



THINKING AHEAD TOWARDS SUMMER:

WHAT'S NEW AND DIFFERENT IN
2023

Peter Troast, Founder & CEO

March 15, 2023

Energy Circle on the Road

ACCA CONFERENCE

—April 2-5, New Orleans

BETTER BUILDINGS BY DESIGN

—April 5-6, Burlington, VT

NATIONAL HOME PERFORMANCE CONF

—April 17-20, Seattle

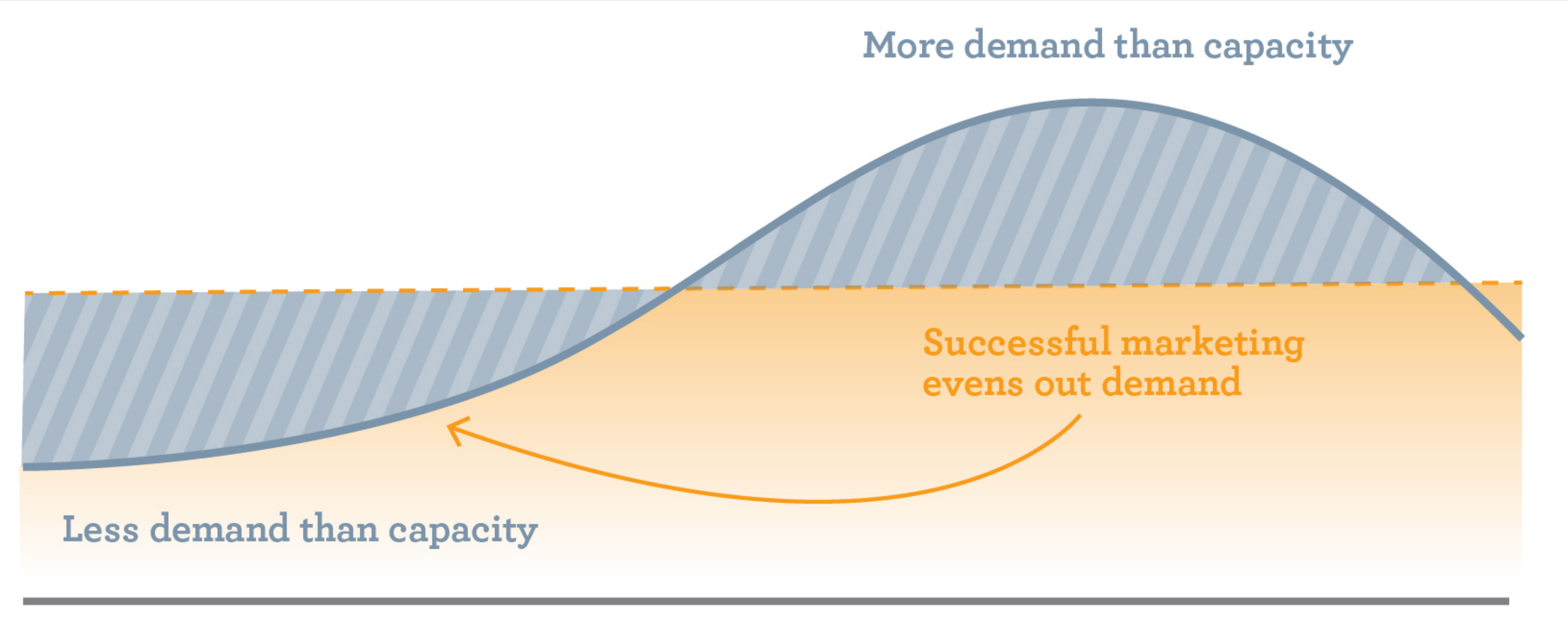


What We'll Discuss

- ① THE USUAL PREP FOR SUMMER
 - Data on Seasonality Triggers
 - Compressed Spring/Summer Calendar
- ② SUMMER 2023
 - Quite Different than 2022: what we can anticipate
 - The Advantages of Readiness



Seasonal Reality



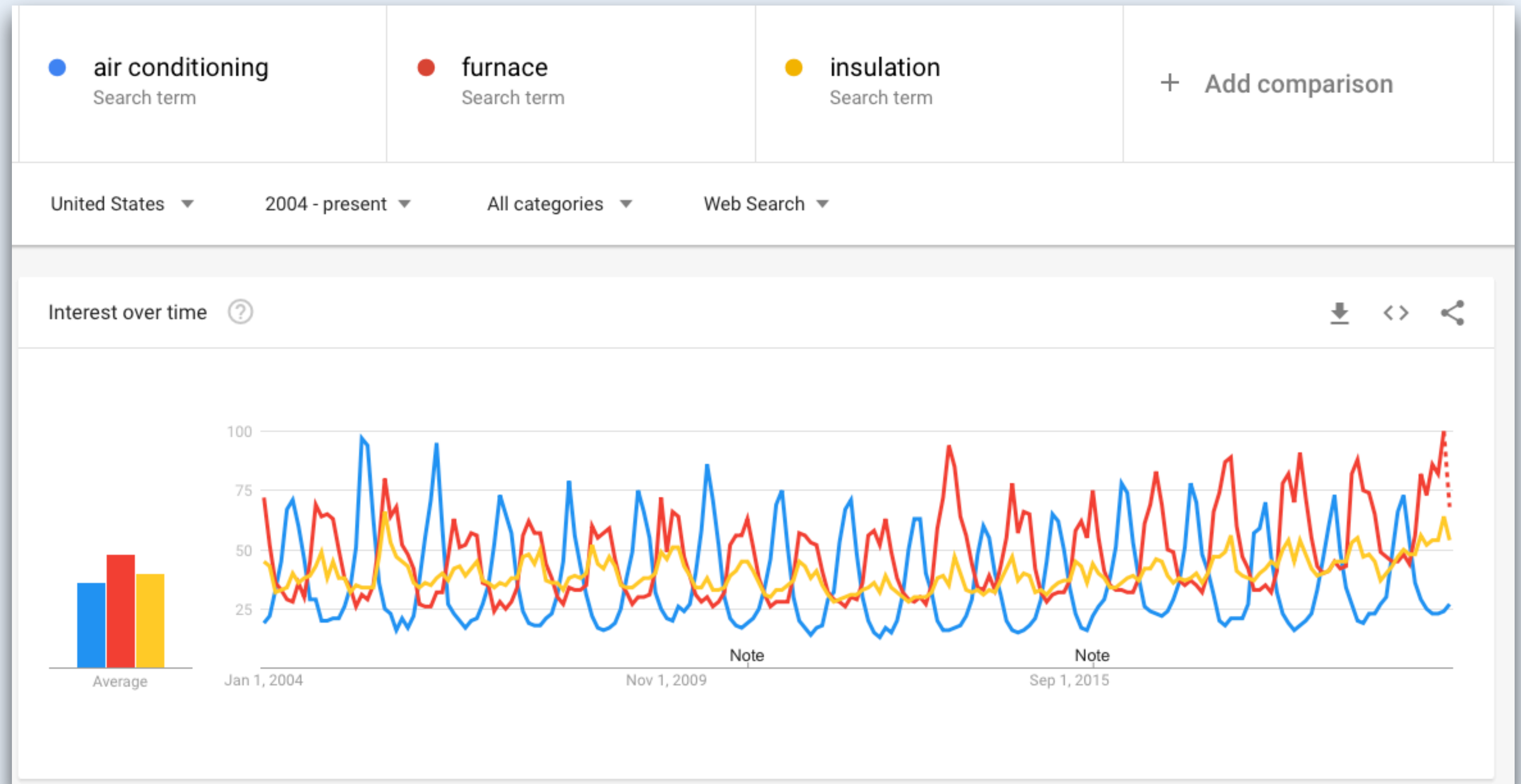
MAR APR MAY JUN JUL AUG SEP OCT



DATA ON SEASONAL TRIGGERS



Mostly Predictable Interest Volume

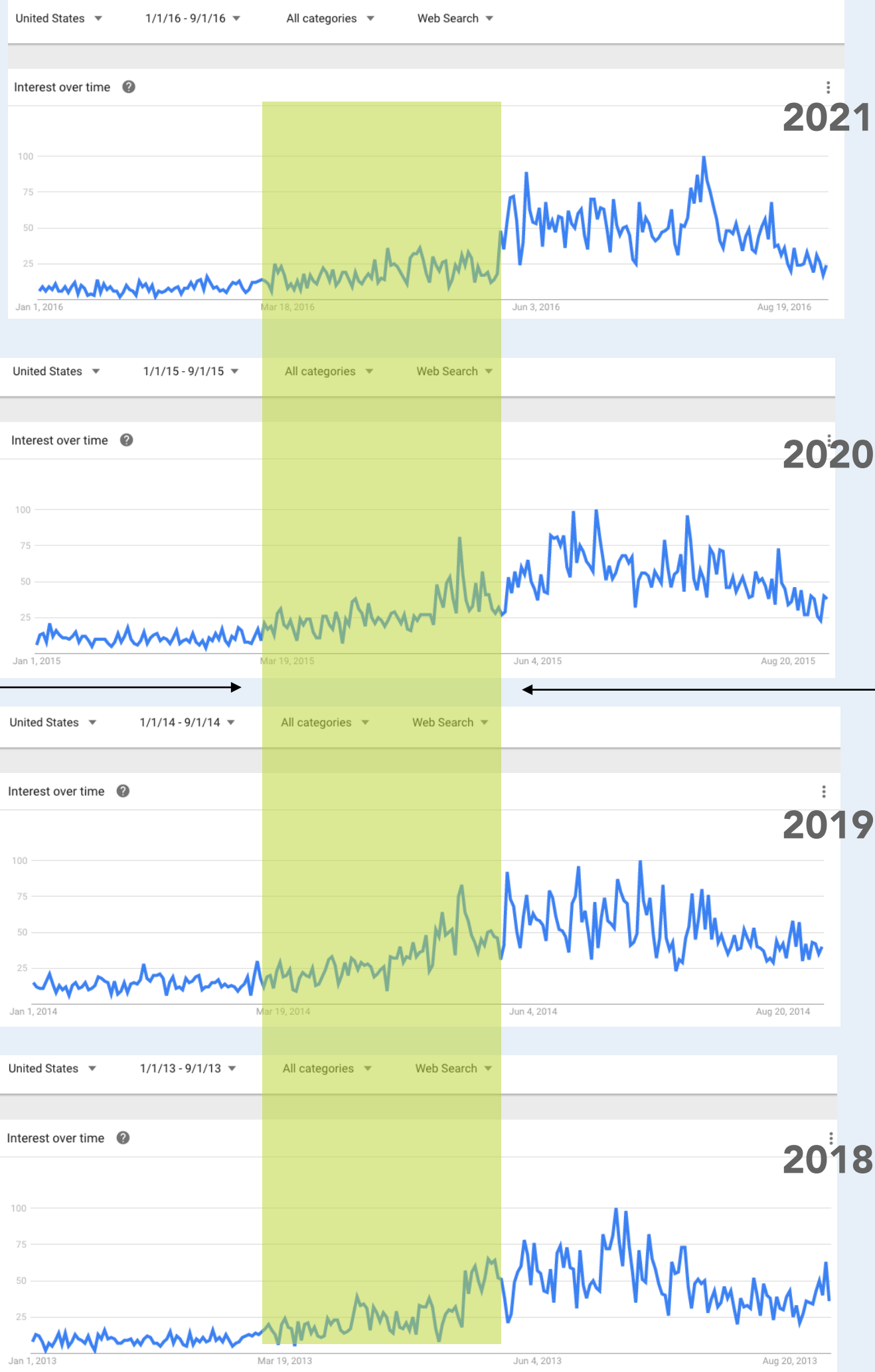


Summer Triggers More Temperature Based



"Air Conditioning Repair"

March
1



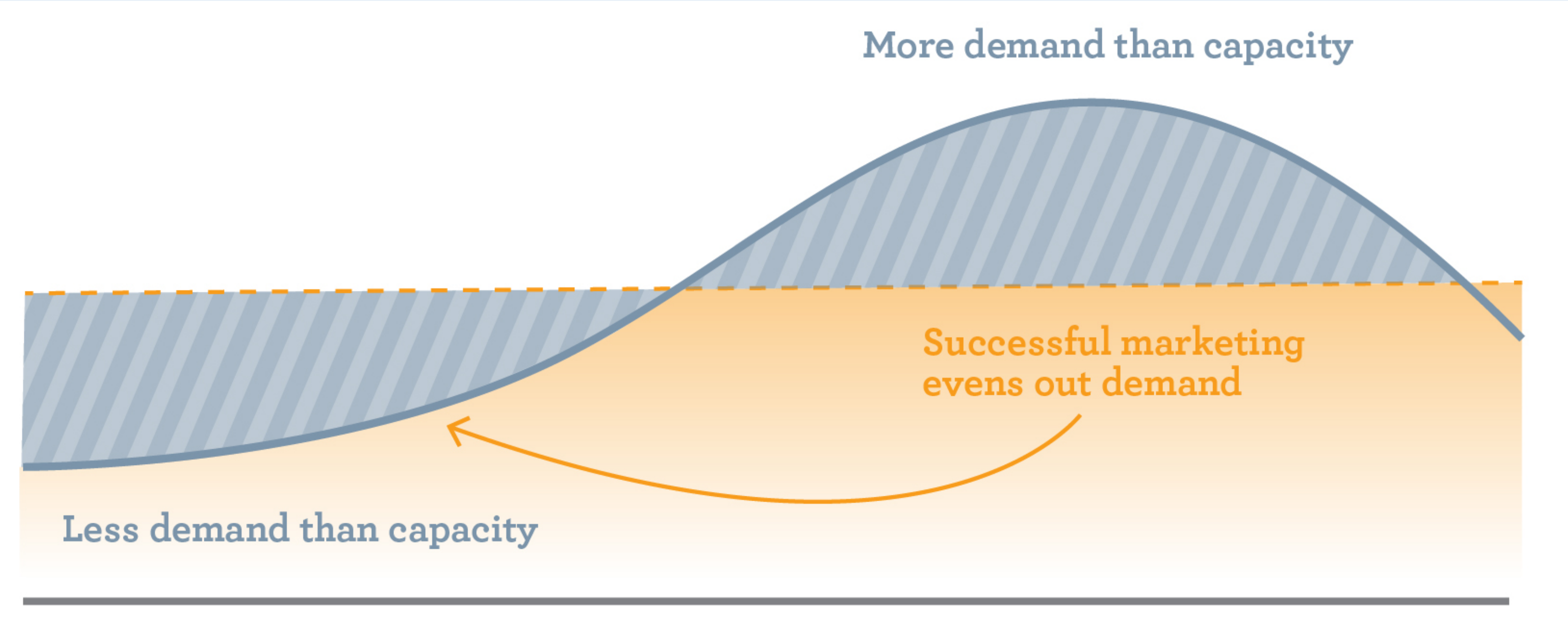
June
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THE COMPRESSED SPRING/ SUMMER MARKETING CALENDAR



Seasonal Reality



MAR APR MAY JUN JUL AUG SEP OCT



It's Go Time

Move the Market

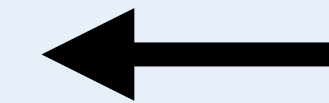


March							April							May							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6						1	2	3						1	
7	8	9	10	11	12	13	4	5	6	7	8	9	10		2	3	4	5	6	7	8
14	15	16	17	18	19	20	11	12	13	14	15	16	17		9	10	11	12	13	14	15
21	22	23	24	25	26	27	18	19	20	21	22	23	24		16	17	18	19	20	21	22
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29	30
														30	31						

June							July							August						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4	5				1	2	3	1	2	3	4	5	6	7
6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14
13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21
20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30	31				

September							October							November						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	4					1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													

Execute



Ride the Wave



WHAT MAY BE DIFFERENT ABOUT SUMMER 2023



Lots of Economic
Uncertainty Talk...
but No Reality?

INFLATION
RECESSION
UKRAINE
BANKS



Inflation Reduction Act Timing Implications

January
February
March
April
May
June
July
August
September
October
November
December

Tax Credit Focus

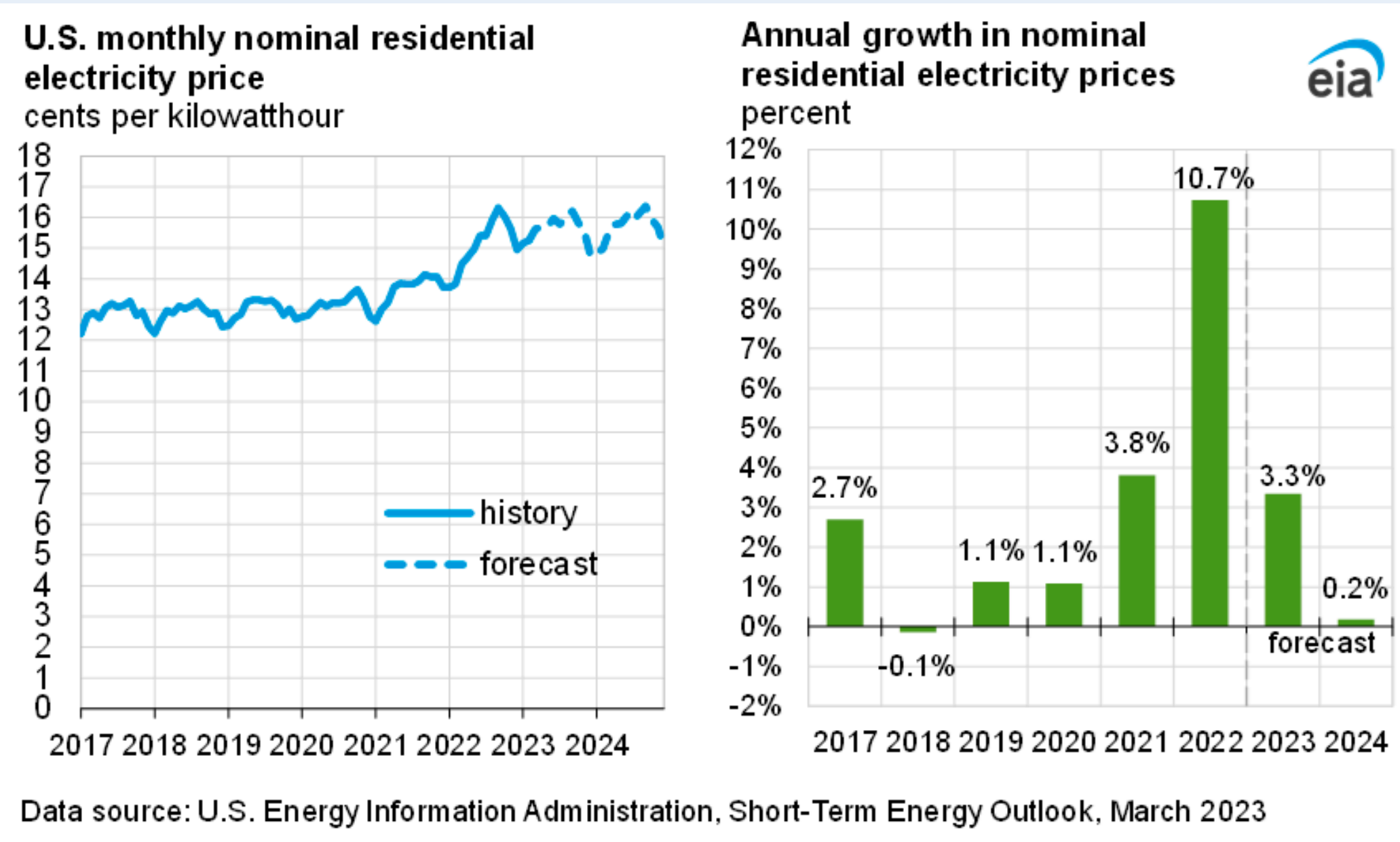
Audience Building & Planning Support

Rebate Campaign Ramp Up

Campaign in Full Swing: Year End Urgency



Still High Energy Prices

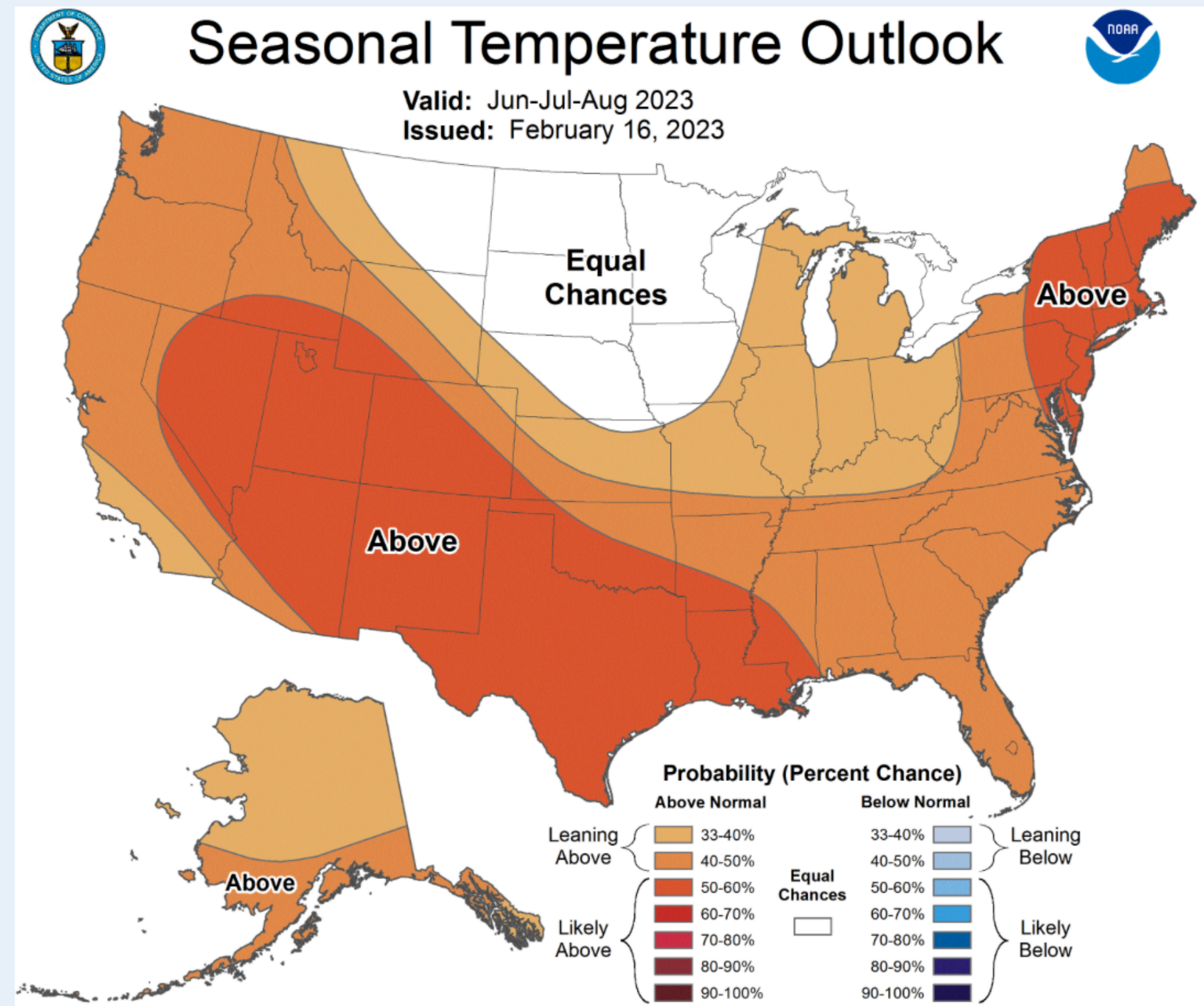


- More of a market driver in times of economic stress
- A return to greater value in efficiency?
- Don't neglect messaging around cost savings and energy efficiency



June, July, August 2023

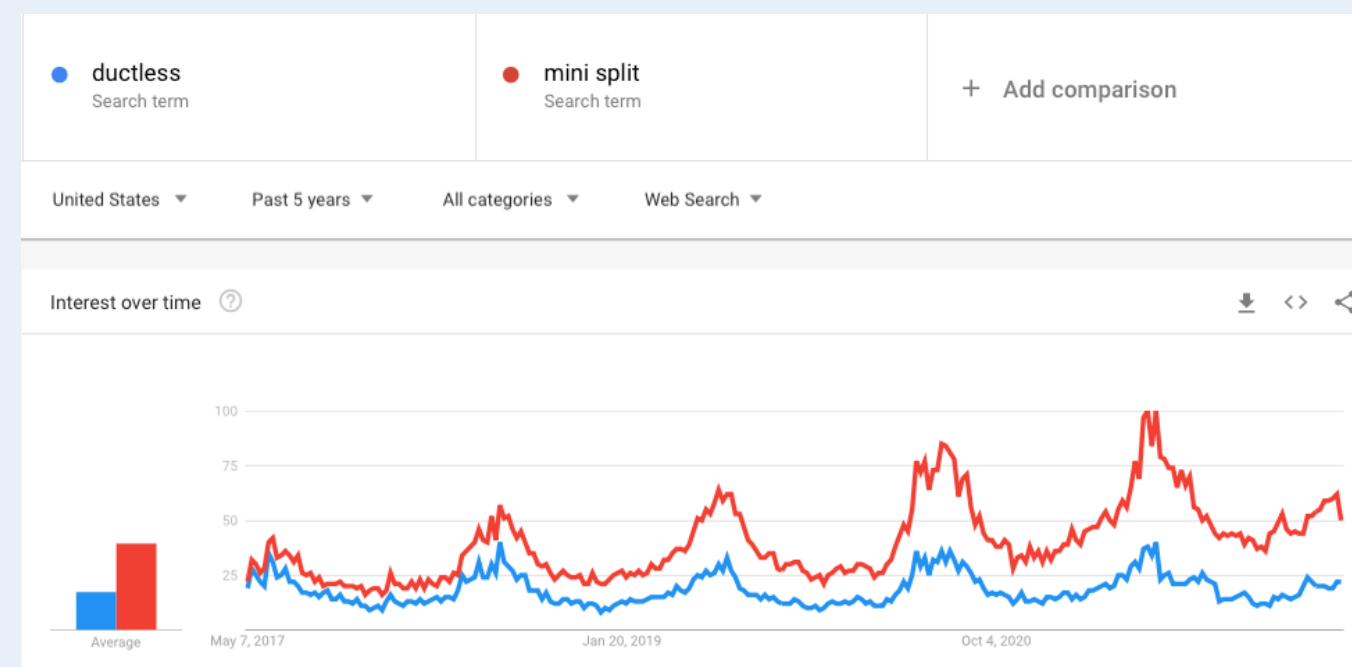
Forecast:
Good
Chance of
Hot 🔥



- Longer duration cooling season
- Service and repair expected to be high
- More comfort driven leads
- Get ready to ride the bronco



Heat Pump Explosion Continues Unabated



- Strong demand continues, especially in tipping point states
- Summer is peak heat pump season in northern climates
- Select markets have growing electrification demand

- First mover advantage still available in many markets
- Comprehensive heat pump marketing plan is working



Solar Demand Remains Strong (exc CA)

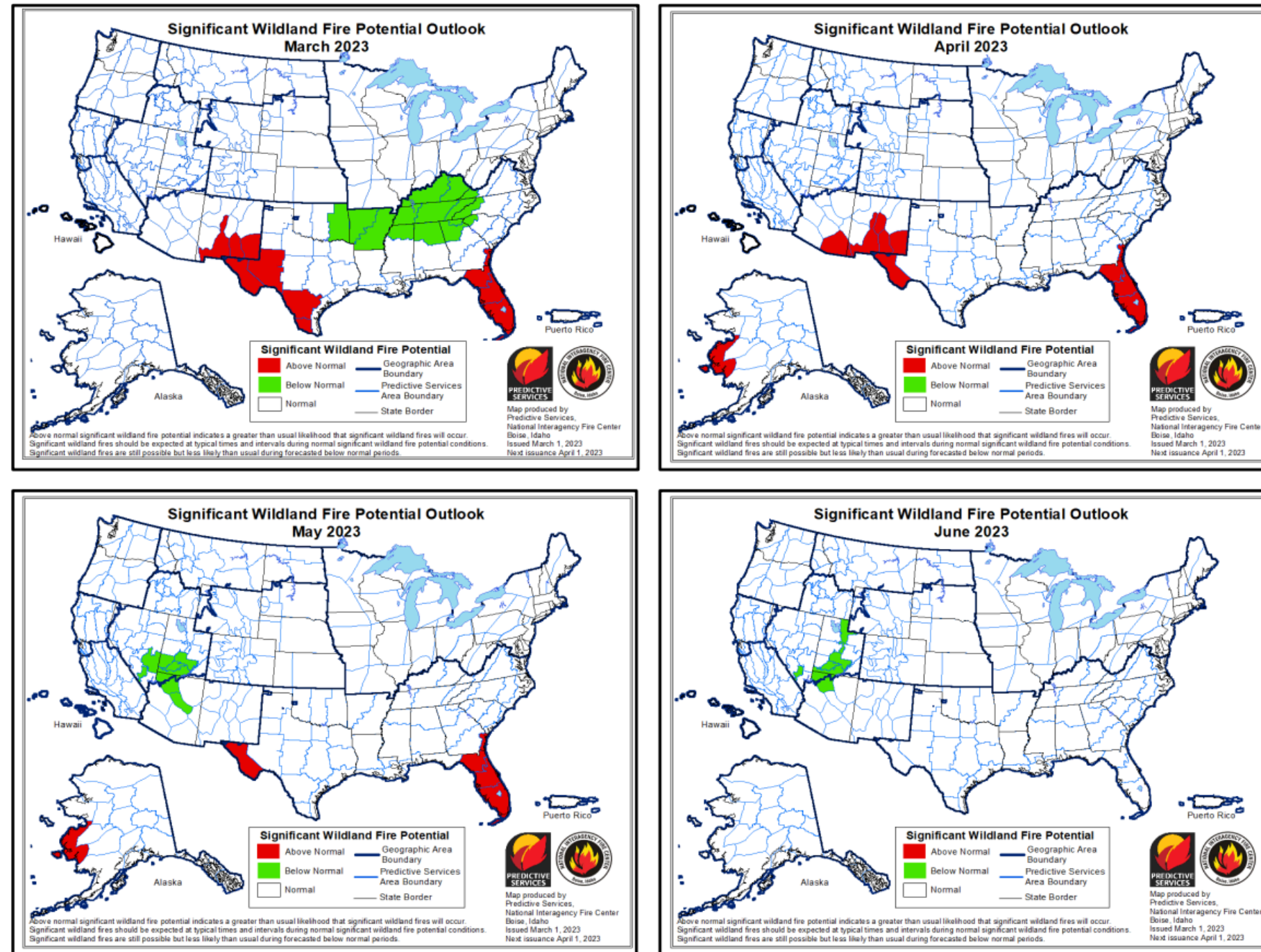


- Summer remains prime solar season
 - EV's are the gateway drug & best targeting criteria
 - Solar & storage & electrification
 - NEM 3.0 causing panic in CA but affecting other states
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- Get out front on growing electrification demand—first mover advantage is real

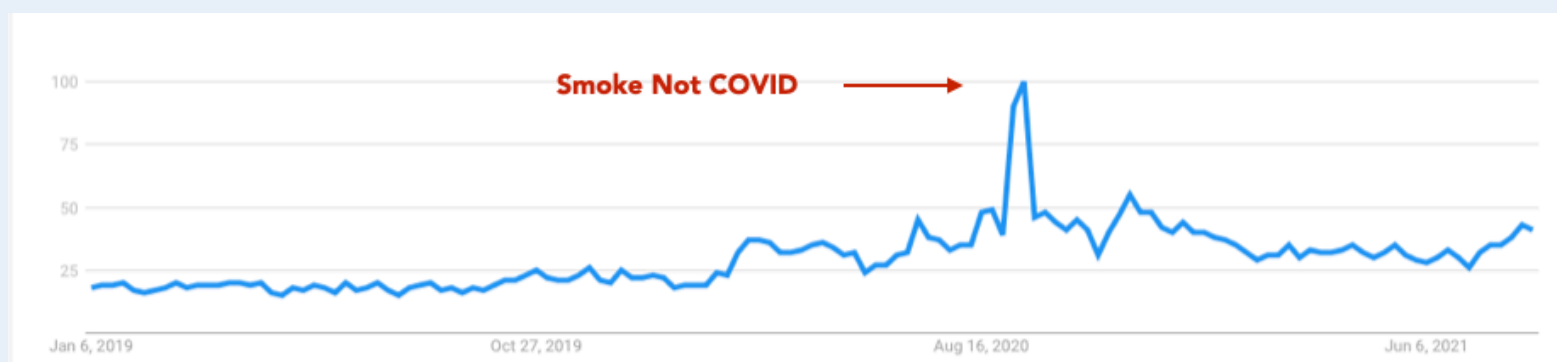


Wildfires, Smoke, Indoor Air Quality

The significant wildland fire potential forecasts included in this outlook represent the cumulative forecasts of the ten Geographic Area Predictive Services units and the National Predictive Services unit.



- Significant episodic lead driver
- Will homeowners plan ahead?
- Preventing infiltration vs air purification remains the challenge
- Content marketing is very effective: service pages & blog posts



Healthy Home, Ventilation, IAQ

THE UNKNOWN THREATS TO INDOOR AIR QUALITY (IAQ) ⚠️

The average person takes up to between 17,000 and 30,000 breaths per day.
Is your home's indoor air clean?

- HARMFUL POLLUTANTS**
Tightly sealed homes are energy-efficient homes, but they also trap pollutants.
- SEVERE HEALTH DANGERS**
Even brief exposure to poor IAQ can result in both immediate and long-term health issues, some of which can be debilitating.
- CARBON MONOXIDE**
Harmful, poisonous gas can leak from appliances throughout your home.
- TOP 5 RISK**
Polluted indoor air is one of the five most pressing environmental risks, and indoor pollutants can be 2-5x more concentrated than what's found in outdoor air.
- TIME SPENT INDOORS**
90% of the average American's day is spent indoors.
- DUST MITES**
8 out of 10 Americans are exposed to dust mites on a regular basis, often from contact with carpets and furniture.

7 STEPS TO IMPROVE YOUR HOME'S INDOOR AIR QUALITY

- 1. ENHANCE YOUR VENTILATION**
Vent unwanted moisture and chemicals from your home via exhaust fans in your bathrooms, laundry room, and kitchen.
- 2. REDUCE HUMIDITY LEVELS**
You can avoid potential mold growth by keeping your home's humidity levels between 30-50%.
- 3. CLEAN OFTEN**
Wash your bedding and vacuum your carpets on a regular basis to reduce buildup of dust/debris.
- 4. INSTALL CO ALARMS**
Carbon monoxide detectors save lives—be sure to test yours regularly to ensure it's working properly.
- 5. REPLACE YOUR FILTERS**
Wash your bedding and vacuum your carpets on a regular basis to reduce buildup of dust/debris.
- 6. TEST FOR RADON**
You can purchase a radon kit to test your home for this harmful, poisonous gas.
- 7. OPEN YOUR WINDOWS**
Opening doors and windows in your home whenever possible can help to air out your living spaces.

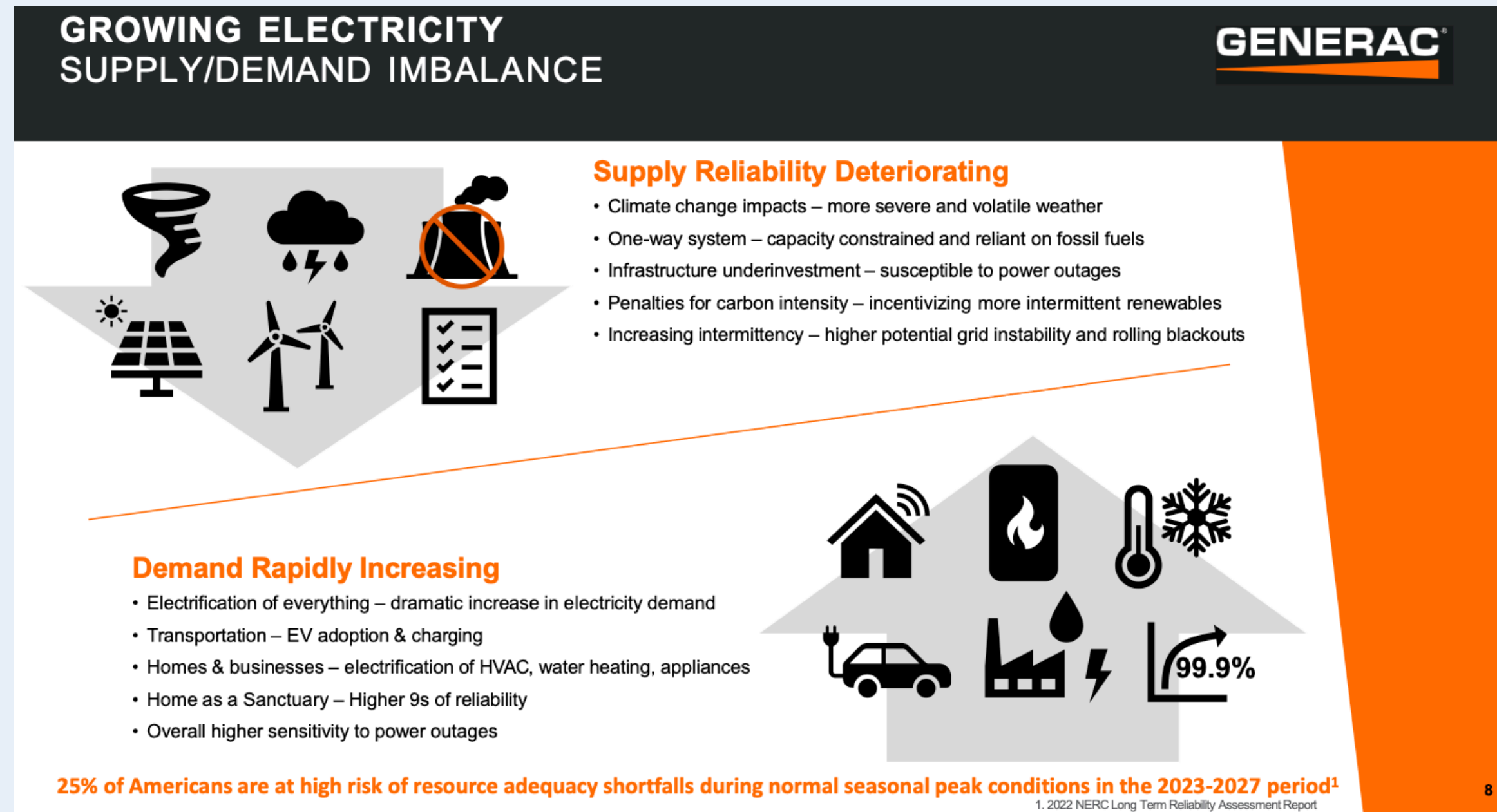
Ready to improve your home's indoor air quality? Green Stone Energy is here to help.
Contact us today to learn more or to schedule an appointment!

Green Stone Energy [GreenStoneEnergyLLC.com](https://www.GreenStoneEnergyLLC.com)

- Post-COVID bump seems to be holding
 - General awareness continues to grow
 - Entry point remains a diagnostic solution first—Healthy Home Assessment
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- Everyone in Home Performance should be pushing healthy home solutions
 - Content strategies are paying off



Growing Power Outage Severity

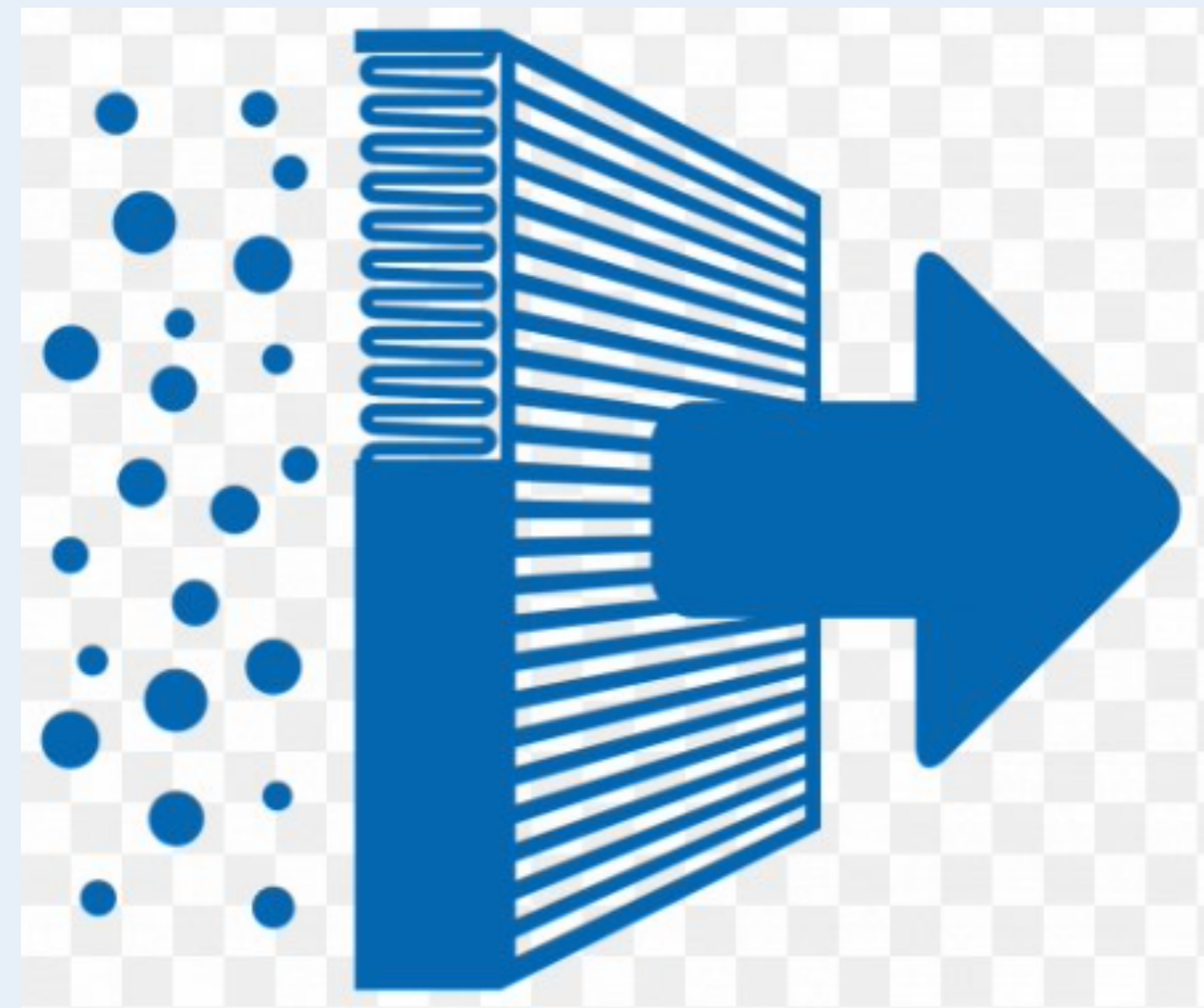


Generac Investor Presentation, Feb 2023

- 28% CAGR since 2014
 - Ever occurring severe weather events
 - Growing awareness of storage as standby power
 - Significant episodic lead drivers
-
- Content strategies have performed very well



Demand for Services Still Exceeds Capacity



- MERV 13 marketing strategy— attract only the Best Fit clients
 - Be clear about minimum jobs and let your website be the filter
-
- Set a higher bar—comprehensive services only
 - Professionalize and invest in recruiting marketing



QUESTIONS?

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