENTIVES About Us | Testimonials | Blog | Employment | Contact | Education

AIR CONDITIONING HEATING HOME ENERGY AUDIT INSULATION DUCT SYSTEMS OTHER SERVICES

Get comfortable in your home.
We offer heating, cooling, insulation and much more.
GET STARTED!



Vetted Directories



The screenshot shows the ASHP website header with navigation links: FOR HOMEOWNERS, FOR CONTRACTORS, FOR UTILITIES, BLOG, CONTACT. The main banner features a woman working on a heat pump unit with the text "Find a heat pump contractor" and "Your source for experienced heat pump contractors across Minnesota". Below the banner is a section titled "Preferred Contractor Network" with a description of the network and the ASHP Preferred Contractor Network logo.

ASHP
air source heat pump collaborative

[FOR HOMEOWNERS](#) [FOR CONTRACTORS](#) [FOR UTILITIES](#) [BLOG](#) [CONTACT](#)

Find a heat pump contractor

Your source for experienced heat pump contractors across Minnesota

Preferred Contractor Network

The ASHP Collaborative Preferred Contractor Network is designed to help Minnesota homeowners find experienced HVAC contractors committed to quality heat pump installations and maintenance.



The screenshot shows the Clean Energy Connection website header with a language selector and navigation links: OUR PROCESS, ABOUT US, BLOG. The main banner features a colorful illustration of California with the text "CONNECTING CALIFORNIA HOMEOWNERS TO CLEAN ENERGY CONTRACTORS" and a "FIND A CONTRACTOR" button. Below the banner is a section titled "The contractors on the Clean Energy Connection do the work that supports California's transition to Clean Energy" and a "Clean Energy Projects We Encourage" section with a search icon.

Select Language [OUR PROCESS](#) [ABOUT US](#) [BLOG](#)

CLEAN ENERGY CONNECTION

[CLEAN ENERGY SERVICES](#) [CLEAN ENERGY PROJECTS](#) [FIND A CONTRACTOR](#)

CONNECTING CALIFORNIA HOMEOWNERS TO CLEAN ENERGY CONTRACTORS

[FIND A CONTRACTOR](#)

The contractors on the Clean Energy Connection do the work that supports California's transition to Clean Energy

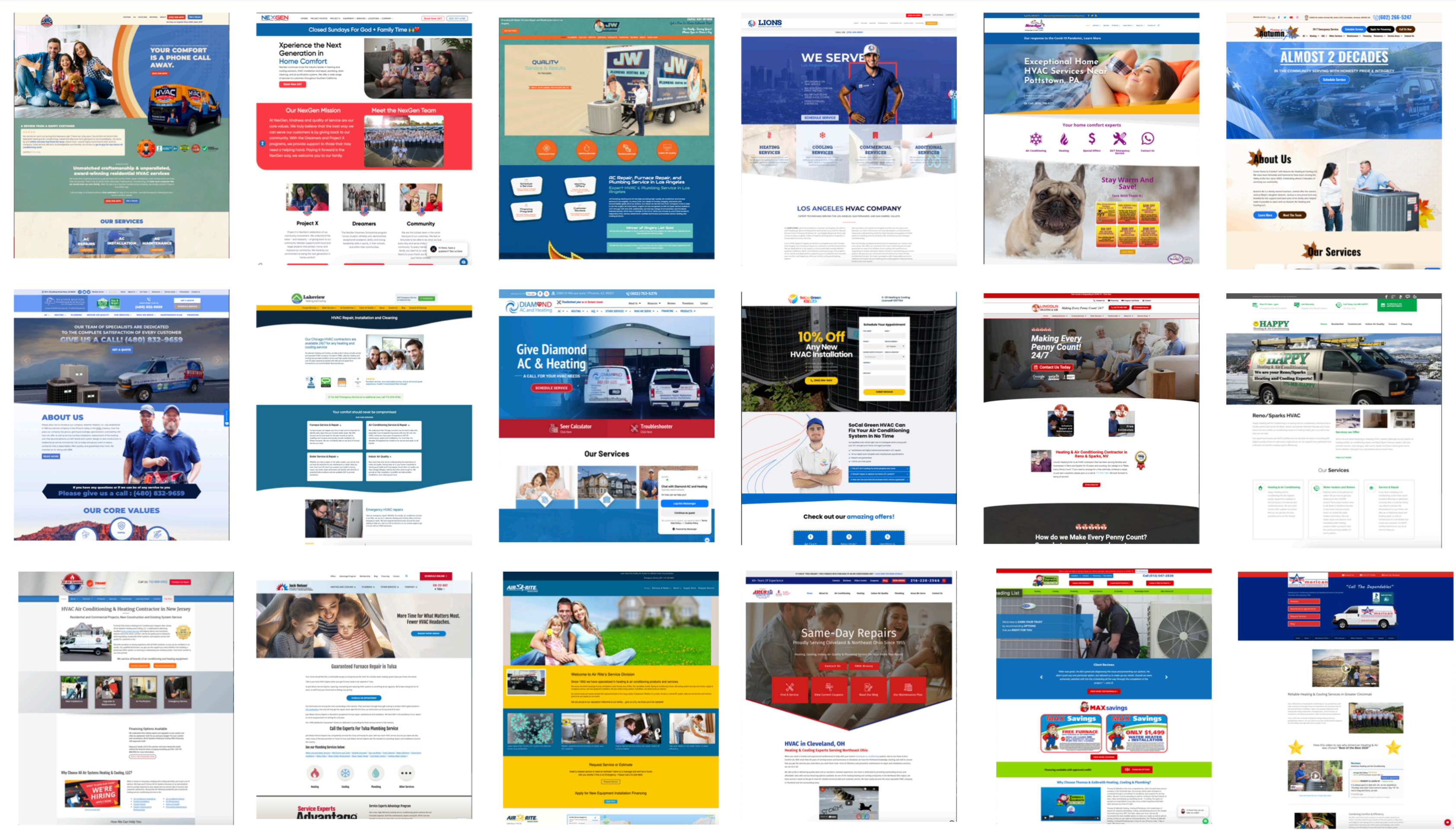
[Clean Energy Projects We Encourage](#)



TOWARDS A MORE EFFECTIVE EMBRACE OF CERTIFICATIONS



Sea of Sameness



We're the Best!

The screenshot shows the homepage of George Brazil Air Conditioning & Heating. At the top, the company logo features the name "GEORGE BRAZIL" in a bold, italicized red font, with "24-HR SERVICE SINCE 1955" in a smaller font below it. To the right of the logo is a yellow call-to-action button with the text "Call (602) 842-0009". Below the logo, the text "Air Conditioning • Heating" is displayed. A grey banner below that says "See our [response](#) to recent issues regarding COVID-19". A red navigation bar contains links for Home, About Us, Cooling, Heating, Blog, Coupons, Careers, and Schedule. Below the navigation bar, the text "Air Conditioning & Heating Service in Phoenix, AZ" is shown. The main content area features a large heading "AC & Heating Service that Aims to Please" and a paragraph describing the company's commitment to honesty, integrity, and customer service. To the right of the text is a photo of a smiling male technician in a white uniform with a name tag that says "George". Below the text and photo are two buttons: a red "Schedule HVAC service" button and a yellow "Call: (602) 842-0009" button. At the bottom, three red circular icons represent awards, a price tag, and a handshake, each with a corresponding claim: "Best HVAC deals, backed by [Ultimate Home Comfort™](#)", "Best HVAC prices, supported by [flexible financing](#)", and "Best HVAC service, backed by our 100% satisfaction guarantee".



Unique Expertise is
Becoming More
Important

ELECTRIFY MY HOME

We Design and Install Heat Pumps The Right Way

Financing | FAQs | Contact Us | No-Visit Energy Assessment | **844.637.3733**

HOME ELECTRIFICATION SERVICES | BENEFITS OF ELECTRIFICATION | **INSULATION SERVICES** | OUR UNIQUE PROCESS | THE STORY OF OUR COMPANY

Insulation

E-LEC-TRI-FI-CA-TION

/əˌlektʁəfəˈkɑːʃ(ə)n/
Electrification is the process of transitioning a home to using all electric appliances and doing away with fossil-fuel based energy.

LEARN MORE

GET STARTED ON THE PATH TO ELECTRIFICATION
With an expert by your side!

Name * Phone * Email *

I'm not a robot

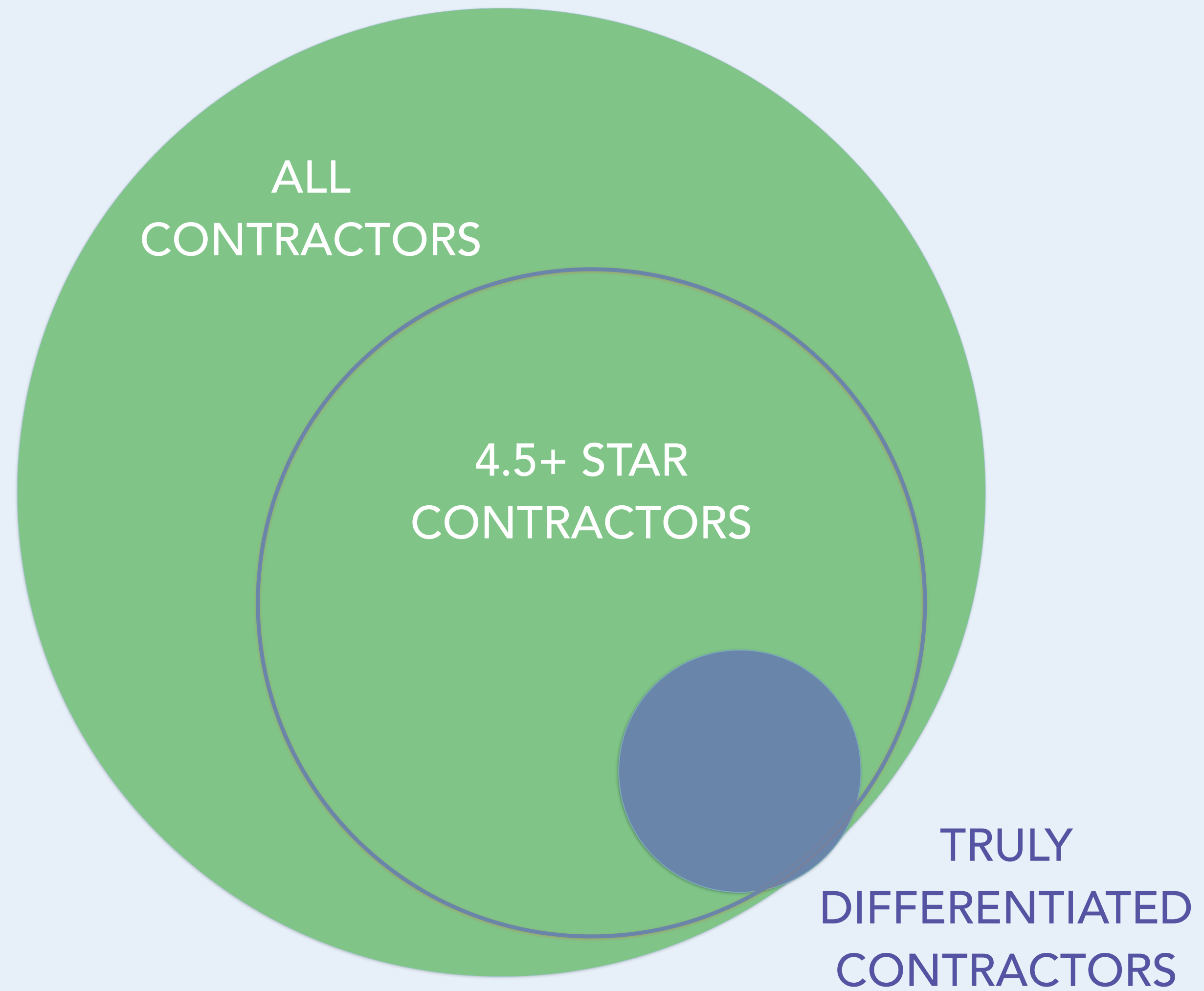
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LET'S BEGIN

OR CALL US AT **844-637-3733** TODAY



INCREASINGLY
DIFFICULT
CHALLENGE OF
STANDING OUT





PV Installation
Professional
Josh Baston
John Capron
Bill Levay
Chris Lee
Geoffrey Sparrow



What We Know: Trust Symbols Improve Conversation Rates

Heating Air Conditioning Insulation Connected Home Energy Audits

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SCHEDULE YOUR SERVICE

Name *

Email *

Phone Number *

➔ SUBMIT

Energy Efficiency

We offer a wide range of heating & cooling products including the latest in energy efficient HVAC equipment, as well as insulation and home performance services. [LEARN MORE >](#)

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Save \$100
➔ **BOOK YOURS**

FREE SECOND OPINION
On ANY AC Estimate
➔ **BOOK YOURS**

Client Testimonials

“ This company was wonderful! They even called before they came to ask if they could bring me anything!!! The technician was very thorough and very courteous. I will use them as my heating and air conditioning company loyally. In fact, we may need to purchase a new air conditioner and I will...
CUSTOMER, *Mainville*

➔ **READ ALL**

For over 80 years, National Heating & Air Conditioning has worked for you!

National Heating and Air Conditioning has been keeping the Cincinnati, Ohio region comfortable for more than 80 years. Whether you're looking for an oil or gas furnace, a boiler, an electric heat pump, a geothermal heating system, air conditioning, ventilation, or insulation and energy efficiency services, National can help.

NATE NORTH AMERICAN TECHNICIAN EXCELLENCE

BPI GoldStar CONTRACTOR

BBB ACCREDITED BUSINESS



A More Selective Approach

WHY HESOLAR?



LOCAL FAMILY

The Hoffman Brothers are 2nd generation Master Electricians - We are LOCAL to Austin Texas!



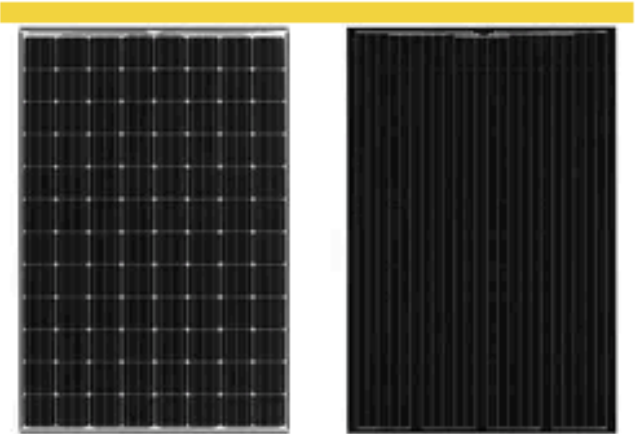
MASTER GUARANTEE

A Licensed Master Electrician will be present AT ALL TIMES during the installation of your solar panels.



NABCEP GUARANTEE

We also guarantee a NABCEP Solar Professional will be On-Site AT ALL TIMES for your project.



PREMIUM MATERIALS

Austin Solar Panels get a lot of sun. We make the most of this energy by using Panasonic HIT Solar Panels!



Credibility Indicators Tailored to Your Market

The screenshot shows the Sun Light & Power website. The header includes the company logo (SUN LIGHT & POWER, SOLAR EXPERTS SINCE 1976) and navigation links: COMMERCIAL SOLAR, SECTORS, PORTFOLIO, ABOUT US, CAREERS, BLOG, CONTACT US, and a search icon. A yellow button labeled 'REQUEST A CONSULTATION' is in the top right. The main content area features three columns of credibility indicators:

- Column 1:** A photo of a worker in a red hard hat and yellow safety vest installing solar panels. Below it, text reads: "We are your experts for [design, installation, maintenance, and repair](#) of commercial solar panels and commercial solar hot water."
- Column 2:** A photo of the Golden Gate Bridge with a green overlay that says "GREEN CALIFORNIA GREEN BUSINESS NETWORK ALAMEDA COUNTY". Below it, text reads: "We are a mission-based company, proud to be one of the first solar energy companies in the state to become a [Certified Benefit Corporation](#) as well as being one of the first certified as an [Alameda County Green Business](#)."
- Column 3:** A blue graphic with the text "USING BUSINESS AS A FORCE FOR GOOD" and the "Certified B Corporation" logo. Below it, text reads: "We believe in using business as a force for good by focusing on people, planet, and prosperity. Interested in becoming a B Corp? [Learn more here.](#)"



ACCA's New Quality Installation Program





VERIFIED!

Your new heating and cooling equipment meets ACCA's minimum requirements for equipment operation*

Certification Date:
Certification Number:
System Location:
Installation Contractor:

VERIFIED EQUIPMENT OPERATION



Powered by **measureQuick**
Connect. Perform. Prosper.

This Certification is limited to an assessment of compliance with the Quality Installation Standards and is not otherwise a warranty of any HVAC contractor's, or similar person's, work or performance.
*Excludes proper size calculations and air distribution elements.



VERIFIED!

Your new heating and cooling system meets ACCA's requirements for compliance with the Quality Installation Standards.

Certification Date:
Certification Number:
System Location:
Installation Contractor:

VERIFIED SYSTEM PERFORMANCE



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Connect. Perform. Prosper.

This Certification is limited to an assessment of compliance with the Quality Installation Standards and is not otherwise a warranty of any HVAC contractor's, or similar person's, work or performance.



QUESTIONS?

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