



CONFRONTING THE DEMAND FOR PRICE TRANSPARENCY

Peter Troast, Founder & CEO
Energy Circle Webinar Series

December 4, 2019



Video Recap: Energy Circle's 2019 Team Retreat



By Jake VP | November 20, 2019

2019 marked the second year that the Energy Circle team has taken a few late-fall days to break from our everyday work schedule and gather offsite for team building and long-term strategic planning.

Equal parts fun and informative, we're now back in the office, looking ahead to the end of 2019 and the new year with enthusiasm and initiative. But we put together this video so everyone else can get a glimpse of what happens when you put 18 EC employees in a ski house for three days in November!





Energy Circle's CEO Interviewed on the Grow Maine Podcast



By Jake VP | December 4, 2019

In the snowy Portland Maine offices of Energy Circle, we are usually so engrossed with helping our HVAC, home performance, and solar clients with their digital marketing needs that we don't take the time to talk much about... ourselves. But a couple of weeks ago, Marty Grohman of the [Grow Maine Podcast](#) (get it — Grohman, Grow-Maine?) asked our CEO, Peter Troast, to stop by his radio studio and talk a bit about our mission here at Energy Circle.

Sure, Energy Circle may be a growing Maine business, but the mission that drives each and every employee from our in-house development and PPC teams to our designers, content creators and account managers reaches far beyond Maine's state lines.

Listen in:

The Grow Maine Show

0:00

15 1X 15

0:00

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Not Your Average Marketing Services Company



NAVIGATING THE TURBULENCE: THE LATEST CHANGES IN GOOGLE MY BUSINESS

Peter Troast, Founder & CEO, Energy Circle

Energy Circle Webinar Series

October 23, 2019

www.energycircle.com/webinars



CONFRONTING THE DEMAND FOR PRICE TRANSPARENCY

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What We'll Discuss

- 1 Growing Demand for Price/Cost Information**
- 2 The Case for a Price Transparency Strategy**
 - Keyword search data
 - Google Ads performance
 - Landing Page improvements
- 3 Examples: Just How Transparent Do You Have to Be?**
- 4 Steps You Should Take**



GROWING DEMAND FOR PRICE/COST INFORMATION

Top Solar Search Queries

12/18-11/19

Search keyword	Impressions	CTR
solar panels	106,758	0.92%
solar tax credit(s)	23,249	1.58%
solar installation	16,526	0.59%
commercial solar	13,219	6.11%
tesla battery	12,998	3.30%
solar home	10,310	0.43%
solar rebate	4,904	1.85%
solar loan	2,619	1.29%
how much are solar panels	1,776	7.94%
solar financing	1708	2.17%
Renewable Energy Credit	1,560	1.01%
solar rebates	1,407	1.51%
solar panel tax credit	1286	4.66%
solar tax credit [state]	1,283	2.36%
solar rebate [city]	1,267	2.37%
solar panels for sale	1,046	0.62%
solar panel rebate	982	4.67%
solar incentives	752	4.17%
solar finance	685	2.14%
tesla powerwall cost	680	7.67%
federal solar tax	654	2.91%
federal solar tax credit	608	9.70%
solar install cost	542	1.15%
solar panel cost	481	1.01%
solar incentive	455	1.43%
solar tax credit [state]	442	0.68%

People Also Asked Data



Generated by [AlsoAsked.com](https://alsoasked.com)

COMPETITIVE PRICING FULL DISCLOSURE OF ALL COSTS

If you need repairs or an entire system replacement, you will get a full disclosure of every single cost involved.

Our employees are NOT paid a commission so there's no incentive to sell you anything. They're trained to service your system and tell you exactly what condition it's in. If your unit is in good working order, you can trust us to tell you just that. Otherwise, if the unit has some issues, you will know exactly what's wrong with it. Our technicians will explain the exact problems discovered (if any) and all your options, allowing you to make a well informed decision.

When your system stops working and needs to be replaced, we will provide you will all the options available to you. Those options will consider the budget you have, what your desired comfort level is, and the level of energy efficiency you want for saving money on your power bill.

[🔧 Get a New Unit Estimate](#)



WHAT'S DISCLOSED?

- > Equipment Price (what we pay)
- > Materials needed to do the replacement installation right
- > Labor cost for the installation
- > Overhead rate (25 items summarized)
- > Our profit
- > Sales taxes
- > Extended Labor Warranty

BUDGET ESTIMATOR FOR A FULL SYSTEM REPLACEMENT

What's Your System Type? *

Split System

What's Your System Tonnage? *

2 Ton

What SEER Rating Do You Prefer? *

14

CALCULATE ESTIMATE

Results

Use the calculator to get a budget estimate for a new, high quality system from Bryant®.

You should know that this estimate is calculated using the total average cost based on all installations performed by us. **Your cost may be significantly different** based on what work is being performed.

Talking about Cost

≠

Exposing Real Prices

(but it can)



POLL



THE DATA CASE FOR A PRICE TRANSPARENCY STRATEGY

Impact of Adding Financing Copy

Conversion Rate: **+146%**

Pages/Visit: **+26%**

Spray Foam Insulation: An Efficient Option for Your Atlanta Home



SPECIAL FINANCING OPTIONS NOW AVAILABLE!
Ask us about 12 months same-as-cash financing for spray foam insulation installs*

Stay warm & comfortable all this winter

Call Us Today at 404-948-3233

Improve your home's comfort and start saving energy today.

[404-948-3233](tel:404-948-3233)

Name*

Email*

Phone*

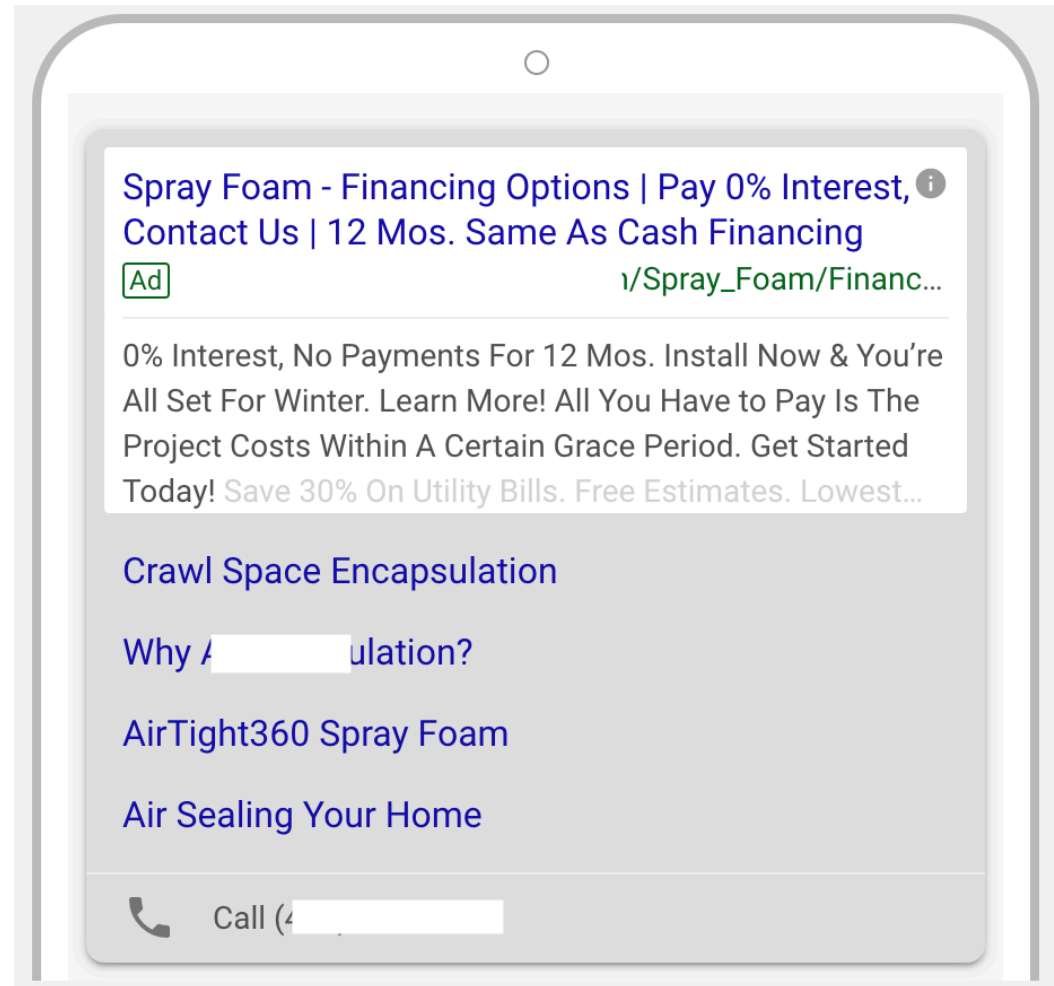
Message

Cost Copy = Improved Ads Performance

Click Through Rate: **+60%**

Impressions: **+44%**

Session Duration: **+2,327%**



Ad Copy with Cost Language

With Cost Copy
14.67%

Search term	Headline
mini split ac usage cost is how much	
how much does it cost for a control fan timer for a heil 5000 furnace	
how much does it cost to insulate a house	
how much does an energy audit cost	
how much does it cost to insulate a house	
how much does it cost to get furnace serviced	
how much cost repair furnace leak condensatio	
how much it cost to tune oil furnace serviced	
how much gurnace repair cost	
how much does it cost to repair a heat pump	
how much does a heat pump cost	
how much does it cost to have a hot water heater replaced	
how much does it cost to replace glass in woodstove	
how much does a whole house heatpump system cost	
how much do new water heaters cost	
how much dies it cost to replace a hot water heater in vermont	
how much do cold climate heat pumps cost	
how much does is cost to run hear pump	
how much does it cost to install a new gas hot water heater in mobile home	
how much does a wood stove and ducting cost to have installed for hot air	
how much does it cost to replace a gas water heater	
how much does a hot water heater cost	
how much does building a home cost	
how much does it cost to build a 2700 square foot houze in cr	
how much does a tankless hot water heater cost at home depot	
how much does a cast iron wood stove cost	
how much does it cost to build a house in orange vermont	
how much does it cost to blow in insulation	
how much does it cost to build a house per square foot	

Without Cost Copy
7.76%

Search term	Headline	F
how much does it cost to have a home built for you in eagle river wi		C
how much do home energy audits cost		N
how much does energy audit cost maine		L
how much do heat pumps cost		C
how much does it cost to fix an ac blockage in car		A
how much does it cost to fix your air conditioning in your car		-
how much does it cost to fix a window ac		A
how much does it cost to replace a 2016 hyundai elantra ac fan motor		A
how much does it cost to service your central cooling and heating unit		F
how much will cost replace heater ducts		F
how much does it cost to get ac fixed in car		-
how much does it cost if heater on		F
how much does it cost to install an hvac system		C
how much does it cost to replace a central air conditioning unit		C
how much does it cost to get hvac installed		F
how much does it cost to replace a furnace and air conditioner		A
how much does it cost yo install a mini split ac heat unit		N
how much does it cost to install a mini split ac unit		N
how much does it cost to replace windows		N
how much is spray foam insulation cost		E
how much do pella replacement windows cost		-
how much would 12 new windows cost		-
how much do new windows cost		-
how much do new windows cost for a home		-
how much does solar power cost to install		F
how much does it cost for a tankless water heater installation		T
how much dies it cost in nortern ca to put inna tankless waterheater		T
how much is a tankless water heater cost		T
how much cost install tankless water heater		T

Cost Copy = Improved Ads Performance

Click Volume: **+141%**

Click Through Rate: **+121%**

How Much Solar Panels Cost? | Ask Our Solar Experts | [REDACTED] Solar - 4.9/5 Rated

[www.\[REDACTED\]/Solar_Panel/Cost](http://www.[REDACTED]/Solar_Panel/Cost)

Costs Of Installing & Maintaining A Solar Panel System Are Falling Every Day. Ask Us How! Solar Is More Affordable Now. Contact [REDACTED] Solar To Know More. We're Locally Owned Co.

Massachusetts Solar Panel Pros | 25 Year Solar System Warranty

[www.\[REDACTED\]/solar](http://www.[REDACTED]/solar)

100% Locally Owned. We Treat People Right, Check Out Our Reviews. Contact Us Now

Massachusetts Solar Panel Pros | 100% Locally Owned Solar Co.

[www.\[REDACTED\]/solar](http://www.[REDACTED]/solar)

The Solar Leader In Mass. Our Customer Service Is The Difference. Contact Us Now

Adding Cost-Related Headlines

Conversion Rate: **+100%**

Pages/Visit: **+77%**

Session Duration: **+2,327%**

AIR CONDITIONING REPAIR



NEED YOUR AC REPAIRED?

We are here to keep your family cool 24/7.

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[LEARN MORE](#)

Your Local AC Experts for | and Surrounds Areas

Our expert HVAC technicians know how uncomfortable those sticky summer nights can be. **That's why we offer emergency service 24 hours a day, 365 days a year.** You can get quality HVAC service at an affordable price, even when your AC system breaks down at the most inconvenient of times. As part of our ongoing effort to set ourselves apart as local experts in the HVAC industry, we conduct weekly training sessions for completing air conditioning repairs as efficiently and accurately as possible. When your AC unit needs repair, you can trust our highly trained smart guys to get the job done right the first time.

How Much Do Air Conditioning Repairs Cost?

H2 (Headline) Text reflecting exact match question based query

We pride ourselves on professional quality HVAC service at an affordable price. The cost of AC repairs will vary depending on the cause of the issue. To get an estimate on your AC repairs, [Call us today at](#)

Is Your Air Conditioner Showing Signs It might Be Heading For a Breakdown?

What Our Customers Are Saying

Thank you for your prompt and excellent service! The a/c is divine, and I changed the filter. You were right. It's a 20x25x1.



**EXAMPLES:
JUST HOW TRANSPARENT DO
YOU HAVE TO BE?**

COMPETITIVE PRICING FULL DISCLOSURE OF ALL

If you need repairs or an entire system replaced, you will get a full disclosure of every single cost.

Our employees are NOT paid a commission. They're not incentivized to sell you anything. They're trained to diagnose your system and tell you exactly what condition it's in. If your system is in good working order, you can trust us. Otherwise, if the unit has some issues, we'll tell you what's wrong with it. Our technicians will tell you what problems discovered (if any) and all you need to do is make a well informed decision.

When your system stops working and you need a new unit, we will provide you with all the options available. We will consider the budget you have, the level of comfort you want, and the level of energy saving you want on your power bill.

[Get a New Unit Estimate](#)

WHAT'S DISCLOSED?

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Solar Calculator Results

Assuming a rate of \$0.16 per kilowatt hour for grid electricity, we think your \$250/mo electric bill means you need 18,987 kilowatt-hours of solar energy to meet your needs each year. Our system matched you with a 13,860-watt solar array.

If you do nothing, we estimate you'll spend \$109,378 on electricity over the next 25 years.

What does a 13,860-watt Solar Array Look Like?

Assuming a good solar site, a 13,860-watt solar array will produce roughly 16,632 kilowatt-hours of electricity annually and take up about 792 Sq/Ft of space on the roof or the ground (exact sizing varies based on choice of standard or high-efficiency panels). The system will reduce your electric bill by roughly \$219/month.

Note: most utilities charge a minimum monthly fee to keep your account active (usually in the \$10-15 range) so you can't actually get a Zero-Dollar electric bill!

How Much Does It Cost?

Worried about upfront cost? Don't be! Most people choose to go with a solar loan, which allows you to swap out your electric bill for an affordable monthly payment.



Gross Installed Cost	\$38,808
Federal Tax Credit	\$11,642
Net Investment	\$27,166

BUDGET ESTIMATOR FOR A FULL SYSTEM REPLACEMENT

What's Your System Type? *

Split System

What's Your System Tonnage? *

3 Ton

What SEER Rating Do You Prefer? *

18+

CALCULATE ESTIMATE

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You should know that this estimate is calculated using the total average cost based on all installations performed by us. **Your cost may be significantly different** based on what work is being performed.

Your Estimated Budget Is

\$10,656.00


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HEATING



WANT A \$99 HEATING SYSTEM TUNE-UP?

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CONTACT US

Is your home affecting the health of your family?

Home issues don't just pop up in a single place. They come from all sides, and often without warning. You and your family may unknowingly be subjected to conditions that are causing or worsening physical ailments. E3 INNOVATE will inspect, diagnose, and make the proper repairs to improve the health and efficiency of your whole home.



Allergens, Dust, & Odors



Moisture Issues, Mold, & Mildew



Unwanted Pests



Contaminated Duct System



High Radon Levels



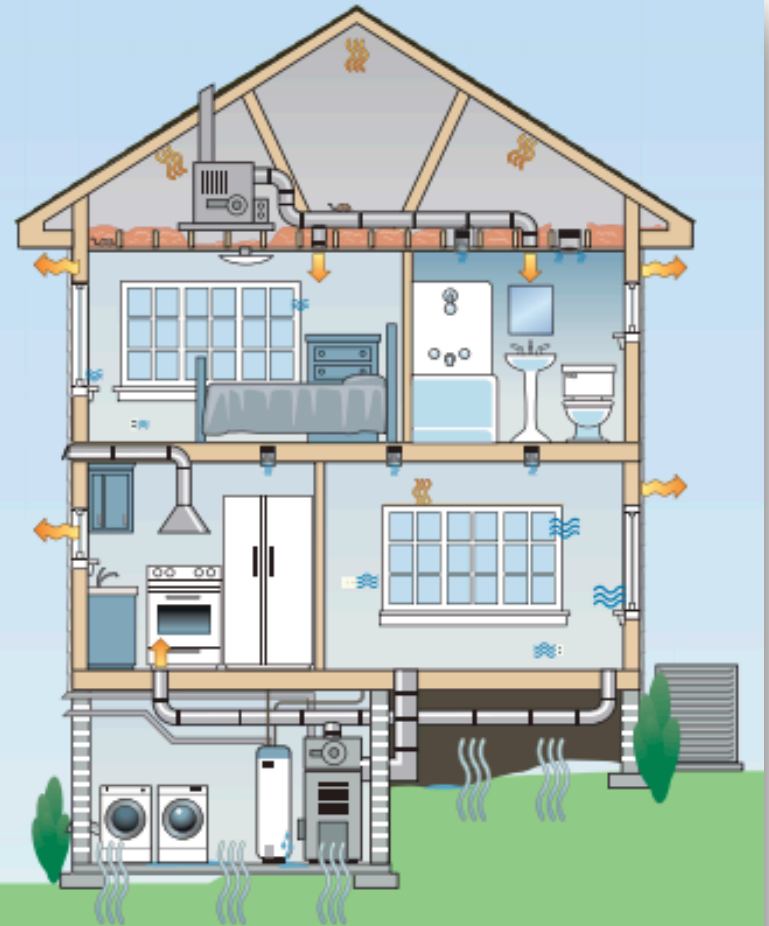
Hot & Cold Rooms



Overworked HVAC



High Energy Bills



Basic Inspection* \$380.00

Includes a walk-through evaluation and thermal imaging of your home, attic, and crawlspace (or basement) to get a sense of the top-level improvements you can make to improve the comfort and efficiency of your home. This package also includes a radon test.

Extensive Diagnostic* \$760.00

Includes everything from the Basic Test as well as thorough testing of your home and duct system to identify causes of comfort and moisture imbalances. This package will also identify ways to improve the performance, comfort, and value of your home.

Comprehensive Diagnostic* \$1820.00

Includes everything from the Extensive Test plus a detailed air quality evaluation. Our sensors will track humidity, temperature, and air contaminants to quantitatively measure air quality and conditions in your home.



STEPS YOU SHOULD TAKE

Taking Stock/Next Steps

- **Assess Competitive Landscape**
- **Determine Your Price Transparency Strategy**
 - Discuss costs but don't expose #'s
 - Expose #'s with caveats (starting at...)
 - Detail your pricing approach
 - Other Ways to Save information (financing, rebates)
 - Aggressively attack the fallacy of online pricing
 - Use a calculator
- **Inventory Your Cost/Price/Financing/Incentive Copy**
 - Financing section?
 - Do key service pages reference cost?
 - Calls to Action and Page Headlines
 - Metadata
- **Integrate Cost-related Messaging in Advertising**
 - Google Ads
 - Facebook
 - All advertising channels



end