




# **COVID-19 & HEALTHY HOMES: IS THE HOMEOWNER MINDSET CHANGING?**

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

*April 15, 2020*

<https://www.energycircle.com/resources-responding-covid-19>



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Webinars Whitepapers & Guides [Resources for Responding to COVID-19](#)

## Resources for Responding to COVID-19

We are working with our clients around the clock to help craft careful and direct messaging for their customers and service area communities. Below is a list of resources that home performance, HVAC, and solar companies can use to get out ahead of the evolving COVID-19/coronavirus crisis and take a strong position as a leading local business. Included are ideas for blogs, emails, social media, and more, as well as links to examples of already published material from some of your colleagues across the country. This page will be updated continuously moving forward, so feel free to bookmark and check back in, or to reach out to our team for assistance.

### Energy Circle-Provided Resources

- [Draft of Company Statement Outline](#)
- [Recommended Communications Strategies](#)
- [What Should I Tell My Customers About Coronavirus?: Communication Ideas for COVID-19 Blog](#)
- [What Should I Tell My Customers About Coronavirus? Webinar](#)
- [COVID-19 Strategies Part 2: Evolving Communication Approaches & How to Prepare for the Rebound Blog](#)
- [COVID-19 Strategies Part 2: Evolving Communication Approaches & Preparing for the Other Side Webinar](#)

### Examples of Company Statement Communications

- [EcoPerformance Builders](#), California (home performance)
- [Insource Renewables](#), Maine (solar, heat pumps)
- [Healthy Home Energy & Consulting](#), New York (home performance)

March 2020: COVID-19 Impact Report from the Energy Circle Google Ads Dataset

**Wednesday, April 1.**  
Shawn Cohen, Director of Digital Strategy

# Innovative Ideas We're Hearing About

- **Virtual Energy Audits, Quotes, Consultations & IAQ Monitoring**
- **Financing Aggressiveness**
  - We'll pay first X months
  - No payments for 6 months (AC install urgency)
  - 6/12/18 months same as cash
- **Focus on "Zero Contact" Measures**
  - Heat Pump Water Heaters
  - Rooftop Solar
  - Crawlspace Repair
  - Pool Pumps
  - Exterior Moisture Control
  - Generators
- **Reservations/Lists/Queues (scarcity → urgency)**

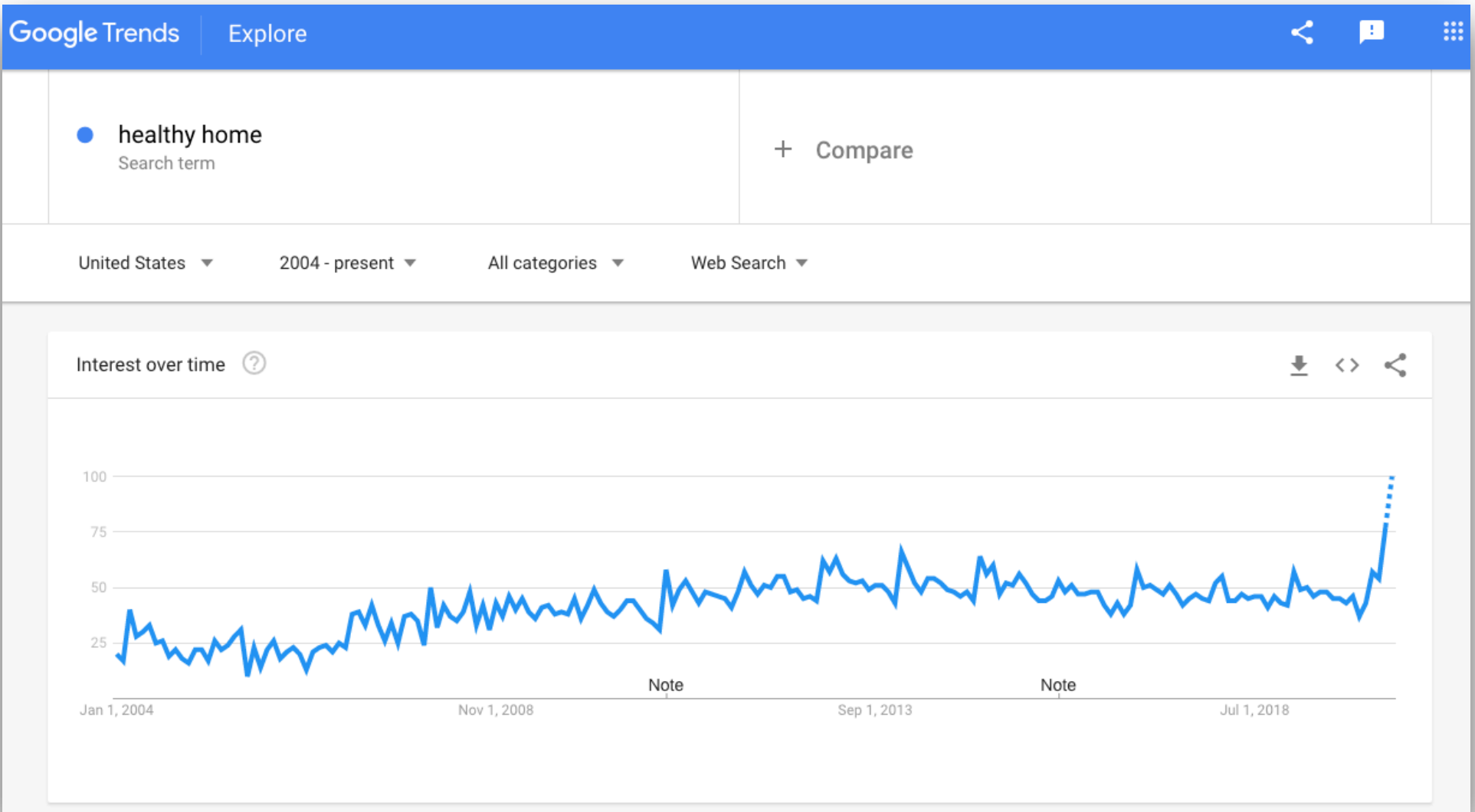
# What We'll Discuss

- 1 **How is COVID Impacting the Healthier Homes Trend?**
- 2 **The Current Mindset of Homeowners—Some Data**
- 3 **Positioning Your Company for the Post-COVID Healthy Homes Bounce**



# **THE HEALTHY HOMES TREND BEFORE COVID**

(this wave ever gonna break?)



## Google Trends, 2004 to present

Taken April 15, 2020

Opinion

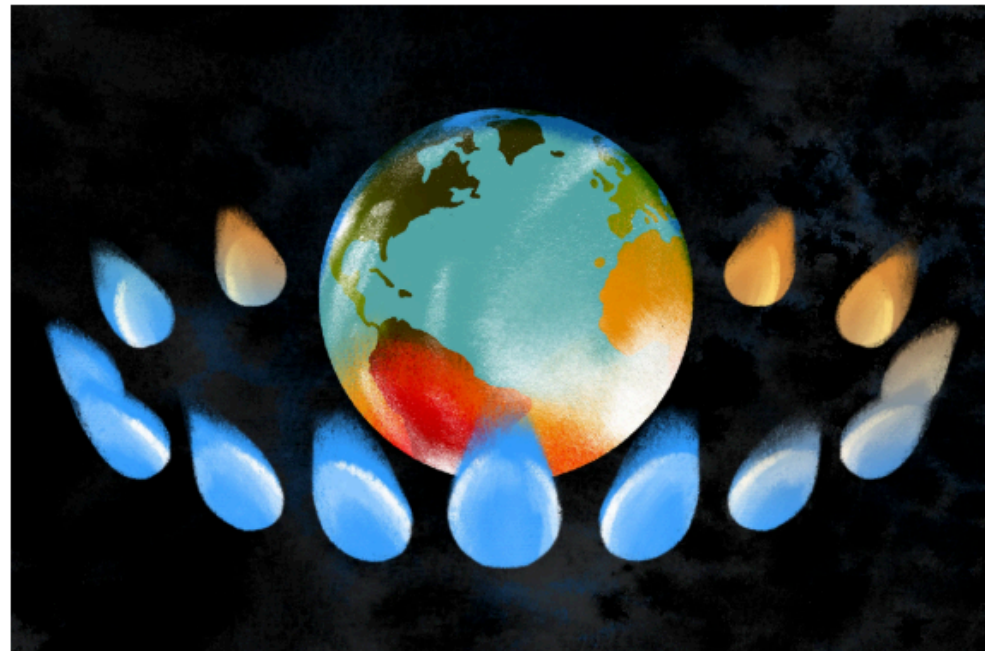
# Your Gas Stove Is Bad for You and the Planet

To help solve the climate crisis, we need to electrify everything.

By **Justin Gillis** and **Bruce Nilles**

Mr. Gillis is a former New York Times environmental reporter and a contributing opinion writer. Mr. Nilles is a managing director at Rocky Mountain Institute.

May 1, 2019



Angie Wang

OAKLAND, Calif. — We have some good news that sounds like bad news: Your gas stove has to go.



BEAUTY > HEALTH & FITNESS

# Is the Air in Your Home Affecting Your Health? How to Reduce Indoor Pollution

MAY 17, 2016 7:10 PM  
by LAURA REGENSDORF



Photographed by Mario Testino, *Vogue*, February 2015



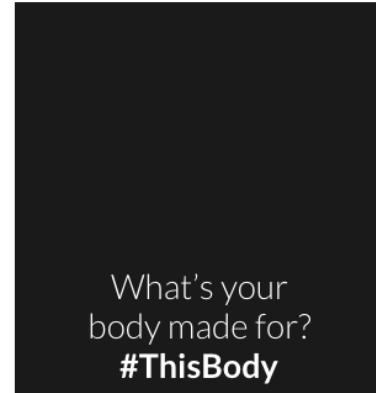
Pollution is increasingly—and rightfully—on people’s minds lately, as seen in the host of new products addressing its negative effects on the skin and the troubling smog levels in cities like Beijing. But only recently did I start thinking more seriously about the air quality inside the home, after a pair of prolific chain-



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BEAUTY &gt; HEALTH &amp; FITNESS

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Introducing the first members-only program from Vogue

JOIN NOW

Fortunately for those of us who value space and aesthetics, Dyson has just unveiled a svelte new model, the Dyson Pure Cool Link, equipped with feedback sensors that connect to your smartphone.

Photographed by Mario Testino, *Vogue*, February 2015

LANE BRYANT



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**\$499**

# The Chasm



**Health  
Concerns**

**Performance  
of the  
Building**

# Healthy Home Terms “Potential”

## Volume

how often searched for

## Opportunity

estimated click-through rate

## Difficulty

of ranking ahead of competition

=

## Potential

combined metrics; sweet spot

mold testing	75
air quality testing	70
home air quality test	66
indoor air quality	63
air quality test	58
blower door test	57
indoor air pollution	54
healthy home	54
volatile organic	53
vocs	52
indoor pollution	47
indoor air pollutants	45
healthy home tips	40
contaminants/	31
home air health	25
allergies & asthma	20



1

**NOBODY  
CONNECTS HEALTH ISSUES  
WITH THEIR HOME  
ENVIRONMENT**



2

**EVERYBODY  
WANTS TO FIRST START  
WITH A TEST**



# **WHAT'S HAPPENING SINCE COVID-19?**

(a little data)

# Air Purification Searches Exploding

RISING	
air purifier for viruses	Breakout
best air purifier for viruses	Breakout
medify air purifier	Breakout
rainbow vacuum	Breakout
air purifier mask	650%
ultraviolet air purifier	450%
air purifier necklace	350%
air doctor purifier	350%
winix true hepa air purifier	300%
personal air purifier	250%
air genie air purifier	250%
reme halo air purifier	200%
levoit air purifier filter	200%
ion air purifier	190%
honeywell true hepa air purifier	180%
smart air purifier	170%
hepa filter air purifier	140%
air purifier costco	140%
uv air purifier	140%
levoit air purifier reviews	140%
whole home air purifier	140%
uv light air purifier	140%
iwave air purifier	130%
true hepa air purifier	120%
homedics air purifier	120%

## Google Trends Last 30 Days

Taken April 15, 2020



# Cleaning & Disinfecting Exploding

RISING	
covid 19 cleaning	Breakout
epa cleaning products	Breakout
clorox disinfecting wipes bleach free cleaning wipes	Breakout
electrostatic cleaning	Breakout
coronavirus cleaning	3450%
cleaning groceries coronavirus	3400%
disinfecting wipes	3150%
disinfectant wipes	3000%
what cleaning products kill coronavirus	2850%
blueland cleaning kit	2050%
microban cleaner	1850%
spring cleaning checklist	1400%
disinfectant spray	1350%
cleaning supplies online	1350%
cleaning n95 mask	1150%
clorox wipes	1100%
lysol wipes	950%
cdc cleaning guidelines	750%
disinfectant cleaner	750%
bleach cleaning solution	650%
bleach to water for cleaning	550%
409 multi surface cleaner	450%
peroxide multi surface cleaner and disinfectant	400%
bleach solution for cleaning	400%

**Google Trends  
Last 30 Days**

Taken April 15, 2020

● Indoor air quality  
Search term

+ Compare

United States ▾

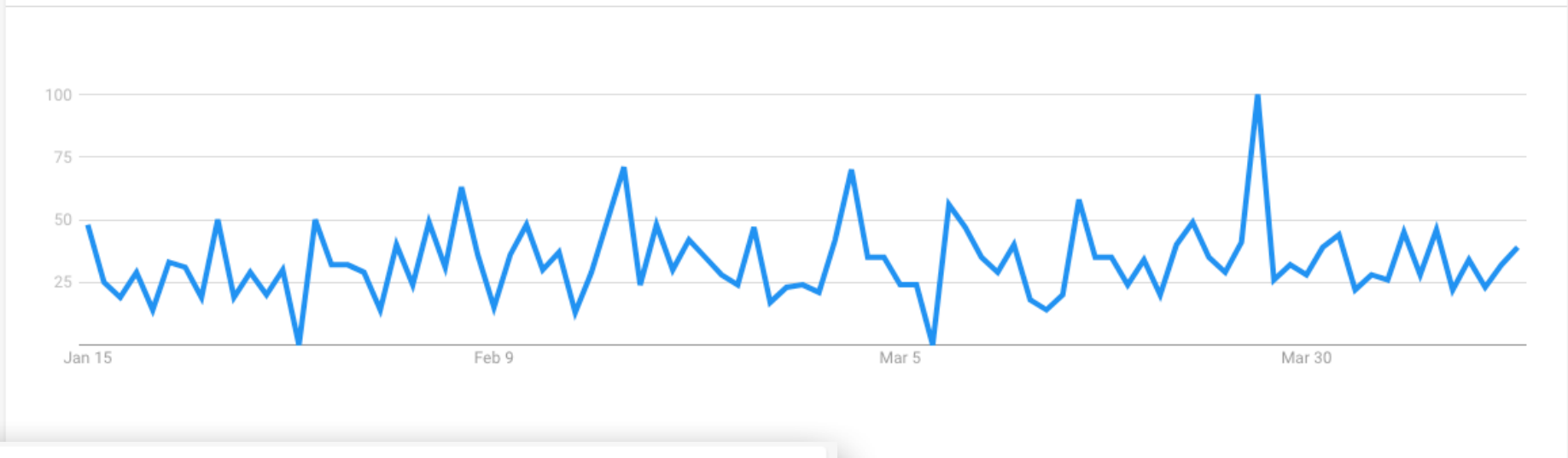
Past 90 days ▾

All categories ▾

Web Search ▾

Interest over time ?

Download, Zoom, Share icons



Related queries ?

Top ▾ Download, Zoom, Share icons

- 1 indoor air quality testing 100
- 2 indoor air quality monitor 71

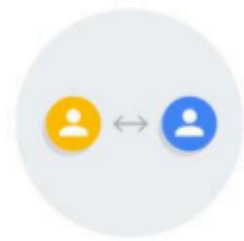
**Google Trends, Jan 15 to present**

Taken April 15, 2020

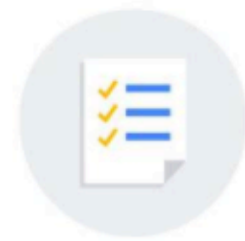
## From Google: 5 Behaviors since COVID Outbreak as Reflected in Search



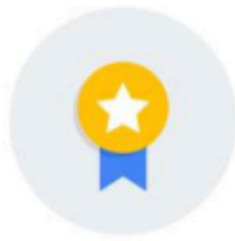
Assembling  
critical information



Discovering new  
connections



Adjusting to changes  
in their routines



Praising everyday  
heroes



Taking care of  
themselves and others

# Observations & General Thoughts

- **For Now, People Are Primarily Focused on Immediate Health & Safety**  
Virus-related air purification, cleaning.
- **Time At Home + Health Concerns = Opportunity**  
More open to hearing and learning about healthier homes  
Many saying that work from home trend will accelerate
- **We Continue to Face a Very Large Knowledge Gap**  
But people are more ripe than ever for the home —> health message
- **Things are Fluid and Constantly Changing**  
Expect the current focus of homeowners to evolve
- **Prime Opportunity to Establish Authority & Trust**  
Be the healthy home expert



# **PREPARING FOR THE HEALTHY HOME BOUNCE POST-COVID**

# Pathway to Meaningful Business

## 1 DIAGNOSTIC PROCESS

- **Standard Energy Audit + IAQ**
- **Monitoring Device**

## 2 MEASURES WITH BUSINESS VALUE

- **Envelope Control (air leakage)**
- **Whole House Ventilation**
- **Crawlspace Encapsulation**
- **Duct cleaning and sealing**
- **Moisture Control**
- **Equipment Replacement**

# Healthier Homes Customer Journey



General Awareness  
& Education

**IS YOUR HOUSE AS HEALTHY  
AS IT CAN BE?**

Connecting Health Concerns  
with the Home Environment

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Health & Home  
Connection

**WE CAN ANSWER THAT QUESTION**

Diagnostic Process  
Role of the Building

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The Fix

**NOT A BANDAID SOLUTION**

Likely a home improvement job  
Long term vs short term fix

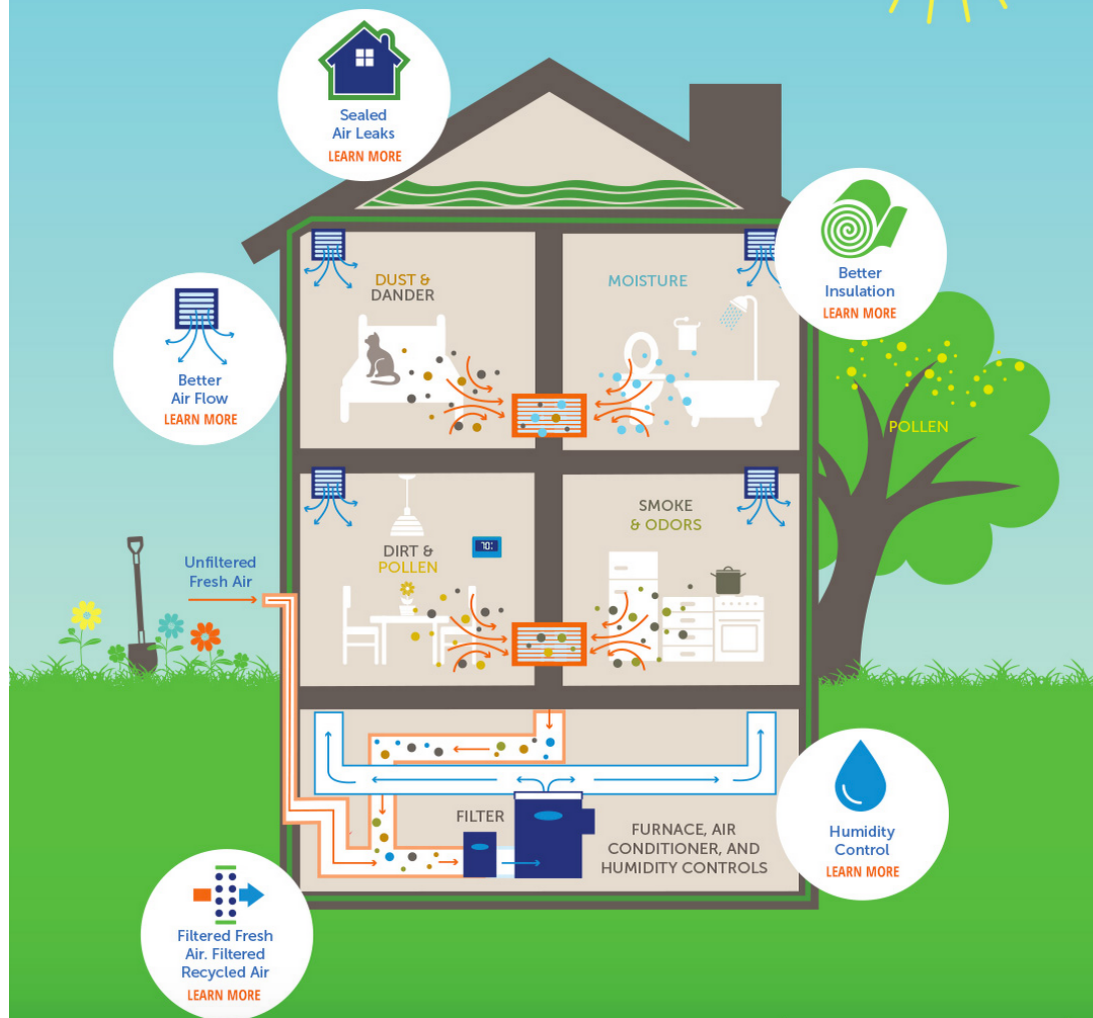
# Embrace Healthy Homes Principles

- **Minimize indoor emissions.**
- **Keep it dry.**
- **Ventilate well.**
- **Protect against outdoor pollution.**

*William W Nazaroff, PhD  
Daniel Tellep Distinguished Professor of Engineering  
University of California, Berkeley  
Editor, Indoor Air*



# How It Works



## The Ultimate Indoor Air Quality System

Breathe Easy Home's Indoor Air Quality System removes allergy and asthma triggers, and other irritants and pollutants, from your home's indoor environment. We make structural improvements that are more effective than store-bought air purifiers, filter upgrades, HEPA vacuums, or bedding wraps. You'll feel better with healthier air.

# Communicate Your Services

- **Envelope Control (air leakage)**
- **Whole House Ventilation (Continuous Fresh Air System)**
- **Crawlspace Encapsulation**
- **Duct cleaning and sealing**
- **Moisture Control**
- **Equipment Replacement**
- **Filtration**

# Long From Storytelling: Advanced Landing Pages

**E3 INNOVATE** ABOUT SERVICES INTEGRATED PROJECTS RESOURCES [Start Your Project](#)

## Whole Home Solutions

At E3 INNOVATE, we believe a house should be a safe, clean and comfortable home for you. That's why we help families create high performance homes and centers for living and clean protect their most treasured investment for generations.

[Learn More](#)

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453 [Get Options](#)

### Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making updates to an existing home, starting a new construction project or remodeling an existing house, E3 provides the expertise to help you create healthy, comfortable and efficient spaces that enhance the way you live.

Save money on utility, maintenance, repair and replacement bills, get the most out of your home's investment with an integrated approach. E3 offers more comprehensive and coordinated services than you can find elsewhere. We work with you to create a plan that meets your needs and your budget. We'll take the time to listen to your needs and help you understand why you need the services we offer. We'll make sure you get the most out of your investment.

E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

### Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

<h4>Physical Symptoms</h4> <ul style="list-style-type: none"> <li>Skin irritation</li> <li>Fatigue, weakness &amp; lethargy</li> <li>Frequent sickness</li> </ul>	<h4>Cognitive Symptoms</h4> <ul style="list-style-type: none"> <li>Frequent headaches</li> <li>Foggy thinking or short term memory loss</li> <li>Difficulty sleeping and waking up</li> </ul>
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<h4>Emotional Symptoms</h4> <ul style="list-style-type: none"> <li>Mood changes</li> <li>Frustrated or depressed</li> <li>Worry or anxiety</li> </ul>	<h4>Respiratory Symptoms</h4> <ul style="list-style-type: none"> <li>Coughing or shortness of breath</li> <li>Sinus congestion</li> <li>Increased asthma symptoms</li> </ul>
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**Pets**  
Pets can be even more sensitive than humans are to household chemicals and allergens

### Does This Sound Like You?

**I think my house is making me sick.**  
I get headaches and feel dizzy but it all goes away when I leave the house. [Learn More >](#)

**My hardwood floors are warping.**  
I have a lot of moisture in my crawlspace from the recent rain and it's messing up my floors! [Learn More >](#)

**The house smells damp and musty**  
but I can't figure out where it's coming from or what's causing it. [Learn More >](#)

### Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issue is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
  - House looks dingy, even after it's been cleaned
  - Increased allergy symptoms, especially after cleaning
  - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
  - Condensation on the inside of windows in the winter
  - Visible mold growth in bathrooms, on window sills, on air registers, etc.
  - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
  - House smells damp or clammy, even when the air conditioning is running
  - Hardwood floors cup and crack
- Humidity Issues**
  - Air feels damp or clammy, even when the air conditioning is running
  - Hardwood floors cup and crack
- Temperature Discomfort**
  - House is always too hot or too cold
  - House feels drafty, especially during the winter

Ensure your home is comfortable, healthy, durable, and sustainable

with Whole Home Solutions from the Experts at E3. (615) 667-8453 [Get Options](#)

### Common Issues We Solve

<b>Cold or Warped Floors</b> E3's experts will find and repair the cause of the problem and prevent it from happening again.	<b>Drafts</b> Our thermal imaging cameras can help you find and eliminate air leaks in your home.	<b>Asthma and Allergies</b> We can reduce humidity and mold in your home and help you control your allergies.	<b>Outside Noise</b> We offer solutions in various forms of soundproofing to help reduce noise from the outside.
<b>HIGH UTILITY BILLS</b> Reduce costs on air conditioning and water heating and help you reduce your costs.	<b>Pests</b> Preventing the gaps and cracks in your home can help you reduce your costs.	<b>Indoor Temperatures</b> We make the entire house comfortable and help you reduce your energy costs.	<b>Mold, Rot, and Humidity</b> Our moisture sensors and advanced air flow technology help you reduce mold and rot.

[Ready to start your project?](#)  
[Talk to an expert.](#)

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# Content That Connects Health & Home

- Air Purifiers & COVID-19
- The Air in Your House--Where's it Come From?
- Is Your House Making You Sick?
- The Benefits of a Fresh Air Ventilation System
- Your House, Your Kids and Asthma
- Low Levels of Carbon Monoxide--Are You Safe?
- Pests in Your Walls--Not Just an Annoyance
- Choosing Healthy Materials for Your Home

*Getting Found = Having Content*

# Use Case Studies

- Measures We Implemented
- Voice of the Client

The screenshot shows a webpage for Byggmeister. The header includes the company logo, navigation links for 'Blog', 'Contact', and a search bar, and a menu with 'ABOUT', 'OUR WORK', 'OUR SERVICES', and 'OUR WORLD'. The main content area features a sidebar with categories: 'HOME PERFORMANCE', 'KITCHEN & BATHROOMS', 'LIVING SPACES', and 'WHOLE HOUSE'. The article title is 'Of Mice and Men'. The text describes a 1873 home retrofit in Cambridge, mentioning energy issues, a mouse problem, and health concerns. A large photo shows a room with a blue wall and a white ceiling. Below the photo are four small thumbnail images. At the bottom, the word 'Benefits' is followed by the category 'COMFORT & HEALTH'.

**BYGGMEISTER**  
BETTER WORLD

Blog | Contact |



ABOUT OUR WORK OUR SERVICES OUR WORLD

HOME PERFORMANCE  
KITCHEN & BATHROOMS  
LIVING SPACES  
WHOLE HOUSE

## Of Mice and Men

**A Cambridge Retrofit Does More Than Save Energy**

When the owners of this 1873 home came to us they were at their wits end: they couldn't stay warm in the winter no matter how high they turned up their heat; they had a major mouse problem; and the wife was suffering from health issues that she felt were exacerbated by indoor pollutants. The homeowners loved their house, with its charming period architectural details, and they loved its location in a vibrant neighborhood of Cambridge. But its poor energy performance and air quality were detrimental to their quality of life.



**Benefits**  
COMFORT & HEALTH

# Social Media for Storytelling & Emotion

**Energy Docs** Timeline 2013 Liked

Energy Docs shared a link.  
October 8, 2013

Energy Docs Home Performance Contractor has greatly improved the health and happiness of children and those with respiratory conditions through careful attention to the identification and reduction of potent asthma triggers through our comprehensive home performance fixes to homes.

Here's one of our case studies where the clients were thrilled with the transformation in their health, and one their doctor immediately noticed, and they are saving 76% of their energy bill, to ... See More

**Energy Docs Home Performance Case Study**  
www.youtube.com

This Energy Docs Home Performance actual case study shows real utility bill data proving that Home Performance upgrades can reduce energy bills by 76% and sa...

DSCF0661.jpg

Like · Comment · Share 8 3

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Post on InternMatch & start reaching students from every top university today!

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ignite800.com  
Vanity toll free numbers help your brand live on in the hearts & minds of your customers.

**Mobile Share® Value Plans**  
att.com  
Our new, best-ever small business value plans. Learn more.

**After Heart Attack**  
fourierstudy.com  
Adults May Qualify for a CVD Clinical Research Study for an Investigation Medication.

# Voice of the Customer: Priceless

LOVE OUR HOME!!! There just aren't enough good words to express what Energy Docs has done for us! For the first time since owning this home we have a PG&E bill that is less than \$1500, even less than \$300!!! and for the first time in 12 years our son has made it through his first December without a trip to the hospital because our air quality is so much better! This project has improved our lives in more ways than we could have imagined. Thank You So Much

Unlike · Comment · Tuesday at 9:42pm

 You like this.



# QUESTIONS?

Peter Troast

[peter@energycircle.com](mailto:peter@energycircle.com)