



SUCCESSFUL BUSINESS MODELS IN IAQ & HEALTHY HOME

Peter Troast, Founder & CEO

Energy Circle Webinar Series

December 1, 2021

Recent & Upcoming Webinars

~~**Nov. 3** – Recruiting Success Stories from Contractors in the Field with Hal Smith of Halco and Elise Brown of Evergreen Home Performance~~

~~**Nov 17** – The Paid Search Marketing Landscape as 2021 Winds Down – What’s Changed? What’s Working Best?~~

Dec 1 - Successful Business Models in IAQ & Healthy Home

Dec 8 - PT'S View of the Marketing Landscape for 2022

Dec 15 - Looking Ahead to 2022 with Kevin Brenner, Matt Hargrove and Keith O'Hara





Should You Be Running Paid Search Ads?



By Emily Silverman | November 24, 2021

When implemented correctly, paid search can help you target customers who are ready to buy, at the exact moment they are thinking about your services. But paid advertising costs money, and it's not always the right place to put your marketing dollars. If you're not sure whether you're ready to start a paid search campaign, follow this marketing decision tree.



2 Minute Webinar Highlights on YouTube

The screenshot displays a YouTube video player interface. The main video content features a large, bold title: "IS YOUR WEBSITE READY FOR MARKETING HEAT PUMPS?". Below the title, a blue banner reads "WEBINAR HIGHLIGHTS". The video player includes standard controls such as play/pause, volume, and a progress bar showing 0:02 / 2:05. The video title is "Marketing Heat Pumps: Website Content" with 1 view and a date of Sep 21, 2021. The right sidebar contains a list of related videos from the channel "Energy Circle":

- UNCOVERING KEYWORD DATA ON HEAT PUMPS** (2:15) - 3 views • 5 days ago
- The Interconnected House** (1:49) - 4 views • 3 weeks ago
- How To Sell Heat Pumps** (3:12) - 14 views • 1 month ago
- USING MARKETING TO AID RECRUITING** (2:07) - 2 views • 4 weeks ago
- An Update to the Sales Process for the Better Buildin...** (2:28) - 55 views • 6 days ago
- SEARCH VOLUME GROWTH IN SOLAR STORAGE & EV** (2:07) - 6 views • 1 week ago
- LIVE CHAT VS INSTANT MESSAGING: WITH AARON WEICHE** (2:15) - 5 views • 1 week ago



What We'll Discuss

- 1 THE CURRENT LANDSCAPE & MARKET ENVIRONMENT AROUND IAQ & HEALTHY HOME**
- 2 FUNDAMENTALS OF A HEALTHY HOME/IAQ BUSINESS STRATEGY**
- 3 BUSINESS MODEL APPROACHES & OBSERVATIONS FROM THE MARKET**





THE CURRENT LANDSCAPE & MARKET ENVIRONMENT

Indoor Air Quality Solutions Market Size

Market growth will **ACCELERATE** at a CAGR of over

6%



INCREMENTAL GROWTH

\$ 10.27 bn

2020

2025



The year-over-year growth rate for 2021 is estimated at

3.23%



The market is **FRAGMENTED** with several players occupying the market share



39%

of the growth will originate from **APAC**



One of the **KEY DRIVERS** for this market will be **INCREASING DEMAND FOR SMART AIR QUALITY MONITORING DEVICES**



READ THE REPORT:

GLOBAL INDOOR AIR QUALITY SOLUTIONS MARKET 2021-2025

17,000+ reports covering niche topics

CONSUMER DISCRETIONARY

Read them at:

www.technavio.com



 **technavio**

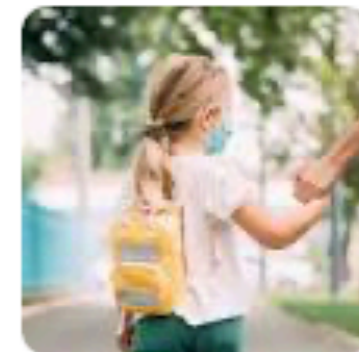


TP Today's Parent

I can't believe back-to-school is even scarier and more stressful than last year

While the province has ignored expert medical recommendations like smaller class sizes and made minimal efforts to improve ventilation in ...

1 day ago



 KitchenerToday.com

Public school board working on ventilation in schools, more measures ahead of new school year

30 per cent of our schools are partially supported through mechanical ventilation, and a tiny portion is not," said Gerard. The board estimates ...

5 days ago

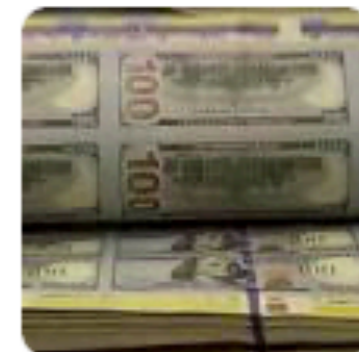


 WSLS

Millions of dollars being used for upgrades at schools across the region

PITTSYLVANIA COUNTY, VA – Millions of dollars in COVID-19 relief money are going to local schools. Replacing heating, ventilation and air ...

6 days ago



● air purifier
Search term



+ Compare

United States ▼

1/1/19 - 8/18/21 ▼

All categories ▼

Web Search ▼

Interest over time



Google Trends, 1/1/20 to present

Taken August 18, 2021

● air purifier
Search term

+ Compare

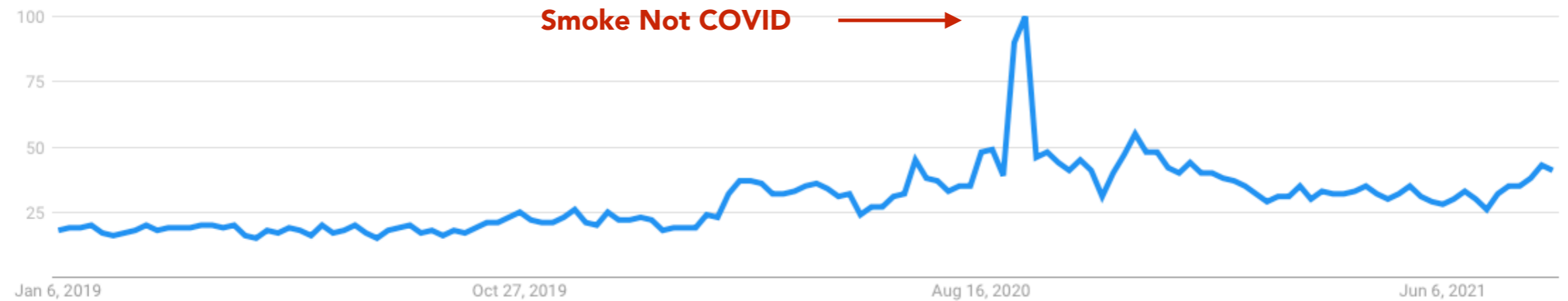
United States ▼

1/1/19 - 8/18/21 ▼

All categories ▼

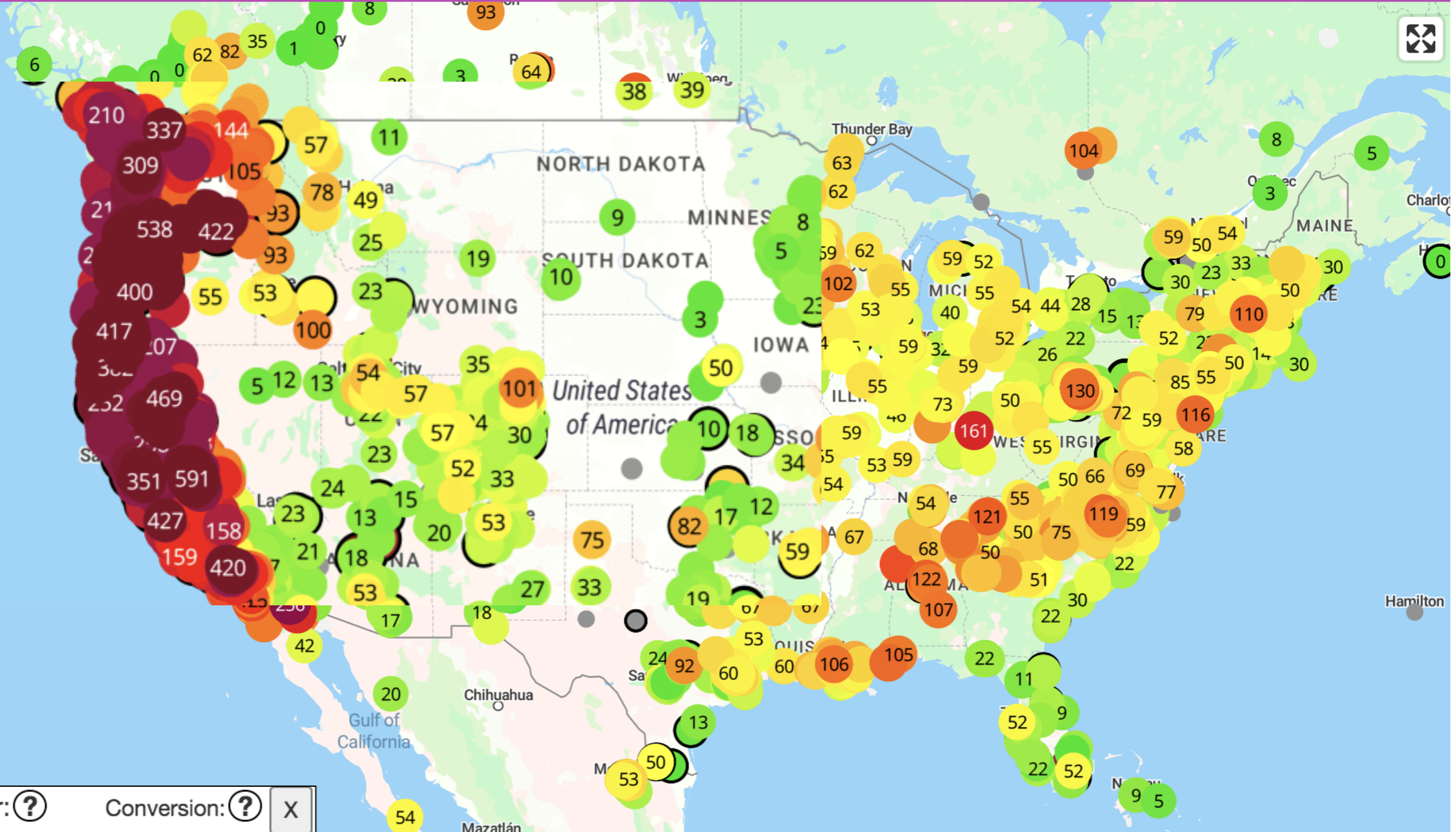
Web Search ▼

Interest over time ⓘ



Google Trends, 1/1/20 to present

Taken August 18, 2021



Map Data Layer: (?) Conversion: (?) X

US EPA PM2.5 AQI ▼ None ▼

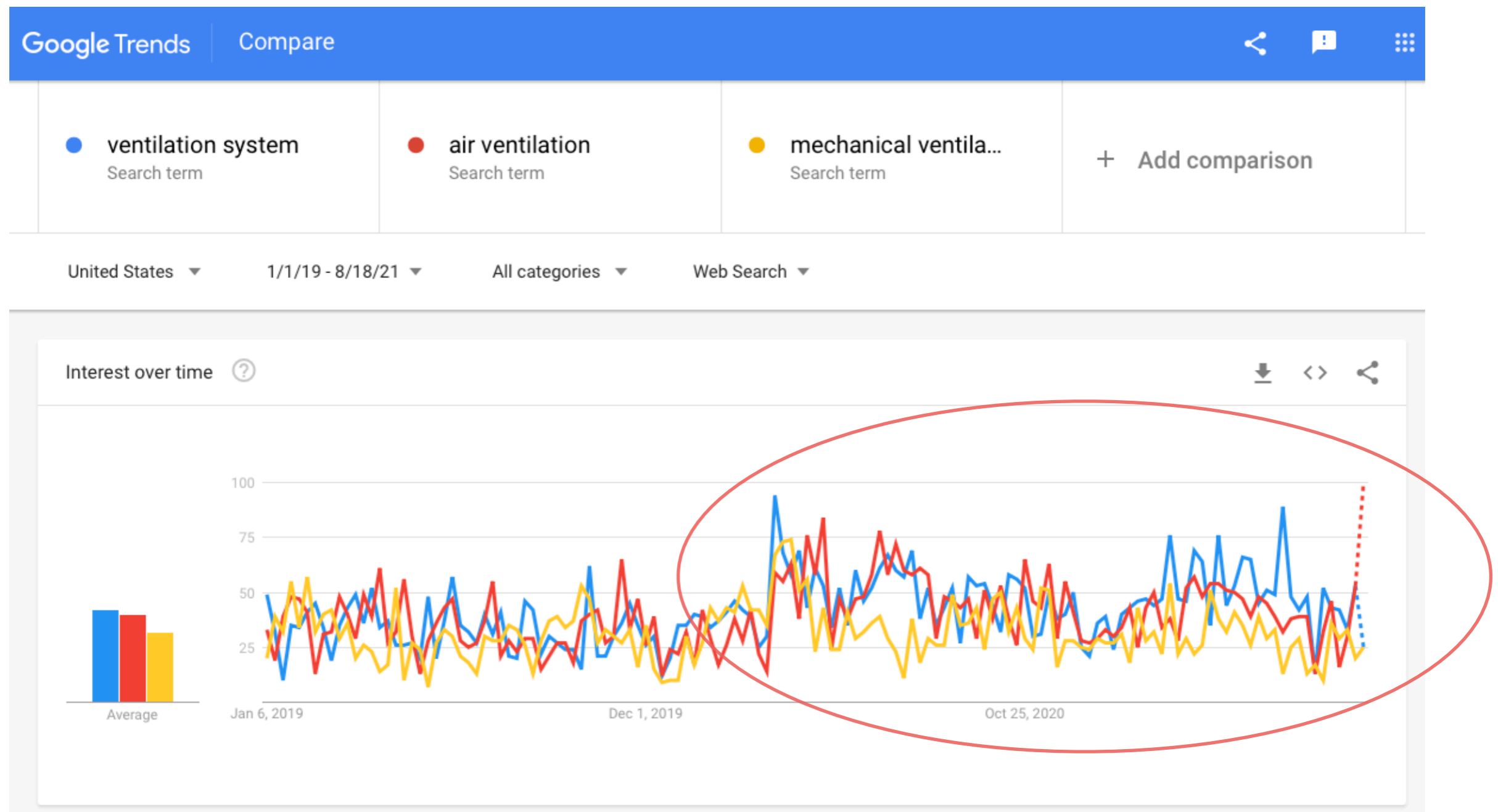
Standard ▼ 10 Minute Average ▼

n/a 0 50 100 150 200 250 300 350 400 500

Outside Sensors Inside Sensors Show My Sensors Averages as Rings

November 5th, 2020, 2:49:13 AM MST

The COVID Bump for Ventilation



Google Trends, 1/1/19 to present

Taken August 18, 2021



● indoor air quality
Search term

+ Compare

United States ▼

1/1/19 - 6/30/21 ▼

All categories ▼

Web Search ▼

Interest over time ?



Related queries ?

Rising ▼

1	how to test indoor air quality	+400%
2	indoor air quality testing companies near me	+250%
3	indoor air quality testing near me	+110%
4	indoor air quality solutions	+110%
5	air quality monitor	+90%

Google Trends, Jan 2019 to present

Taken Aug 18, 2021

● indoor air quality
Search term

+ Compare

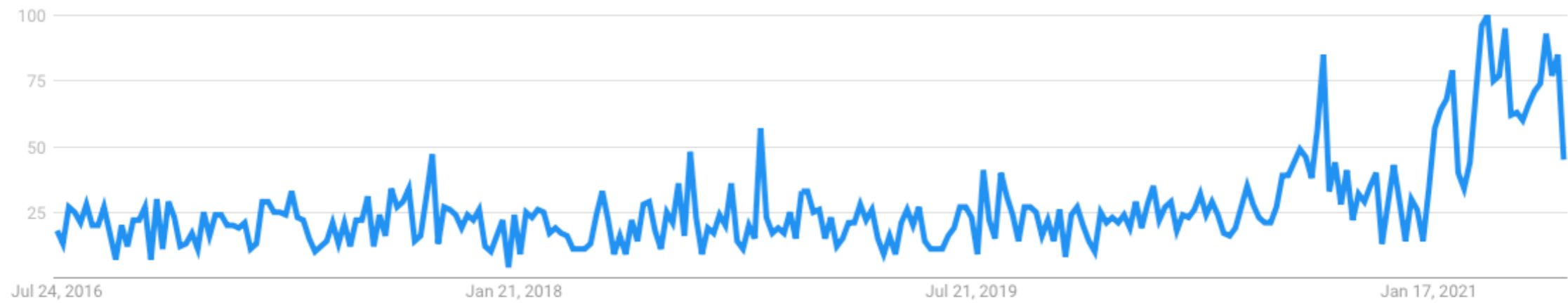
United States ▼

7/18/16 - 6/30/21 ▼

All categories ▼

Web Search ▼

Interest over time ⓘ



Google Trends, Past 5 Years

Taken August 18, 2021

Top Performing Keywords

Keyword Topic Breakdown

- Note keywords are not broken down by match type

	Keyword	Air Quality ▾
1.	air quality testing	Quality
2.	air quality company	Quality
3.	house air quality	Quality
4.	home air quality test	Quality
5.	air quality audit	Quality
6.	air quality tester	Quality
7.	air quality test	Quality
8.	air quality	Quality
9.	check air quality	Quality
10.	home air quality testing	Quality
11.	air quality mold	Quality
12.	improve air quality	Quality

14/25 = Testing Related

13.	westchester air quality testing	Quality
14.	air quality professional	Quality
15.	air quality testing near me	Quality
16.	air quality systems	Quality
17.	air quality check	Quality
18.	building air quality testing	Quality
19.	air quality contractor	Quality
20.	air quality inspection	Quality
21.	how to test air quality in my house	Quality
22.	home air quality	Quality
23.	home air quality testing near	Quality
24.	home air purification	Purify
25.	home air purifier	Purify

Energy Circle PPC Dataset, Jan to Nov 2021

as of Dec 1, 2021





FUNDAMENTALS OF A HEALTHY HOME/IAQ BUSINESS STRATEGY

My Premise:

**COMPANIES DOING QUALITY
WHOLE HOUSE WORK ARE
PRODUCING HEALTHIER HOMES**



The Chasm Remains



**Health
Concerns**

**Performance
of the
Building**



2 Parts of the Business Model

1

**DIAGNOSTIC
PROCESS**

2

**MEASURES WITH
BUSINESS VALUE**



2 Parts of the Business Model

1 DIAGNOSTIC PROCESS

- Onsite Visual Assessment
- Occupant Interview
- Pressure Test
- CAZ
- IAQ Logging
- Ventilation Assessment

2 MEASURES WITH BUSINESS VALUE



2 Parts of the Business Model

1 DIAGNOSTIC PROCESS

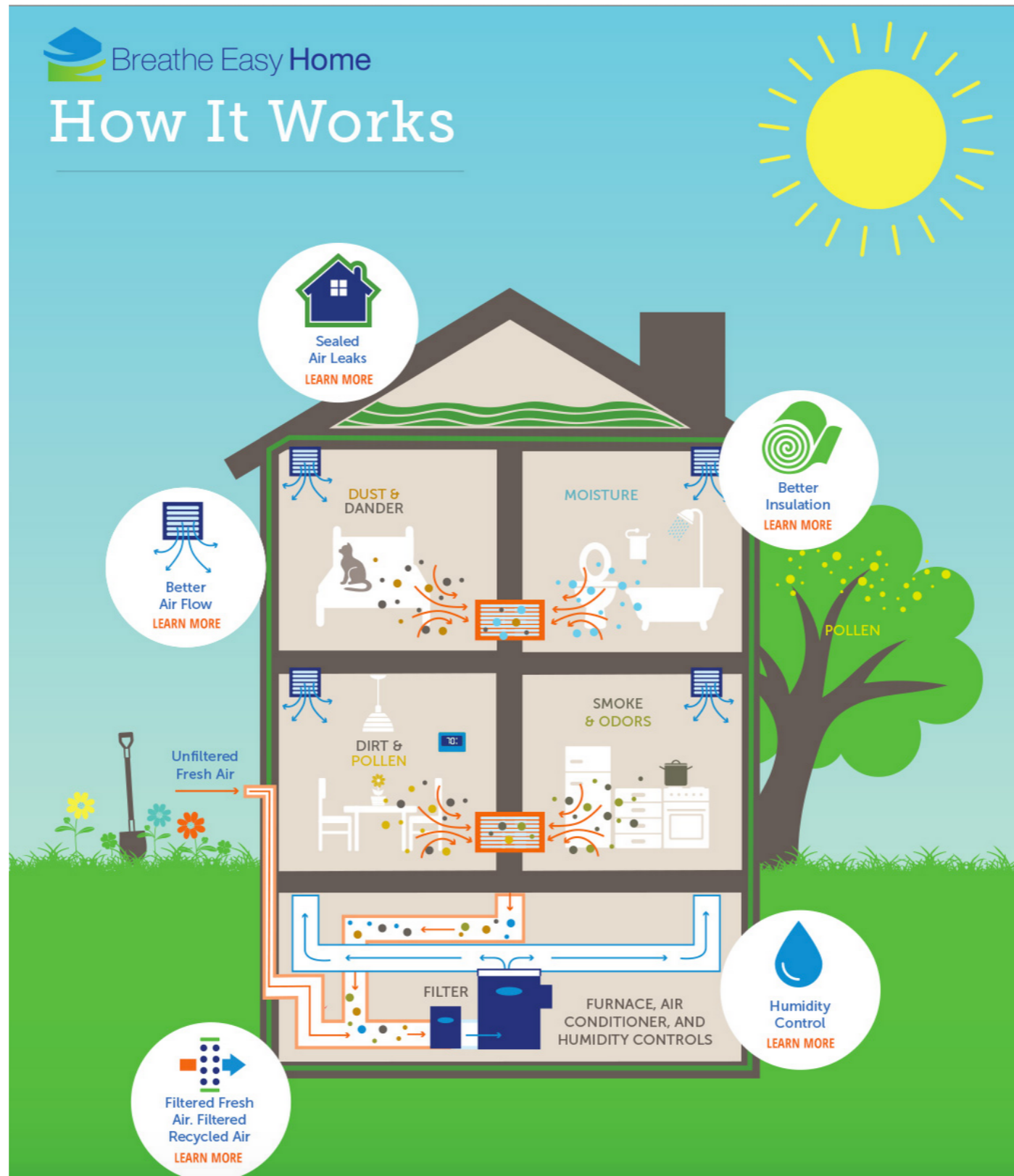
- Onsite Visual Assessment
- Occupant Interview
- Pressure Test
- CAZ
- IAQ Logging
- Ventilation Assessment

2 MEASURES WITH BUSINESS VALUE

- Whole House Ventilation
- Envelope Control (air leakage)
- Crawlspace Encapsulation
- Duct Cleaning and Sealing
- Moisture Control
- Equipment Replacement



Breathe Easy Home
How It Works



The Ultimate Indoor Air Quality System



BUSINESS MODEL APPROACHES & MARKET OBSERVATIONS

~~Restoration & Insurance~~

Integrated Assessment & Contracting

Business Model

Diagnostic Process

Contracting Services



Healthy HomeTM

Energy & Consulting, Inc.

Variations

Envelope only

Crawlspace

Envelope + Whole House Ventilation

Full Mechanical & Envelope

Chemical Hypersensitivity Focused



Standalone Assessment

Business Model Diagnostic Process

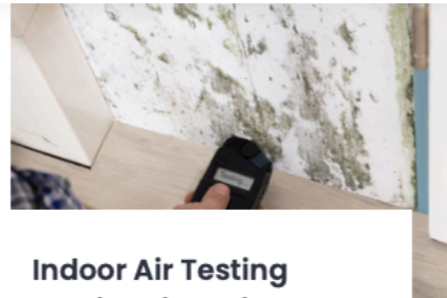
Variations

Energy Audit Add On
Industrial Hygiene
Mold Testing
Infrared Thermography



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Indoor Air Testing Services in Maine

Particulates, Gases, Fumes, Mists, Aeroallergens, Carbon Dioxide, Carbon Monoxide, Temperature, Relative Humidity, Dust Mites, Pet Allergens, Soots, VOC's, and More.



Industrial Hygiene Monitoring

Employee Exposure Monitoring for OSHA Compliance Workers Compensation – Exposure Assessments



Water Damage Assessments + Testing

Roof Leaks, Broken Pipes, Flooded Basements, Humidity, Sewage Backups Building Envelop Failure, Odors, Allergic Reactions.



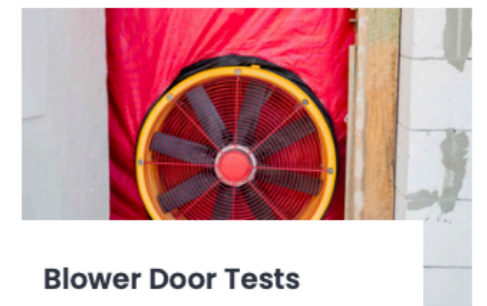
Insurance Water Damage Assessments

Cause & Origin Assessments, Water / Mold Loss Characterizations, Infrared Services, Bio-Remedial Plans, Pre & Post Remedial Testing, Project Documentation of Pre-Existing Conditions, Cause of Loss Documentation, & More.



Infrared (IR) Thermography Surveys

Hidden Moisture, Water Loss Characterization / Moisture Mapping, Roof Leaks, Building Envelop Leaks, and Leak Tracing.



Blower Door Tests

Blower Door Testing, Heat Loss, and Building System Evaluations.



HVAC + Indoor Air Quality

Business Model

Traditional HVAC+
Service Contracts

Variations

Embrace HVAC

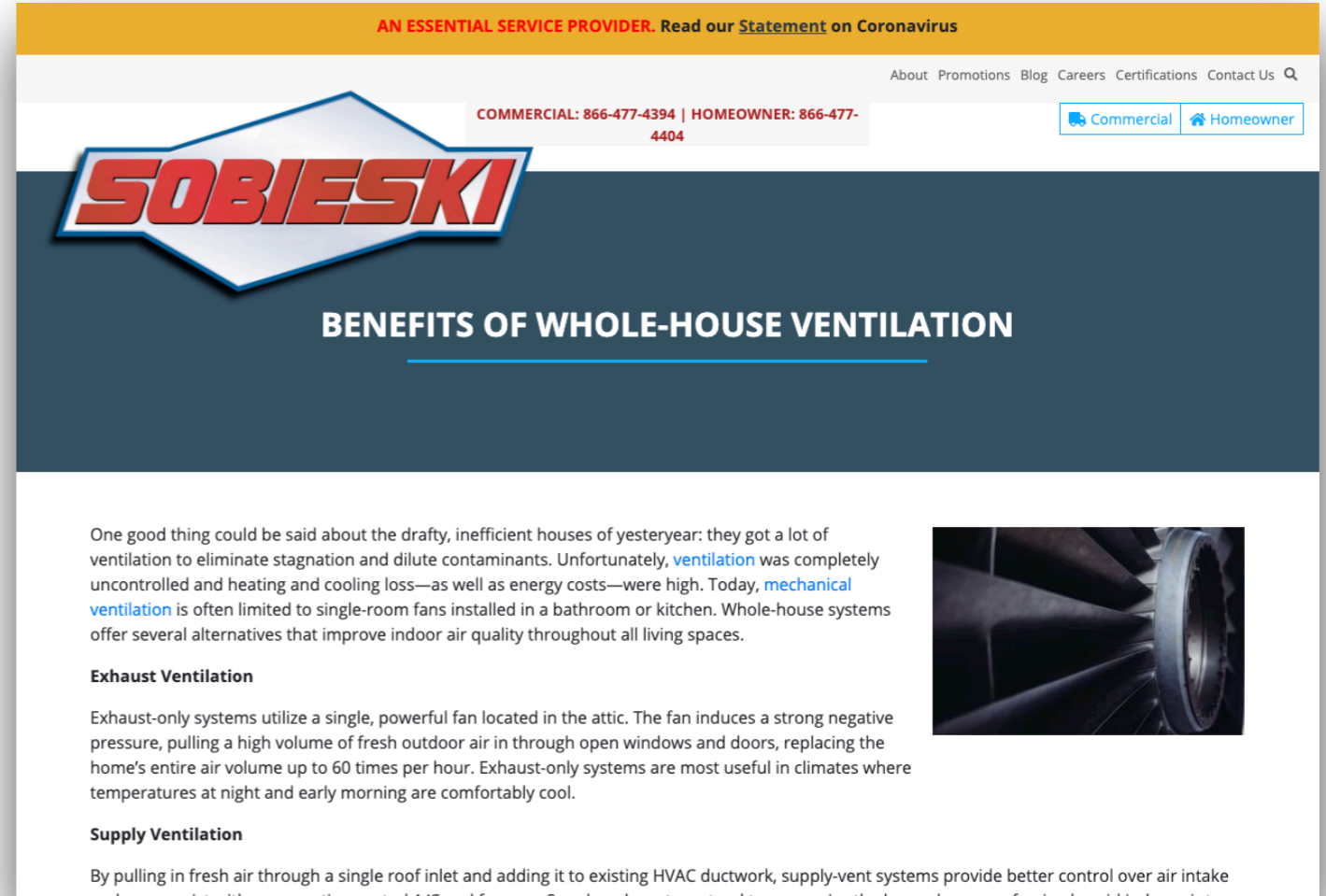
Duct Cleaning/Sealing

Purification Devices

Filtration & Maintenance

Humidification

Dehumidification



AN ESSENTIAL SERVICE PROVIDER. Read our [Statement on Coronavirus](#)

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Commercial Homeowner

SOBIESKI

BENEFITS OF WHOLE-HOUSE VENTILATION


One good thing could be said about the drafty, inefficient houses of yesteryear: they got a lot of ventilation to eliminate stagnation and dilute contaminants. Unfortunately, ventilation was completely uncontrolled and heating and cooling loss—as well as energy costs—were high. Today, mechanical ventilation is often limited to single-room fans installed in a bathroom or kitchen. Whole-house systems offer several alternatives that improve indoor air quality throughout all living spaces.

Exhaust Ventilation

Exhaust-only systems utilize a single, powerful fan located in the attic. The fan induces a strong negative pressure, pulling a high volume of fresh outdoor air in through open windows and doors, replacing the home's entire air volume up to 60 times per hour. Exhaust-only systems are most useful in climates where temperatures at night and early morning are comfortably cool.

Supply Ventilation

By pulling in fresh air through a single roof inlet and adding it to existing HVAC ductwork, supply-vent systems provide better control over air intake and can coexist with an operating central A/C and furnace. Supply-only systems tend to pressurize the home, however, forcing humid indoor air to



Specific Individual Services

Business Model Service Delivery



Variations

- Aeroseal
- Duct Cleaning
- Dryer Vent Cleaning
- Duct Sealing
- Mold Remediation
- Crawlspace Encapsulation



Clean Air as a Service

Business Model
Consulting & Maintenance
Recurring Revenue

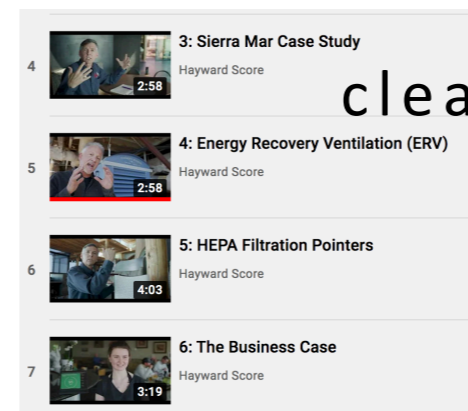
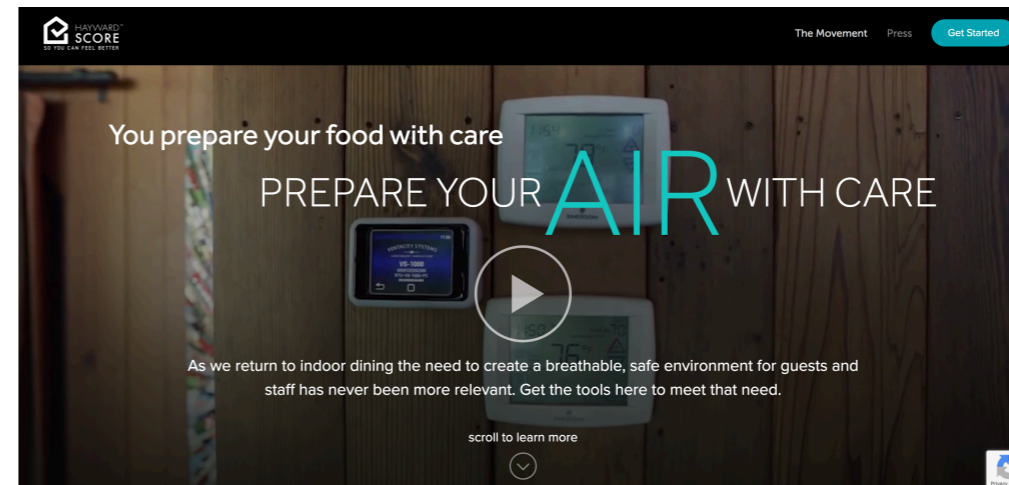
Variations

Restaurants

Schools

Office Buildings

Continuous Monitoring



cleanrestaurantair.

The Washington Post



<https://www.washingtonpost.com/health/interactive/2021/indoor-air-quality-safety-experiment/>



Observations from Energy Circle Clients

- **Modest Demand Growth for Healthy Home Measures**

Testing demand continues to rise

Disconnect: health of home and performance of building remains

- **Larger Jobs Have Become Easier to Sell**

Building envelope

Filtration

Whole House Ventilation

- **In Many Markets, Average Job Sizes Have Grown**

Discretionary spending savings

Investing in the Home





COMMENTS & QUESTIONS?

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