




MARKETING THROUGH THE CRISIS: HOW PROGRAMS, MANUFACTURERS AND UTILITIES CAN HELP ACCELERATE THE COVID-19 REBOUND

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

May 6, 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)**

Rise of “Digital and Low Touch”

© Consumer changes to digital and low-touch activities fall into three primary buckets



User growth since COVID-19 ²	High (>40%)	<p>Works for now</p> <p>Activities necessitated by COVID-19 that are poor substitutes for in-person counterparts, and consequently have lower intent to continue</p>	<p>Accelerated shifts</p> <p>Satisfactory digital replacements for in-person activities and connectivity, with growing adoption</p>
	Low (<40%)		<p>Potentially here to stay</p> <p>New and familiar forms of entertainment and interaction with medium-high intent to continue</p>
		Low (<45%)	Medium-high (>45%)
<p>Intent to use after COVID-19¹</p> <p><i>Percent of new or increased users who intend to keep doing activity after COVID-19</i></p>			

- **User growth** is defined as the percent of respondents who replied that they are **new users** over the percent of respondents who replied that they were **using this service pre-COVID-19**
- **Intent to continue** is defined as the percent of respondents who replied that, after COVID-19, they will **keep their usage at the same level or will increase usage**

¹ Q: Compared to now, will you do or use the following more, less or not at all, once the coronavirus (COVID-19) situation has subsided? Possible answers: "will stop this"; "will reduce this"; "will keep doing what I am doing now"; "will increase this."
² User growth is calculated as % of respondents who replied that they are new users over % of respondents who replied that they were either: increased usage users, same usage users, or reduced usage users.

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 4/20-4/26/2020, n = 1,052, sampled and weighted to match US general population 18+ years

Going the Extra Mile

Introducing our
**“NO ENTRY”
A/C Maintenance**

• ALL INTERACTIONS HAPPEN VIA THE PHONE •

NO HOME ENTRY REQUIRED.

There's no reason to skip your important seasonal maintenance that saves energy and helps ensure your A/C will work reliably all summer long.



1. We'll call you when we arrive at your home



2. We'll leave a filter at your door and ask that you replace your old one (when applicable)



3. We'll ask you to turn the thermostat down



4. We'll perform our comprehensive service on the outside unit



5. Once complete, we'll call you with our findings



6. If necessary, we'll take a credit card payment via phone and email you a receipt

What We'll Discuss

- 1 DEMAND CHALLENGES OF WHOLE HOUSE HOME PERFORMANCE BEFORE, DURING & AFTER COVID-19**
- 2 PLAYING OUR POSITIONS: THE ROLES OF PROGRAMS, UTILITIES & CONTRACTORS**
- 3 PROGRAMS & UTILITIES TAKING THE LEAD**

Premise for Today's Topic

CONTRACTORS NEED HELP NOW

MARKET WILL REQUIRE STIMULUS

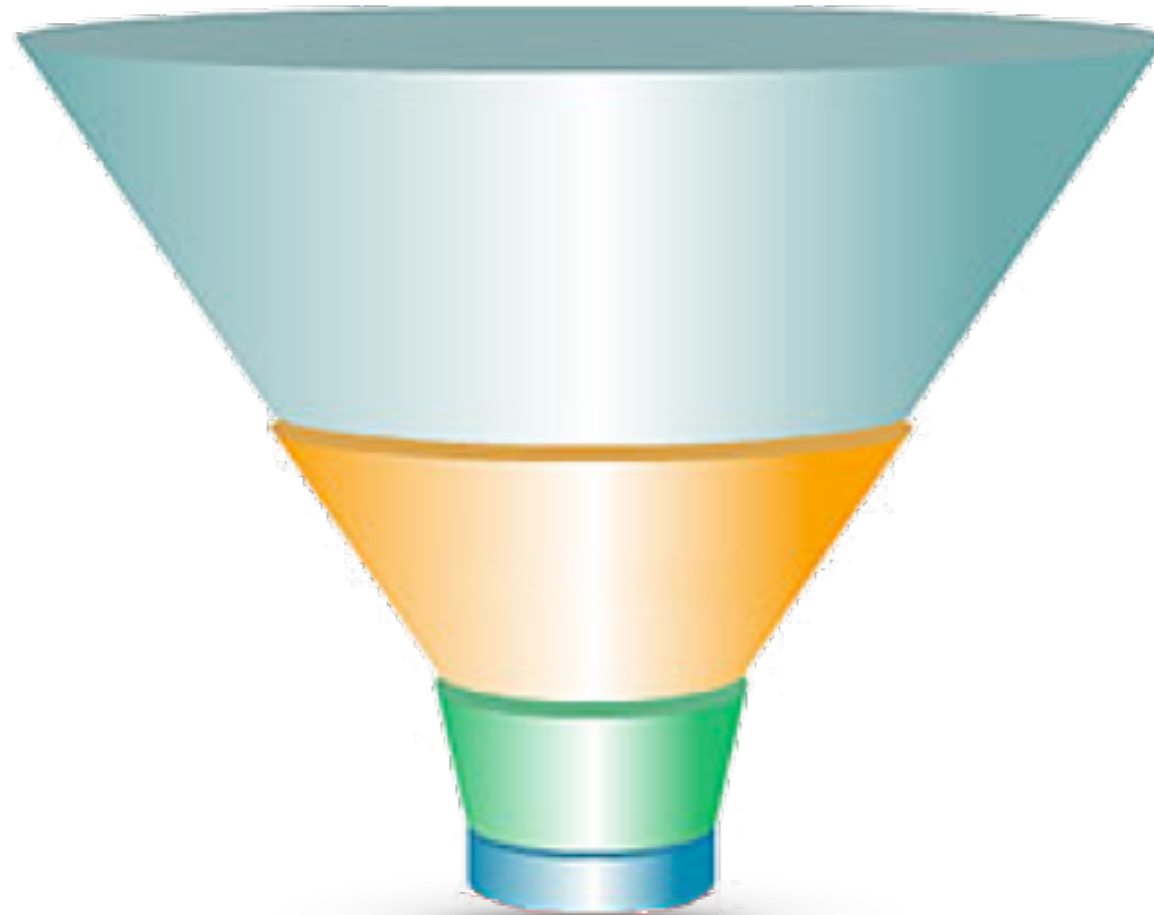
**CLIMATE CHANGE & EFFICIENCY GOALS
ARE NOT ON PAUSE**



**PLAYING OUR POSITIONS:
HOW PROGRAMS &
CONTRACTORS CAN BE
MOST EFFECTIVE WORKING
TOGETHER**

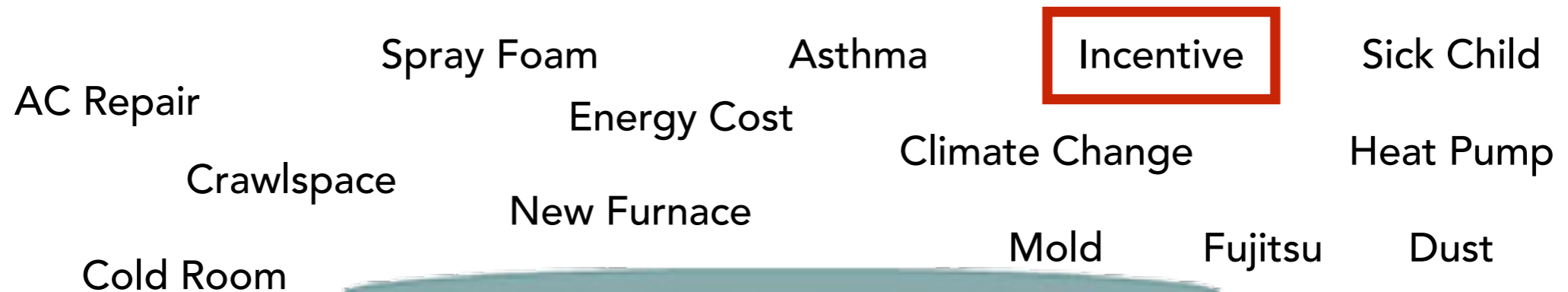
Fundamentals of HP Marketing & Sales

AC Repair Spray Foam Asthma Incentive Sick Child
Energy Cost Climate Change Heat Pump
Crawlspace New Furnace Mold Fujitsu Dust
Cold Room



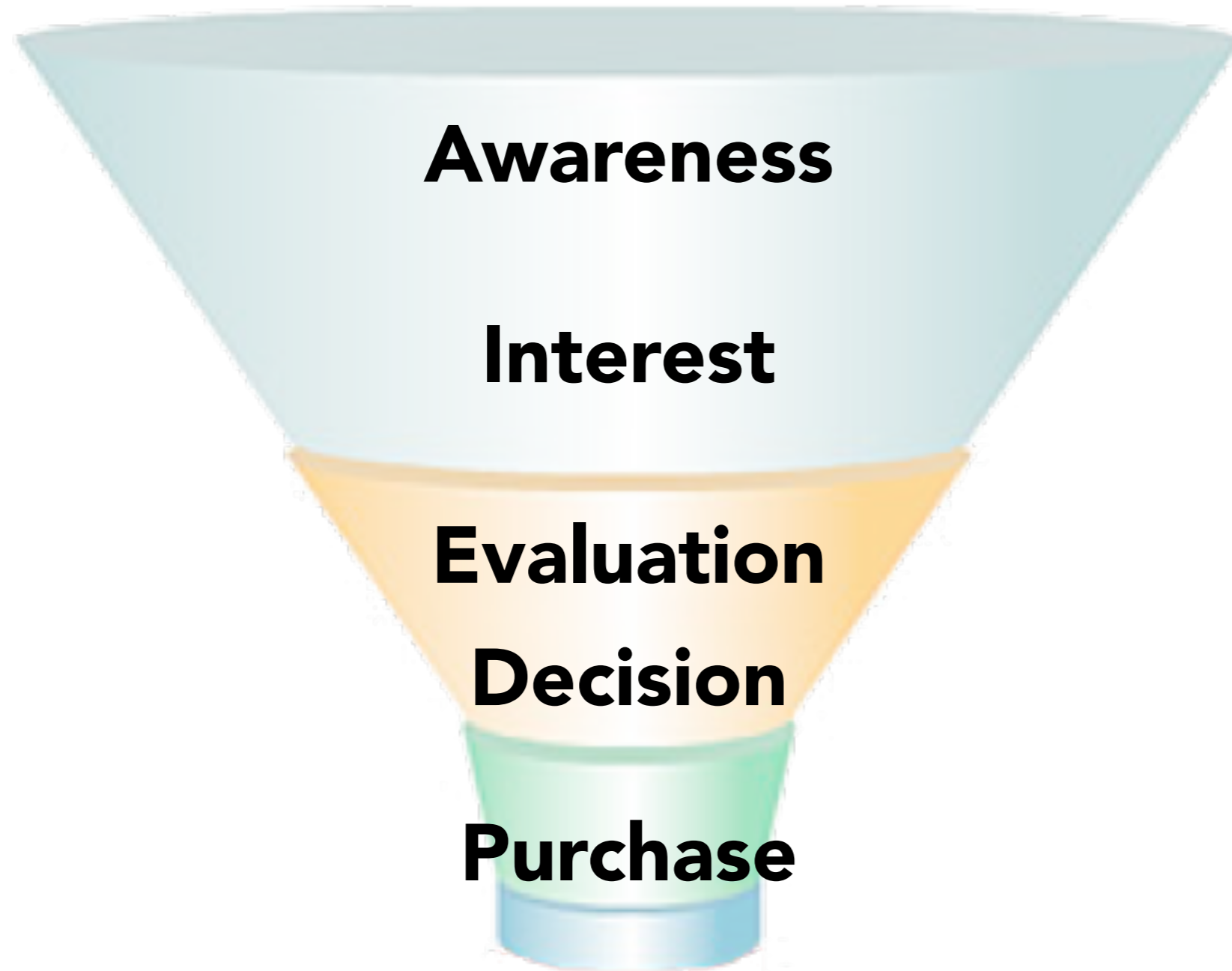
WHOLE HOUSE SOLUTIONS

Fundamentals of HP Marketing & Sales

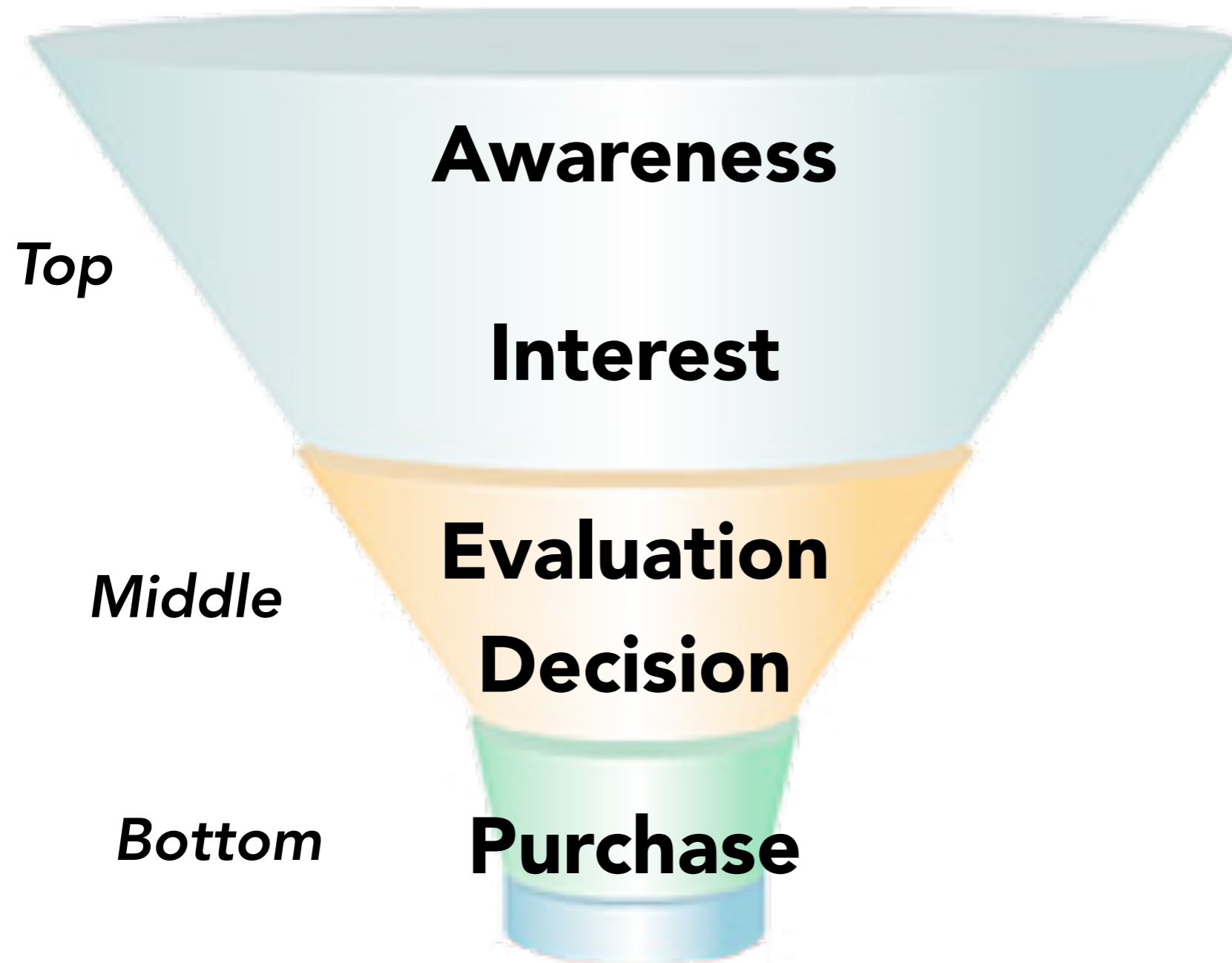


WHOLE HOUSE SOLUTIONS

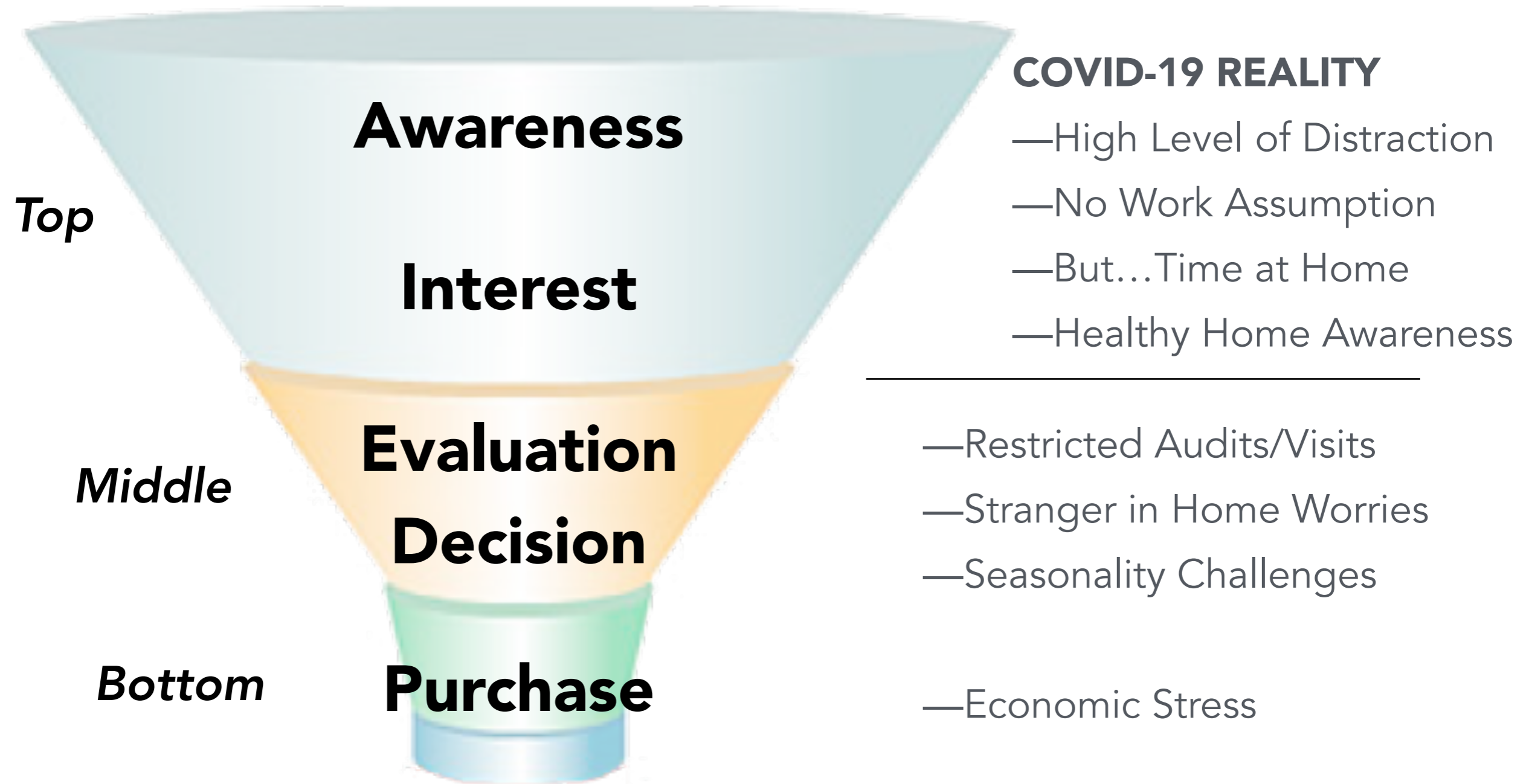
Home Performance Buying Cycle



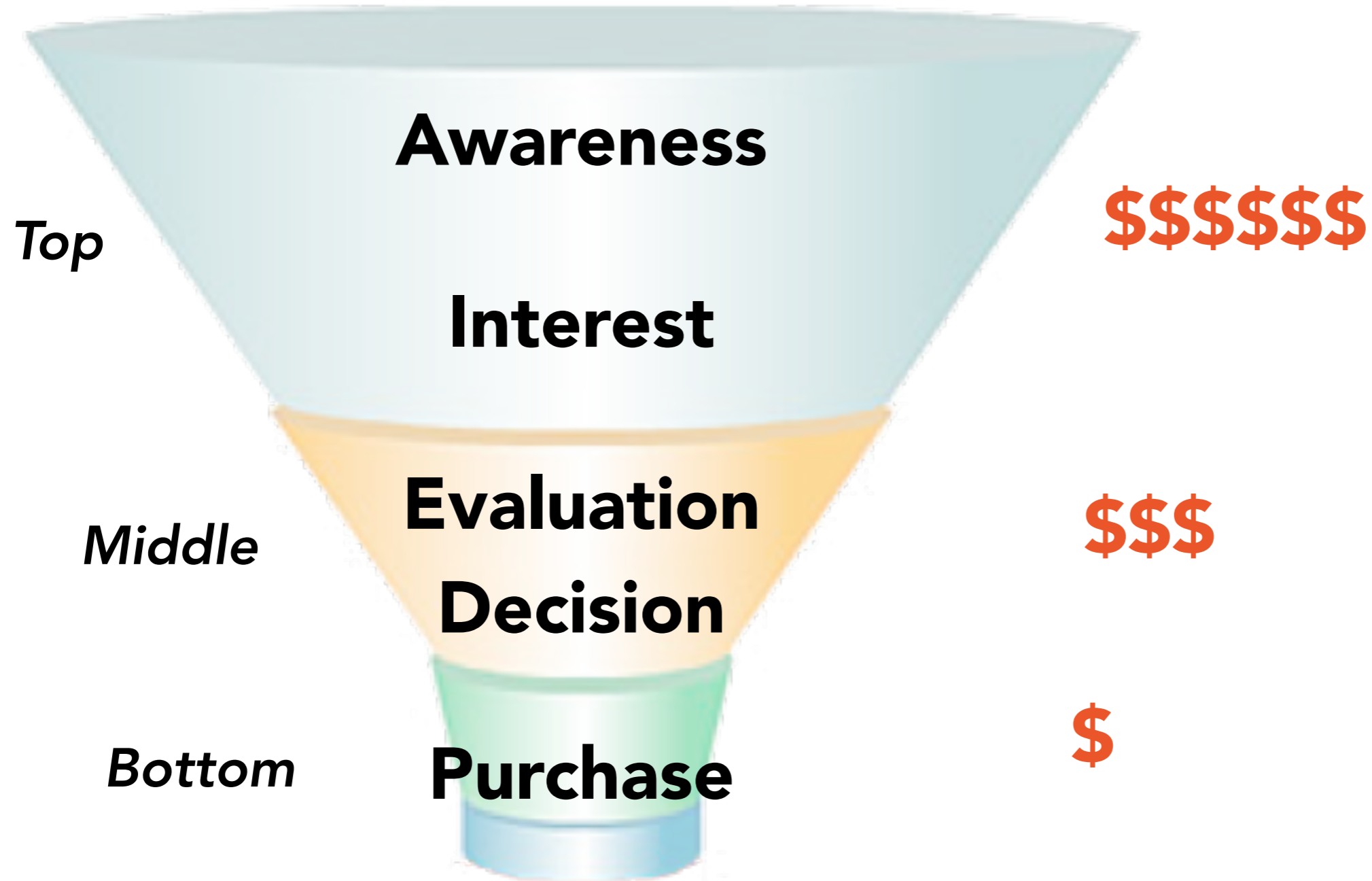
Home Performance Buying Cycle



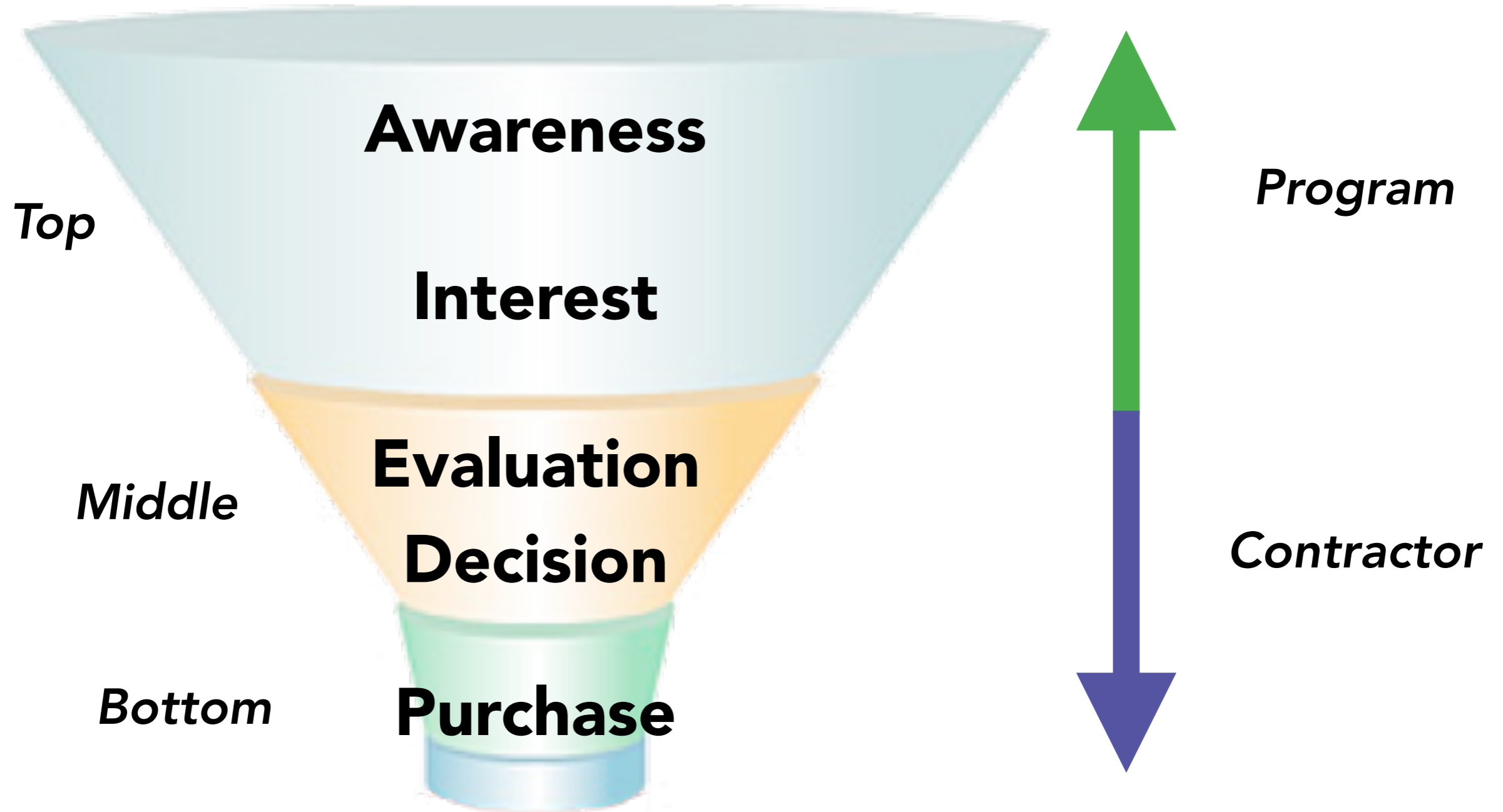
Buying Cycle Amidst COVID-19



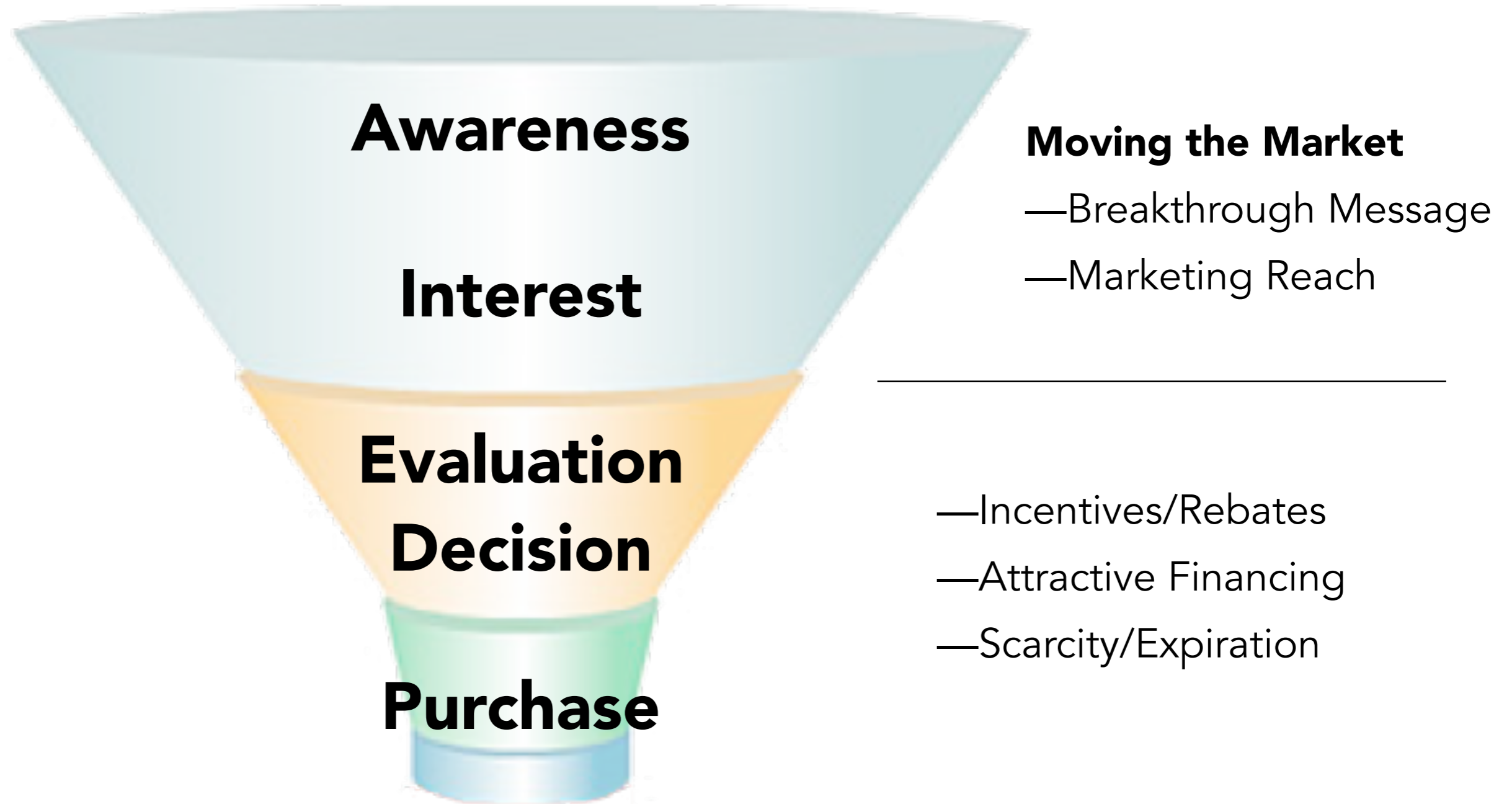
From a Marketing Perspective



Playing our Positions



Program's Role in the Buying Cycle



The Bottom Line IMHO

AGGRESSIVE INCENTIVES

LOW COST FINANCING



IDEAS, RECOMMENDATIONS & EXAMPLES FOR THE PROGRAM/ UTILITY ROLE UNDER COVID-19



CONTRACTOR DIRECTORY BEST PRACTICES

(A program's highest contribution?)

Google Loves Directories

14 Best Insulation Contractors - Albany NY | HomeAdvisor

<https://www.homeadvisor.com> > Pro Ratings & Reviews > New York > Albany ▼
Unscreened Insulation Contractors in Albany. American Insulation Applicators, Inc. 7 Charles St. Builders Installed Products. 136 Trivoli St. Tailored Foam Of New York, Inc. Tech Valley Builders, Inc. Zerodraft of CNY, Inc. Engineered Spray Foam, Inc. Eco-logical Building Performance, Inc. Energy Construction, LLC.

5 Best Blown-In Insulation Installers - Albany NY | Attics, Walls

<https://www.homeadvisor.com> > ... > New York > Albany > Insulation Contractors ▼
Unscreened Insulation Contractors in Albany, New York. American Insulation Applicators, Inc. 7 Charles St. Rhinecliff, NY 12574. Builders Installed Products. 136 Trivoli St. Tailored Foam Of New York, Inc. 327 Water St. Tech Valley Builders, Inc. 3 Chestnut Hill South. Zerodraft of CNY, Inc. 2824 Lemoyne Ave.

4 Best Spray Foam Insulation Contractors - Albany NY | Costs & Reviews

<https://www.homeadvisor.com> > ... > New York > Albany > Insulation Contractors ▼
Unscreened Insulation Contractors in Albany, New York. American Insulation Applicators, Inc. 7 Charles St. Rhinecliff, NY 12574. Builders Installed Products. 136 Trivoli St. Tailored Foam Of New York, Inc. 327 Water St. Tech Valley Builders, Inc. 3 Chestnut Hill South. Zerodraft of CNY, Inc. 2824 Lemoyne Ave.

Builders Installed Products: Insulation Contractors Albany, NY | Home ...

<https://www.buildersofalbany.com/> ▼
Need to install insulation, gutters, shelving, mirrors or bathroom hardware in Albany or the surrounding Hudson Valley? Never ask where can I find insulation contractors near me again. Contact Builders Installed Products today for a free estimate!

Top 10 Best Albany NY Insulation Contractors | Angie's List

<https://www.angieslist.com> > Local Reviews > NY > Albany ▼
Join for FREE to read real reviews and see ratings for Albany Insulation Contractors near you to help pick the right pro Insulation Contractor.

Best 30 Insulation Contractors in Albany, NY with Reviews - YP.com

<https://www.yellowpages.com/albany-ny/insulation-contractors> ▼
60 results - Local insulation contractors in Albany, NY. Compare expert Insulation Contractors, read reviews, and find contact information - THE REAL YELLOW PAGES®

Insulation Contractors in Albany, NY - Standard Insulating Co.

<https://www.standardinsulatingco.com/...albany-ny.../insulation-contractors-in-albany-...> ▼
Do you need a reputable insulation contractor for your Albany, NY home? Chances are, you probably have a lot of questions about what you should be looking for in an insulation contractor. You need someone you can trust, which is why you'll want to find an insulation contractor who understands your home type, energy ...

Blown in Insulation Contractors in Albany, NY | Reviews and Services ...

www.totalhousehold.com > Top Contractors > Blown in Insulation > New York (NY) ▼
Schenectady, NY. Drywall & Insulation. (518) 356-3026 Website. Services: Insulation, Blown in Insulation, Door, More... Fiberglass Insulation, Spray Foam Insulation, Window, Window Locks & Screens, Energy Efficient Doors, Energy Efficient Windows, Storm Window, Siding, Exterior Trim. Licensed; Free Estimates ...

Collins and Co. | Albany, NY Insulation Installation - TruTeam

www.truteam.com/division/collins-co/ ▼
Collins and Co. offers insulation, gutter, and other building product installation services for residential and commercial customers in Albany, NY. Call 413-525-8400 for ... Our qualified team of professional installers understands the importance of quality, budgets, schedules and overall customer satisfaction. We're more than ...

The 5 Best Insulation Contractors in Albany, NY (with Free Estimates)

<https://www.thumbtack.com> > NY > Albany ▼
Here is the definitive list of Albany's insulation contractors as rated by the Albany, NY community. Want to see who made the cut?



REBATES

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PRODUCTS &
TECHNOLOGIES

TIPS &
TOOLS

FIND A CONTRACTOR OR
RETAILER

Find a Contractor or Retailer

Your Listing

Search Again

Filter Results

Sort by: **Alphabetical**

- Alphabetical
- Most Reviewed

Details



5 Star Energy Tech

SERVES RESIDENTIAL AND BUSINESS

★★★★★ based on 1 reviews

(802) 479-3575

Barre, VT



Analyzing Energy

SERVES RESIDENTIAL AND BUSINESS

★★★★★ based on 17 reviews

(802) 289-2177

Mount Holly, VT



Details



Blue Heron Construction Corporation

SERVES RESIDENTIAL

Reviews not yet available.

(802) 447-3777

Bennington, VT



Details



Build Basic.Green LLC

SERVES RESIDENTIAL

Reviews not yet available.



Details



Find a Contractor or Retailer Contractor Listing

Building Energy (White River Junction Office)

★★★★★ based on 3 reviews

CONTACT INFO

2458 Christian Street, Suite 201
White River Junction, VT 05001

(802) 359-7550

Visit Website

COMPANY

Years in business: 12

Employees: 30

Serves: Residential and Business

In the Contractor's Own Words

Building Energy is a comprehensive energy service company focused on reducing the carbon footprint of buildings through conservation, efficiency and renewable energy. We possess the vision and expertise to deliver green products and services in-house including energy audits, insulation, weatherization, solar systems and cold climate heat pumps.

Services

Insulation & Air Sealing

Weatherization

Energy Assessments

Home Performance with ENERGY STAR Energy Audit

Heating, Cooling & Ventilation

Ductless Heat Pumps

Solar Hot Water

Renovation & New Construction

Efficiency Vermont Certified Homes

High Performance Homes

Designations



Awards

Best of the Best Efficiency Vermont's Best of the Best - 2012

Certifications

Building Performance Institute 2009

Reviews

These reviews have been submitted by customers verified by Efficiency Vermont to have completed a [Home Performance with Energy Star](#) project with a participating contractor. [View our terms and conditions.](#)

Jay R. - Norwich VT
on May 23, 2018

Brent was an excellent contractor to work with as he continually helped us manage the project during some very difficult personal times and always kept a life/family perspective. It took over a year to complete the project but I am very happy with the result. We had 3 bids to do the work last year and Brent's was actually the highest bid but we felt like he was the right one for us to work with and do the job right. I cannot speak highly enough of Brent's skills as an energy contractor and as a great person to work with.

OVERALL



VALUE 4/5

QUALITY 4/5

SERVICE 5/5

Toni P. - Strafford VT
on Sep 19, 2018

Working with Brent Mellen of Building Energy (White River) was terrific. He answered all my questions. The work went exactly as he described. All of the contractors who did the work did their work well. The end result is that I am going to be warmer this winter and save money on fuel. It was well worth doing. I highly recommend Brent and Building Energy.

OVERALL



VALUE 5/5

QUALITY 5/5

SERVICE 5/5



PROGRAMS LEADING THE WAY

(or not, a very early list)

Programs, Utilities & Mfg's Stepping it Up

EVERSOURCE

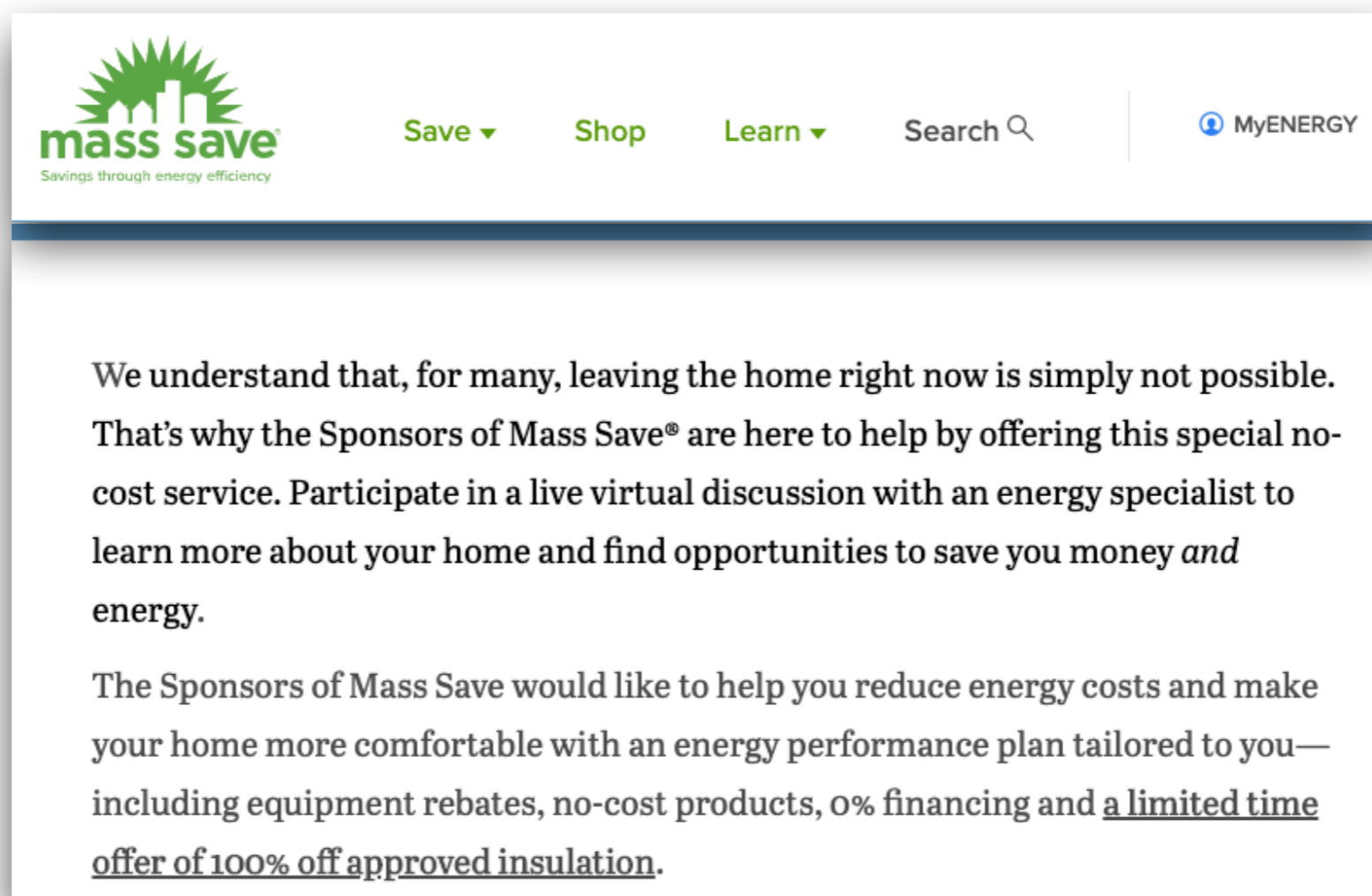
- 100% off the cost of insulation and air sealing improvements
- Rebates up to \$2,750 on heating, cooling and/or water heating upgrades
- 0% interest financing opportunities

Programs, Utilities & Mfg's Stepping it Up



0% Financing for 15 Years

Programs, Utilities & Mfg's Stepping it Up



The screenshot shows the top navigation bar of the Mass Save website. On the left is the Mass Save logo, which features a green sunburst icon above the text "mass save" and the tagline "Savings through energy efficiency" below it. To the right of the logo are four navigation links: "Save" with a downward arrow, "Shop", "Learn" with a downward arrow, and "Search" with a magnifying glass icon. Further right is a "MyENERGY" link with a blue circular icon containing a white plug symbol.

We understand that, for many, leaving the home right now is simply not possible. That's why the Sponsors of Mass Save® are here to help by offering this special no-cost service. Participate in a live virtual discussion with an energy specialist to learn more about your home and find opportunities to save you money *and* energy.

The Sponsors of Mass Save would like to help you reduce energy costs and make your home more comfortable with an energy performance plan tailored to you—including equipment rebates, no-cost products, 0% financing and a limited time offer of 100% off approved insulation.

Programs, Utilities & Mfg's Stepping it Up



Due to the unforeseen and sizeable economic impacts of COVID-19, we have made the difficult decision to suspend some rebates and reduce rebate amounts for the remainder of the year, effective May 29, 2020.

To qualify for the current rebates, all jobs must be completed and applications approved no later than May 29, 2020. Applications will be processed on a first-come, first-served basis and are subject to efficiency requirements and program terms and conditions.

Rebates must be submitted by a qualified participating contractor through SMUD's Contractor Network. Questions? Customers, please contact Advanced Home Solutions at [1-916-732-5732](tel:1-916-732-5732). Contractors, please contact Efficiency First California at [1-916-209-5117](tel:1-916-209-5117) or contractorsupport@efficiencyfirstca.org.



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How Efficiency Programs, Utilities, and Manufacturers Can Accelerate the COVID-19 Rebound



By Peter Troast | May 6, 2020

Whole house home performance is a hard sell. Now, thanks to COVID-19, the hurdle is raised higher: homeowners are reluctant to invite us into their homes. And, for good measure, we face an economy more uncertain than at any time in our lives.

We've long said that the most effective formula for generating demand is when contractors, efficiency programs, utilities, and manufacturers play as a team. With hope on the horizon for being allowed back in homes, there has never been a more important time for measures to accelerate the rebound.

In Energy Circle's experience working with contractors, utilities, and manufacturers across the country, efficiency programs are most effective at creating demand at the top of the funnel— by building up the fundamental awareness of home performance benefits, and moving the market to take action from the top down.

Boiled down, here's what works:

- (1) Easy to understand, aggressive incentives
- (2) Low cost financing

peter@energycircle.com

The Bottom Line IMHO

AGGRESSIVE INCENTIVES

LOW COST FINANCING



QUESTIONS?

Peter Troast

peter@energycircle.com

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