



GETTING HIGH QUALITY ON-THE-JOB IMAGES WITH COMPANYCAM

Peter Troast, Founder & CEO

Energy Circle Webinar Series

September 11, 2019

Energy Circle On The Road

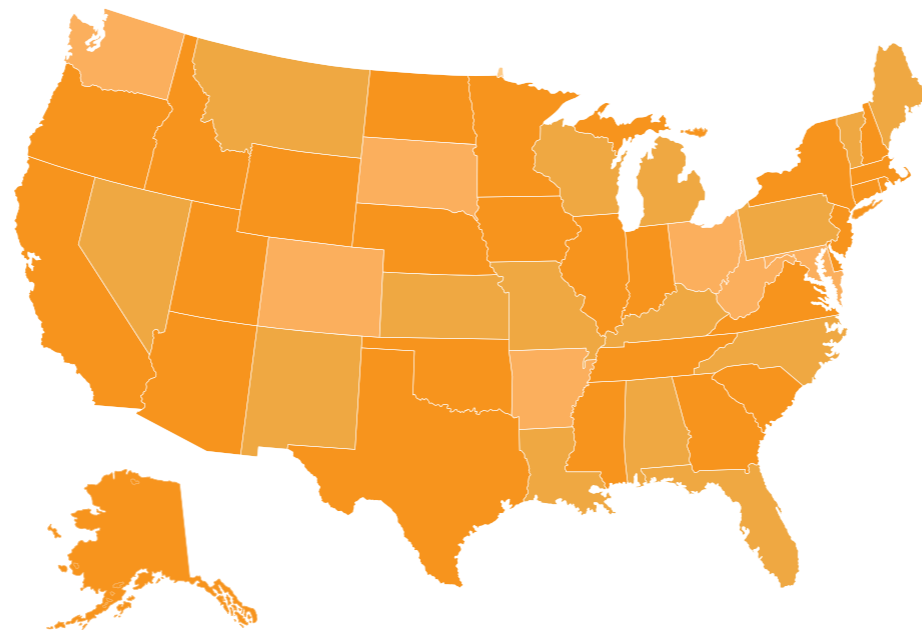
09/18 - 09/19: **Local Search Advanced** | Denver, CO

09/20 - 09/22: **Raterfest** | Rocky Mountain Village, CO

09/30 - 10/01: **PA Home Performance Conference** | State College, PA

10/03 - 10/04: **Contractor Success Symposium** | Burlington, VT

12/04 - 12/08: **North American Passive House Conference** | Washington, DC



Upcoming Webinars

September 25, 5pm EST

Local Branding: The Secret Weapon of Lead Volume and High Conversion

October 9, 5pm EST

Advanced Landing Pages: Why Going the Extra Mile Matters

October 16, 5pm EST

Challenge Accepted: Benefiting from a Utility Company's PR Nightmare

What We'll Discuss

- 1 The Marketing Importance of Imagery**
- 2 Introduction to CompanyCam/Why We Like It**
- 3 Cool Ideas for Using CompanyCam to Amp Up Your Marketing**

Many Applications for Jobsite Photos

- **Documenting the Job**
- **Documenting Before and After Conditions**
- **Ease of Communication/Interaction with Field Teams**
- **Support for Workscopes (aka Sales)**
- **Telling the Story of Your Work (aka Marketing)**





THE MARKETING IMPORTANCE OF IMAGERY

Stock Photography: Just Say NO



Not Phoenix, AZ



Case Studies are Gold

PROJECTS SOLAR PV HEAT PUMPS SOLAR HEATING EV CHARGING WHO WE ARE



Builder:

Image Focused

WARREN

CONSTRUCTION GROUP

Residential

Campus & Commercial

About Us

Cool Stuff

Contact

207.865.3522

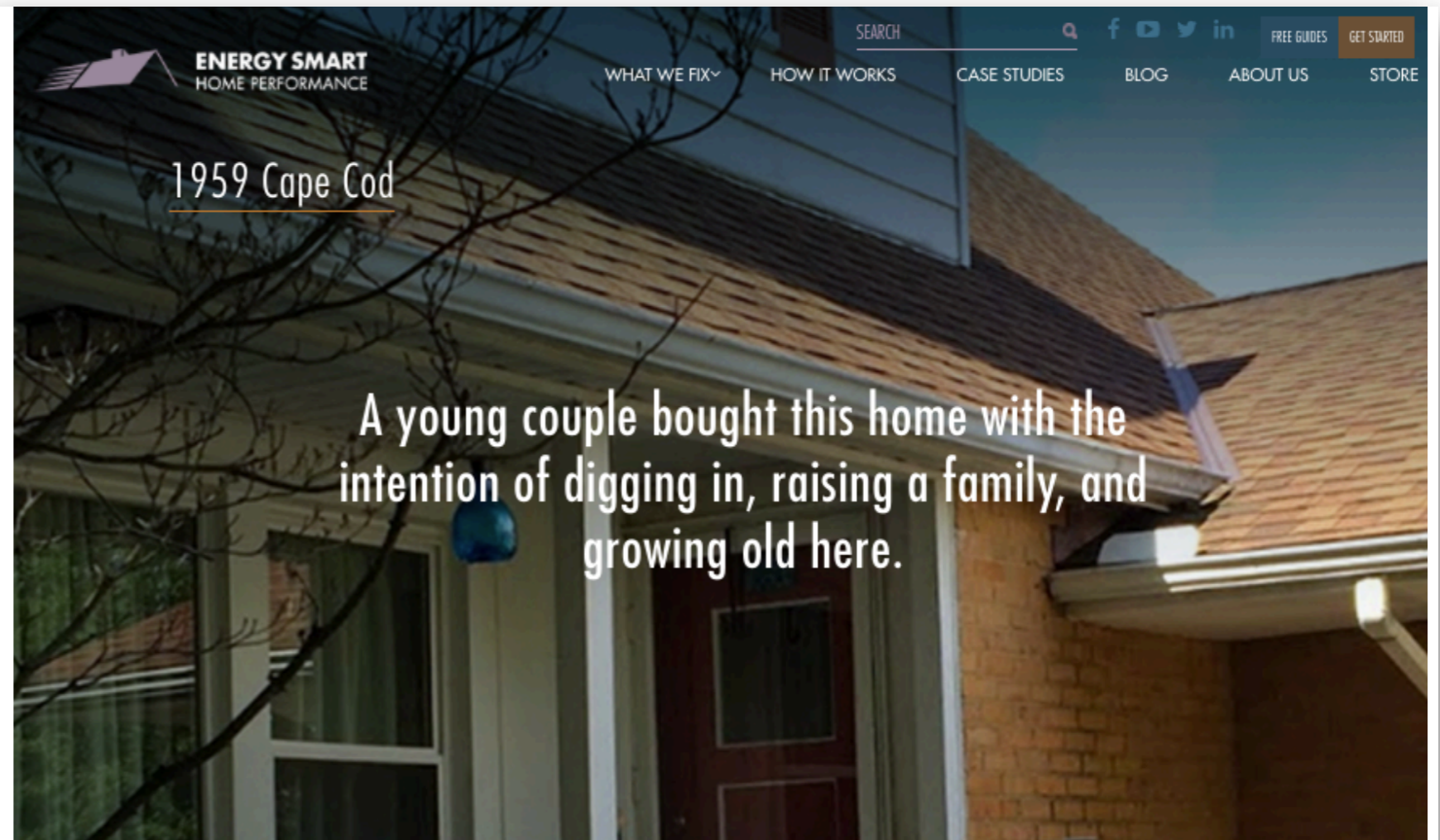
HIGH SCHOOL,
MAINE COAST
WALDORF
SCHOOL



Warren Construction Group is proud to have built the first PHIUS certified Passive House High School in the United States. Working closely with the Maine Coast Waldorf School building committee and Briburn Architecture we collaboratively made decisions that carried this project forward. This addition to the Waldorf School campus in Freeport expanded the capacity of the school and brought all the students on to one campus.

Home Performance:

Story More Important



The second floor nursery was as much as 15° warmer in the summer. Not the best place for their new son.


After the audit and improvements, the difference was less than 2°.

The Background

Year Built 1956

Solar:

Super Simple Volume Matters



100% EMPLOYEE OWNED

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Atherton, CA

[Home](#) » [Portfolio](#) » Atherton, CA

Location: Atherton, CA


Sectors: Homes

Type: Flushmount

This newly constructed residence successfully achieved LEED Gold certification.

- PV System Size: 9.45 kW DC
- System Equipment: 42 SunPower 225SmartPack

Product Category: Solar PV



[SEE ALL PROJECTS](#)

Easy Facebook Content

Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME

Home 20+

Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME

Home
About
Photos
Likes
Notes
Posts

Create a Page

Liked Following Message More

Status Photo / Video

Write something on this Page...

This post is now hidden from your timeline. Undo
I don't want this photo on Facebook

Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME
March 26, 2013 ·

The Mallett House Case Study is now up on the Building Science Corporation website. (Our consultants and the world's leading building scientists.)

Building Science Consulting
The Mallett House Retrofit is a deep energy retrofit of 57 Depot Street; one of several worker cottages built in 1886 for employees of the local shoe factory. In 2010, BSC was retained by Freeport Community Services to propose retrofit enclosure assemblies.
BUILDINGSCIENCECONSULTING.COM

Non-Profit Organization

Search for posts on this Page

206 people like this
Ray Muldaur and 99 other friends

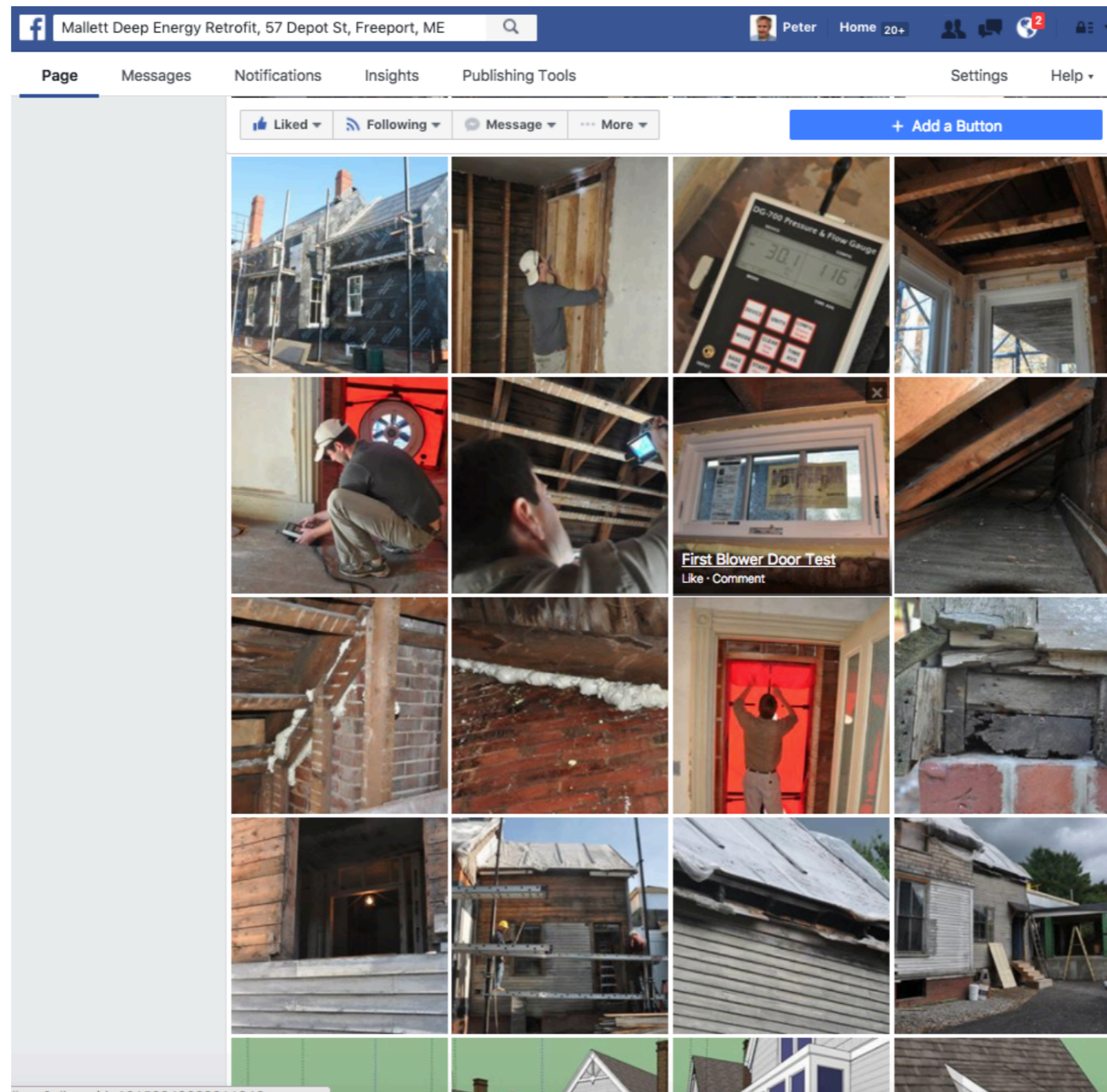
Invite friends to like this Page

ABOUT

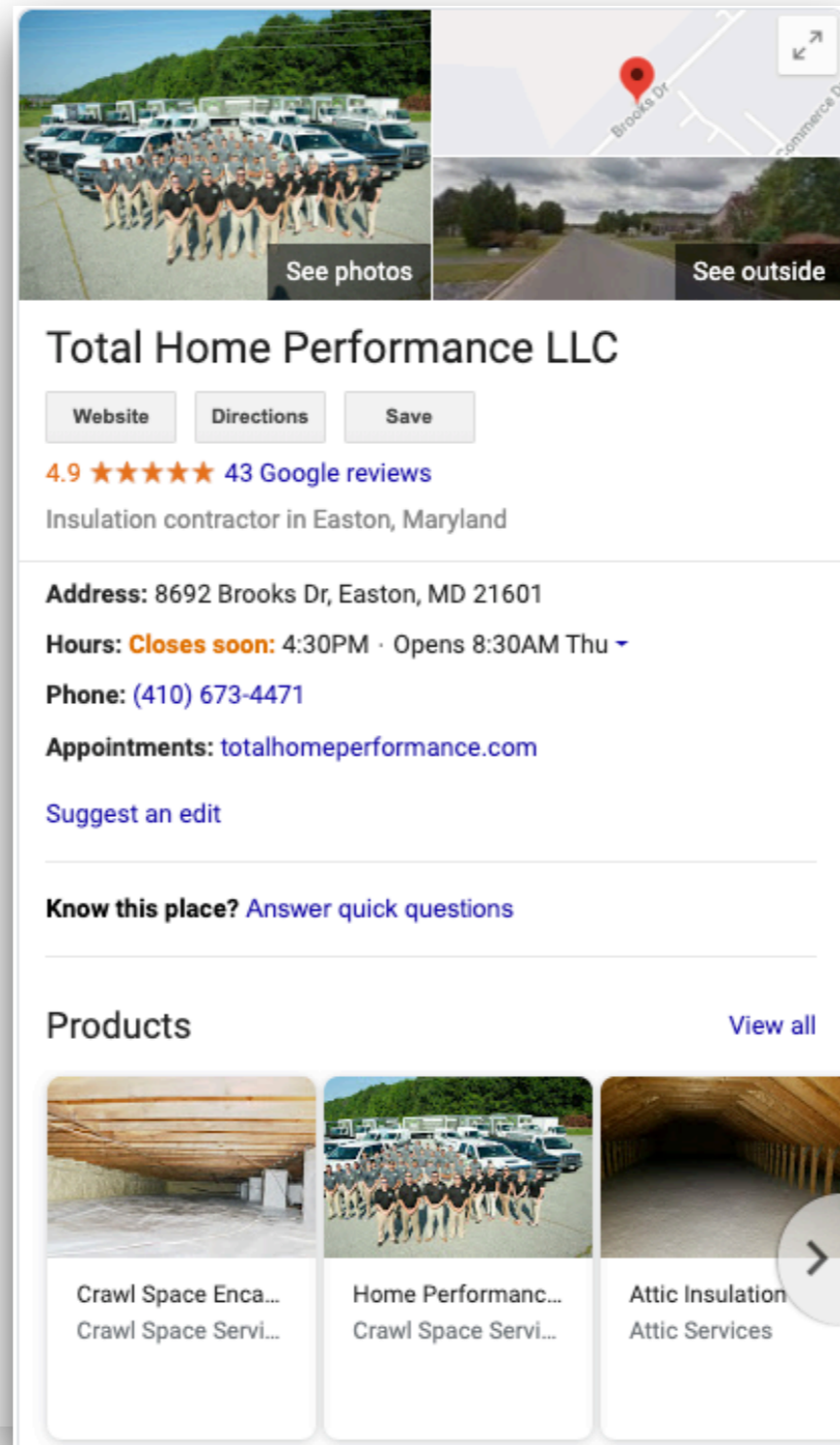
- Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's address
- Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's phone
- Ask for Mallett Deep Energy Retrofit, 57 Depot St, Freeport, ME's hours

<http://www.energycircle.com/>

Image Storytelling in Facebook



Google My Business Profile Photos



Total Home Performance LLC

[Website](#) [Directions](#) [Save](#)

4.9 ★★★★★ 43 Google reviews

Insulation contractor in Easton, Maryland

Address: 8692 Brooks Dr, Easton, MD 21601

Hours: **Closes soon:** 4:30PM · Opens 8:30AM Thu ▾

Phone: (410) 673-4471

Appointments: totalhomeperformance.com

[Suggest an edit](#)

Know this place? [Answer quick questions](#)

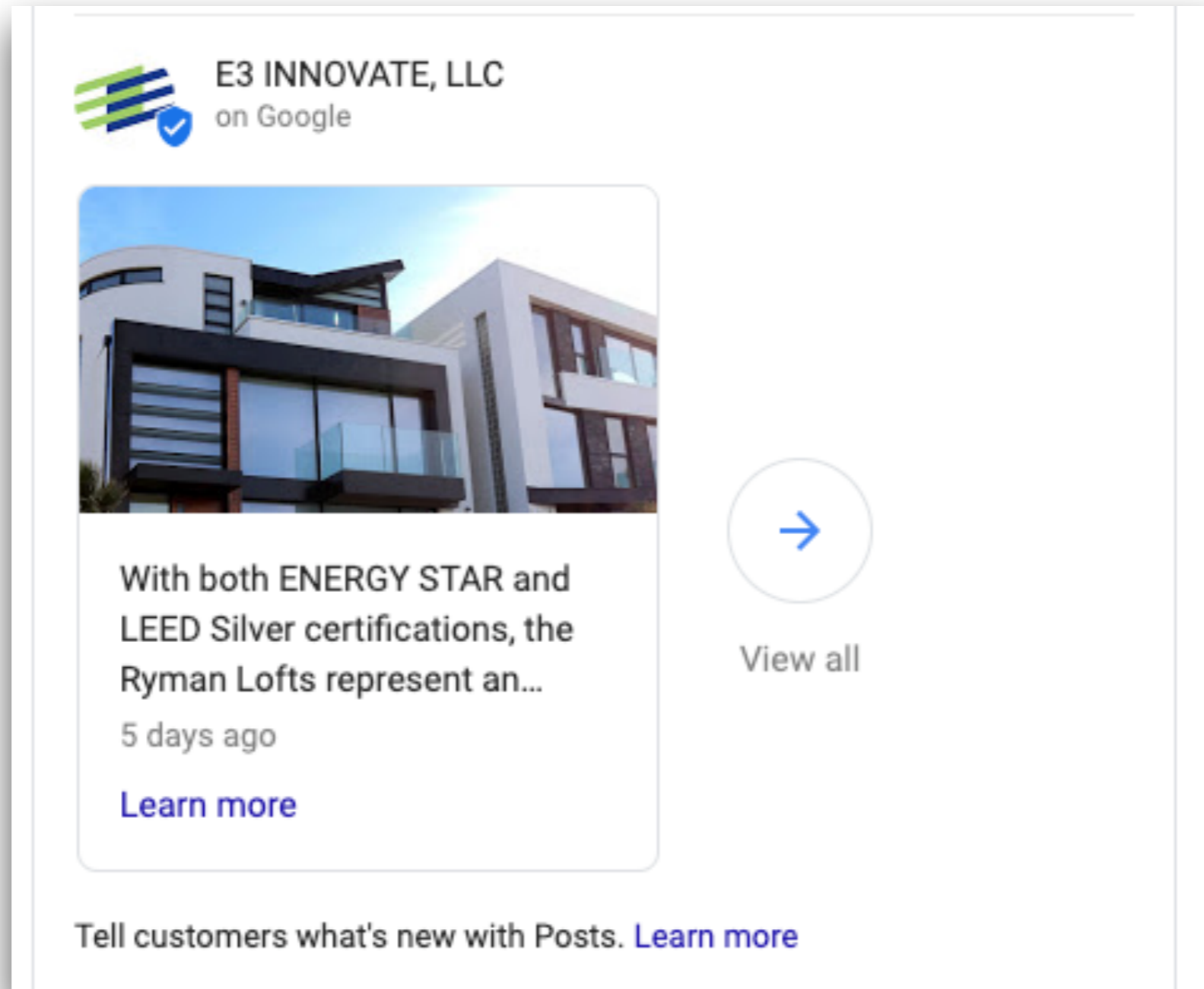
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Crawl Space Servi...
- Home Performanc...
Crawl Space Servi...
- Attic Insulation...
Attic Services


Google My Business Photos



Content for Google Posts



 **E3 INNOVATE, LLC**
on Google



With both ENERGY STAR and LEED Silver certifications, the Ryman Lofts represent an...
5 days ago
[Learn more](#)

[View all](#)

Tell customers what's new with Posts. [Learn more](#)

Images for Service Pages

Furnaces



High energy bills and environmental concerns have brought a great deal of focus to the topic of high efficiency heating equipment. Hassler is a full service furnace installation company servicing El Cerrito, San Ramon, Walnut Creek, Berkeley, Mill Valley, and surrounding areas. Our technicians are trained and prepared to handle your furnace installation needs. At Hassler, we know it's important to get the right furnace for your home to keep you and your family warm during the colder months.

**CAN YOUR FURNACE
HANDLE THE WINTER?**

Ductless Mini Splits



Ductless mini splits are gaining a reputation as the next big thing in heating and cooling technology. Homeowners in Orinda, Oakland, Ross, and surrounding areas are beginning to see mini split heat pumps as a solution to home heating and cooling. Operating without having to rely on a central ductwork system, mini splits provide whole home comfort in ways that traditional heating and cooling systems cannot. They can be utilized in rooms where ductwork is not accessible, but also as a supplement to your main heating and cooling system.

Instagram



idealenergy • Following



idealenergy At Ideal Energy, we do whatever it takes to get the job done right. Things get a little tricky with ductwork sometimes, so Alex, one of our owners, needed to climb down a wall cavity to make sure everything was lined up the best way possible for our AC install today. Go get 'em Team Ideal!

178w



13 likes

APRIL 12, 2016



Add a comment...

Post

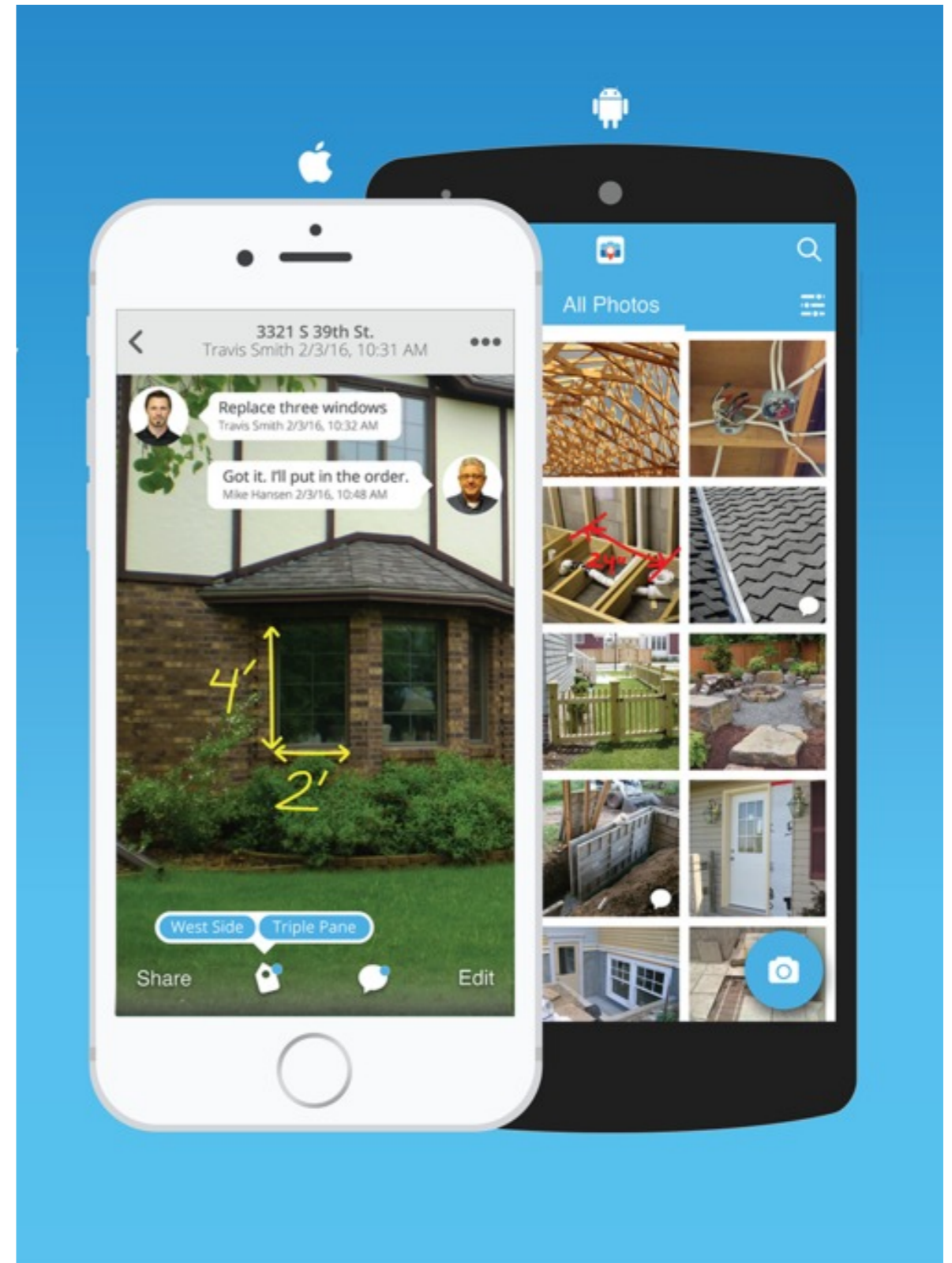


INTRODUCTION TO COMPANYCAM



CompanyCam

CompanyCam is a photo-based solution created for contractors, by contractors. Users can take unlimited photos—which are location and time stamped, sent to the cloud, and stored securely. Every photo is organized by project and instantly available to your team, allowing you to see what's going on anytime, anywhere.



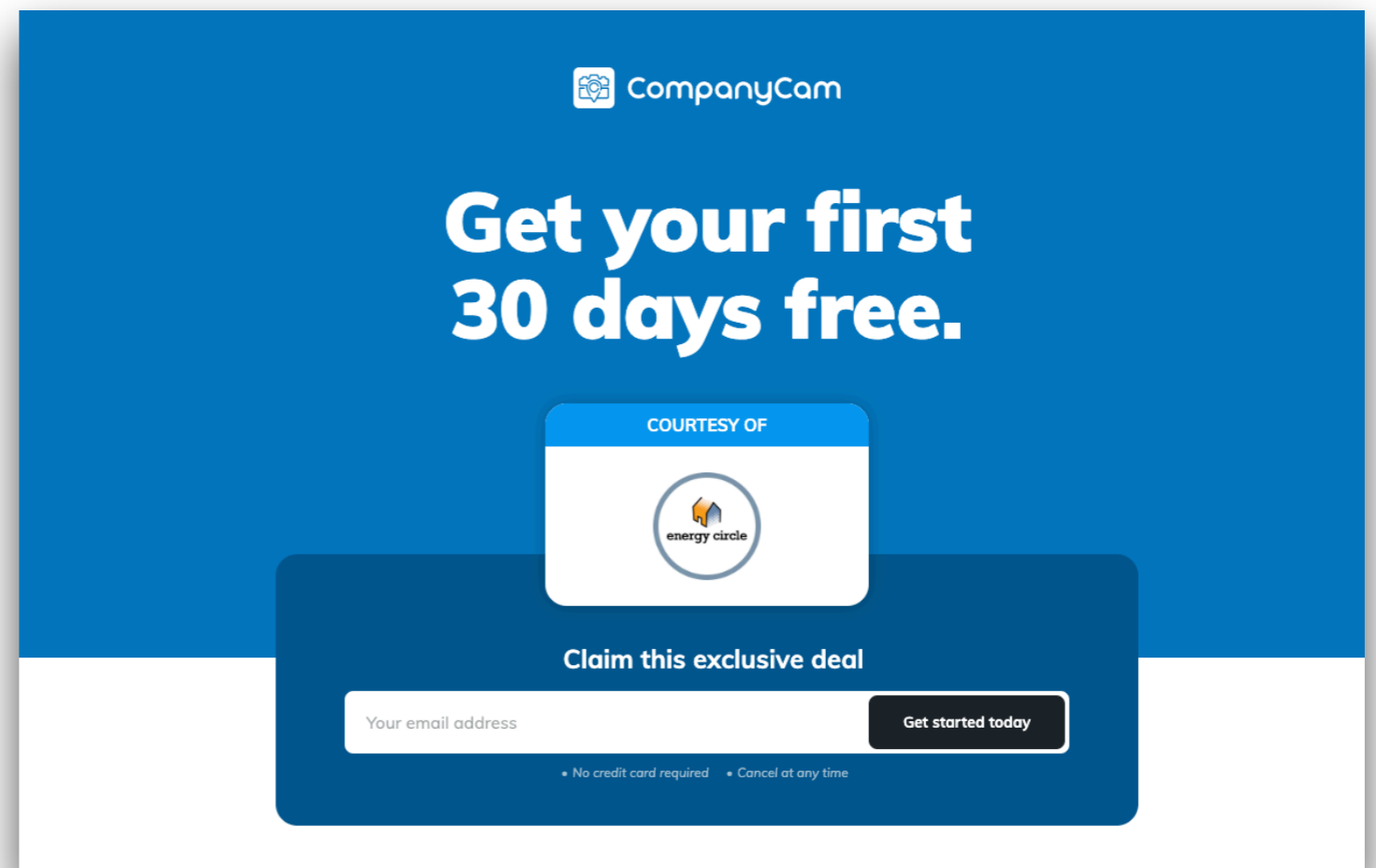
Why Energy Circle Likes CompanyCam

- **Simplified, Low Risk On-the-Job Image Capture**
- **All Images Organized by Job Site Location**
- **Very Simple Diagramming, Captioning, Circles & Arrows**
- **Field Teams Capture Everything**
- **Office Staff Approves Images for Use in Marketing**
- **Centralized Location in the Cloud**

Friends of Energy Circle Deal

www.companycam.com/energycircle

- **30 Day Free Trial**
- **10% Quarterly Rebate**
- **Free User for Energy Circle**



The screenshot shows a promotional banner for CompanyCam. At the top right is the CompanyCam logo. The main text reads "Get your first 30 days free." Below this, it says "COURTESY OF" followed by the Energy Circle logo. A dark blue button labeled "Claim this exclusive deal" is positioned above a white input field for "Your email address" and a dark blue button labeled "Get started today". At the bottom of the input field, there is small text: "• No credit card required • Cancel at any time".


**Organized:
—by Project
—by Date**

Mike Hansen - Remodel House


Project Timeline
By White Castle Roofing

View Oldest First

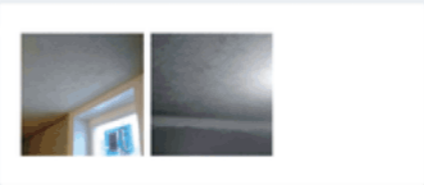
Jan 24, 2017




Jan 18, 2017



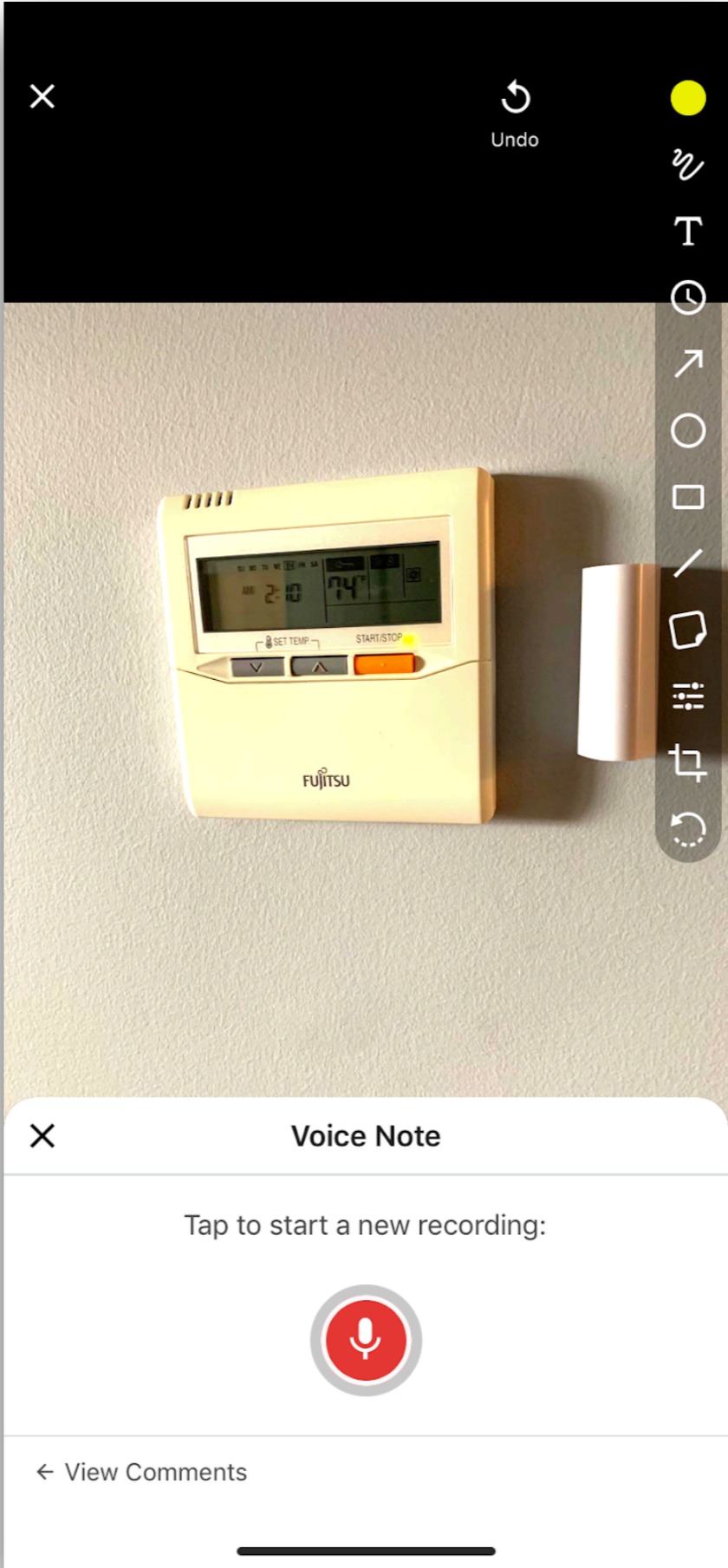
Jan 13, 2017



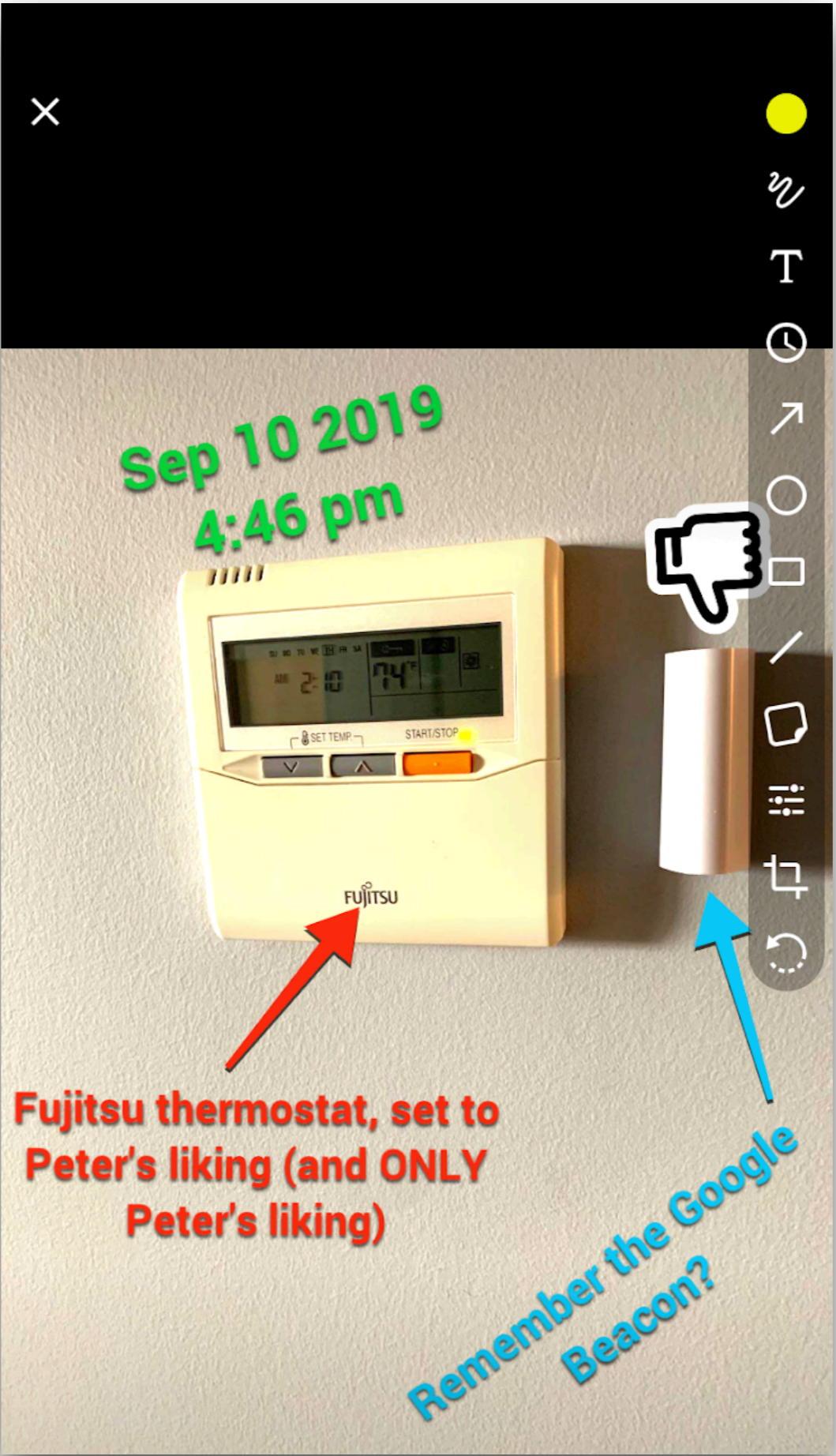
Jan 12, 2017



Adding Voice Notes



In Picture Comments and Markups



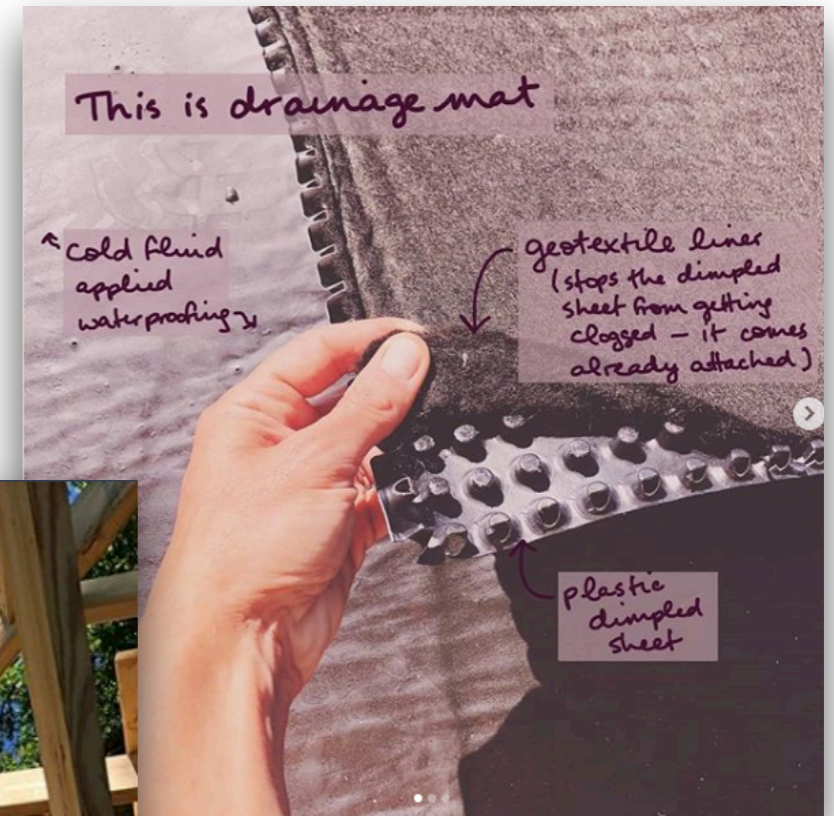


COOL IDEAS FOR LEVERAGING COMPANYCAM

Before/After Templates



Power of Image Annotation

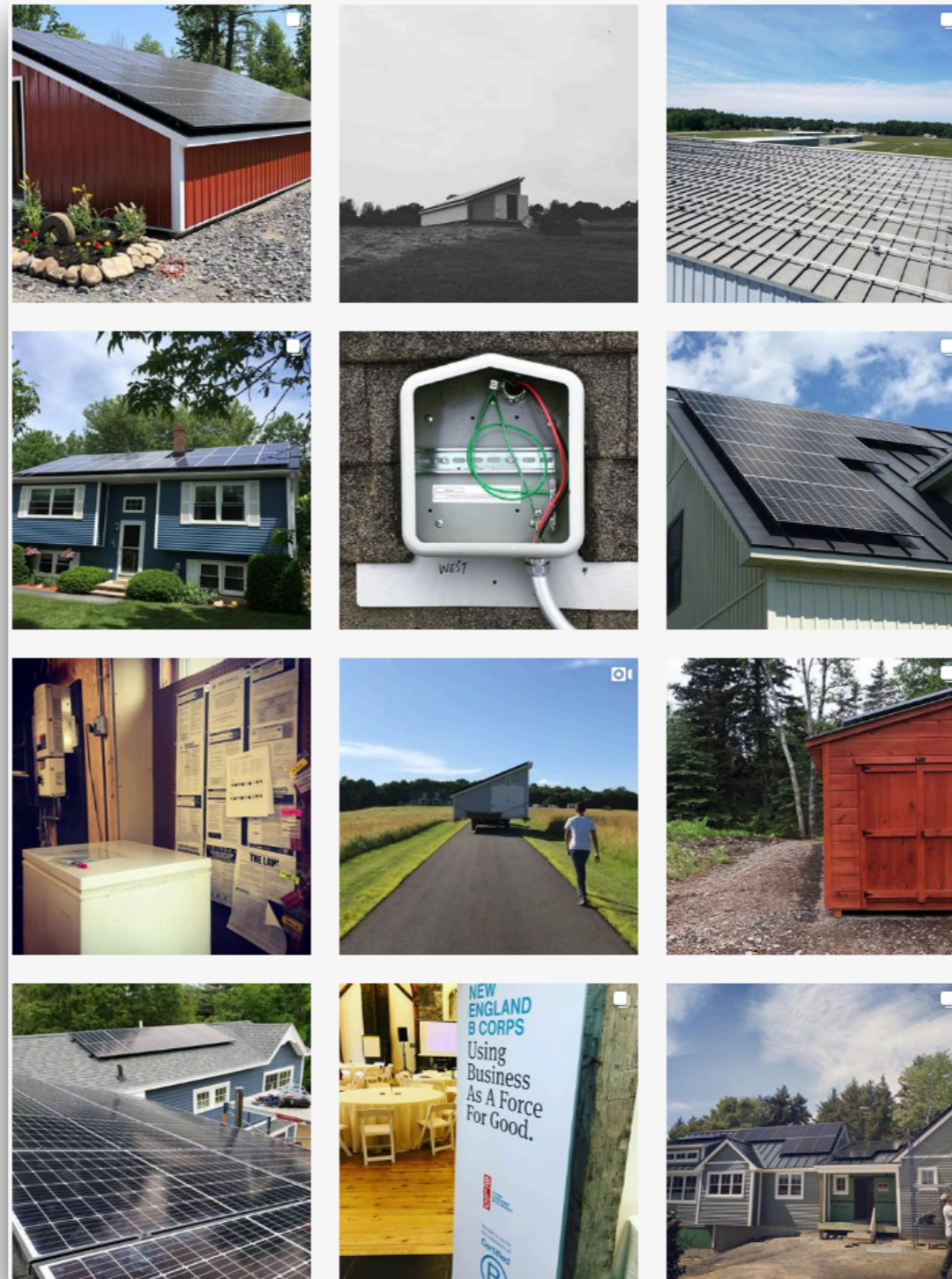


**Instagram:
Building Science
Fight Club**

House of Horrors



Instagram Consistency & Volume



Slide Shows within Case Studies

HOME PERFORMANCE
KITCHEN & BATHROOMS
LIVING SPACES
WHOLE HOUSE

Sometimes you can add on without paying an energy penalty.

The owners of this 1960s ranch house loved their house but it wasn't configured to meet their needs. Despite its generous square footage, the house had only two small bedrooms for the family of four, and there was no casual living space for parents and kids to hang out separately.

As remodelers we encounter this all the time: people live in homes whose space plan is out of sync with their functional requirements. In most cases we strive—and indeed are able—to resolve this problem by redesigning existing spaces. But in this case we couldn't.

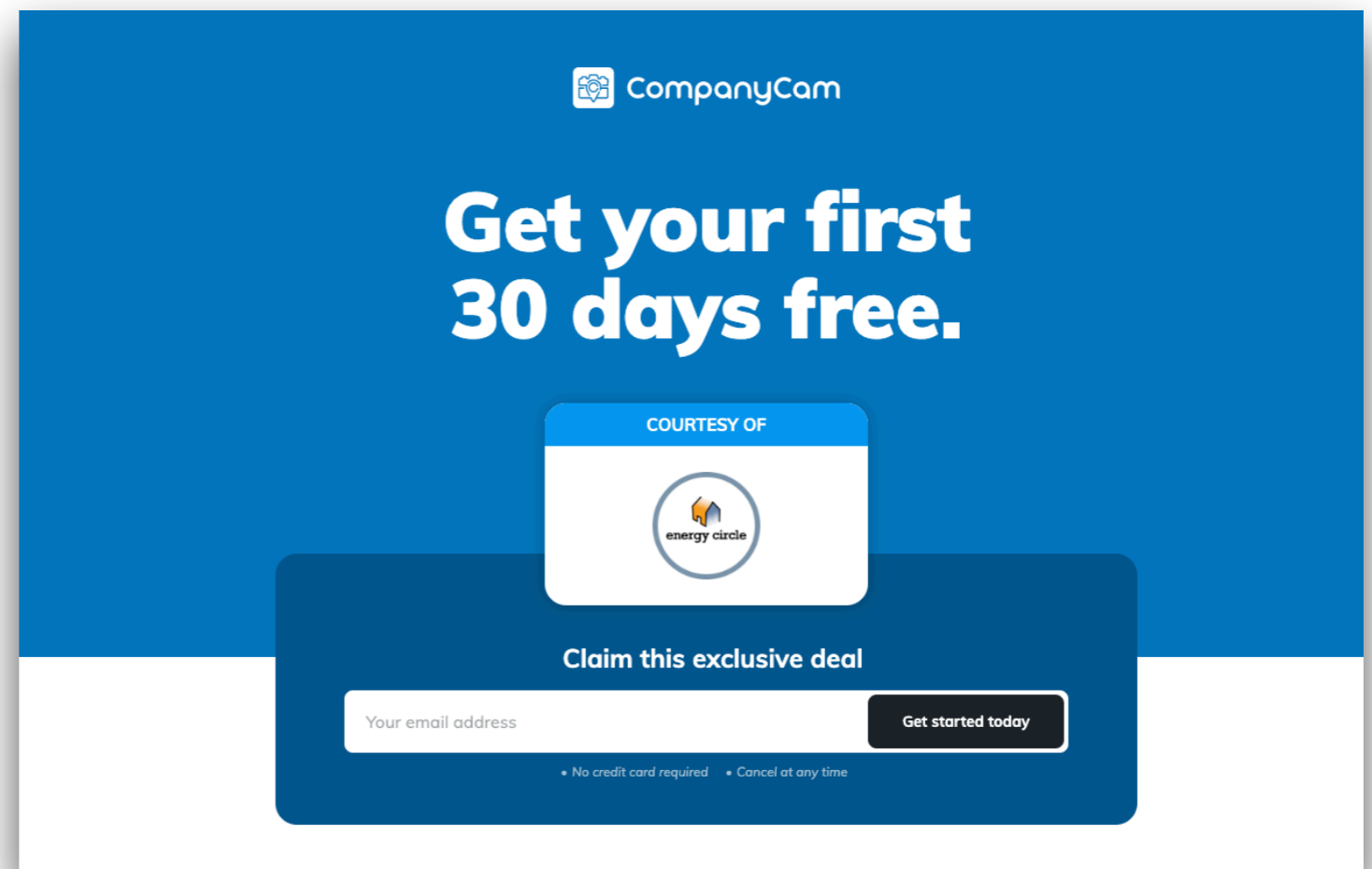
Gaining Living Space While Saving Energy



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www.companycam.com/energycircle

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- **Free User for Energy Circle**



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QUESTIONS?

Peter Troast

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