



BECOMING THE TRUSTED ADVISOR

WAYS TO HELP YOUR BUSINESS STAND OUT

Peter Troast, Founder & CEO

May 15, 2024

Ongoing Focus on the Importance of Differentiation



DOES YOUR COMPANY STAND ABOVE?

THE GROWING IMPORTANCE OF DIFFERENTIATION

Peter Troast, Founder & CEO

February 7, 2024



WHY CONTRACTORS NEED BRANDING

THE ROLE OF BRAND IN DRIVING BUSINESS AND DIFFERENTIATING YOUR COMPANY

Peter Troast, Founder & CEO
David Puelle, Creative Director & Founder, Puelle Design

April 3, 2024

THE GROWING IMPORTANCE OF DIFFERENTIATION: HOW CONTRACTORS ARE POSITIONING TO STAND OUT FROM THE CROWD

MICHELLE GRIFFITH, DEVERE HOME PERFORMANCE, MARYLAND
KEVIN BRENNER, HEALTHY HOME ENERGY & CONSULTING, NEW YORK
MATT HARGROVE, TOTAL HOME PERFORMANCE, MARYLAND

Moderator: Peter Troast, Energy Circle

April 9, 2024

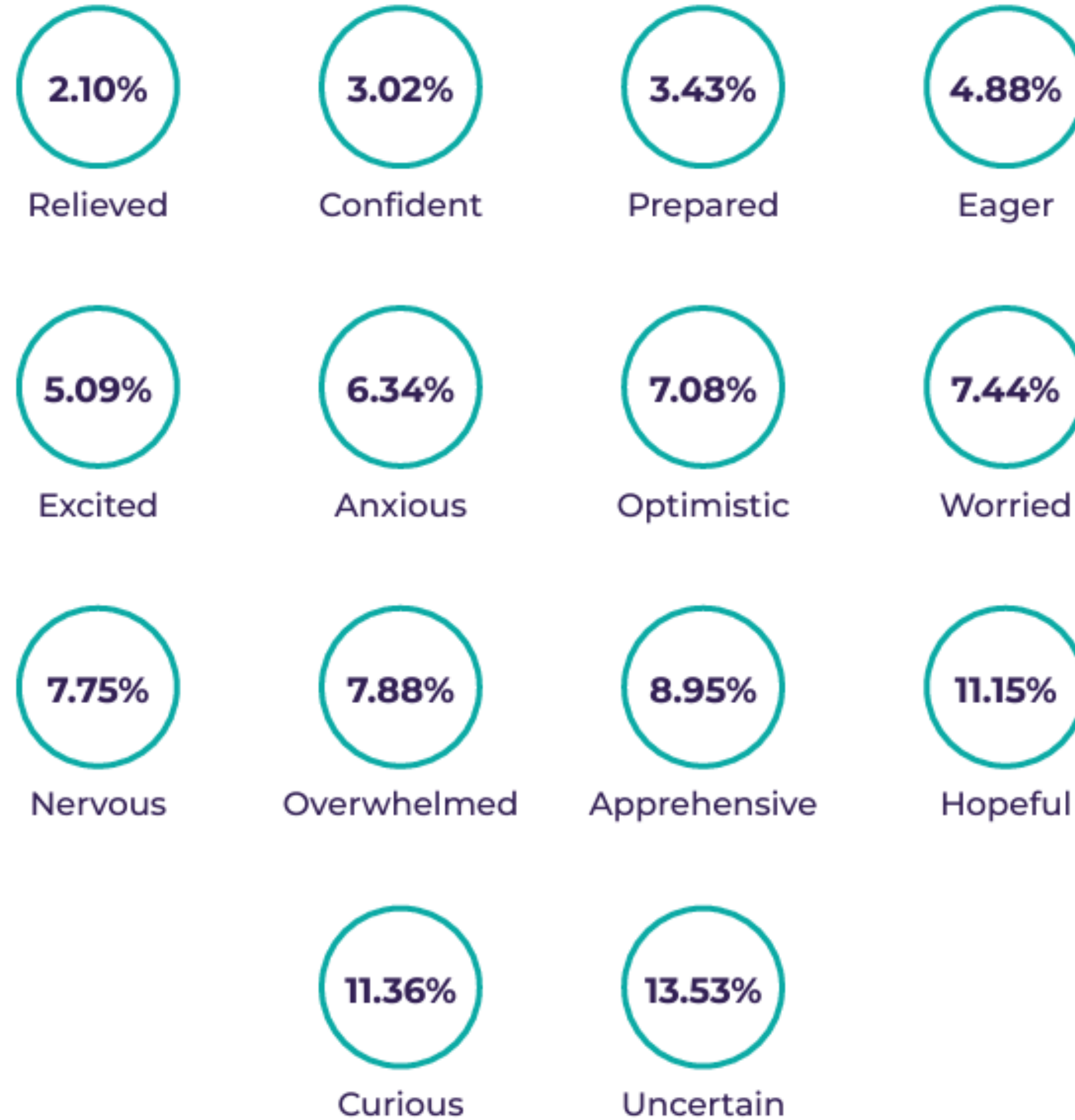


WHY THE ATTENTION TO DIFFERENTIATION?



n=3,910

WHAT EMOTIONS ARE THEY FEELING?*



When Undertaking a Home Improvement Project

52%

Anxious

Worried

Nervous

Overwhelmed

Apprehensive

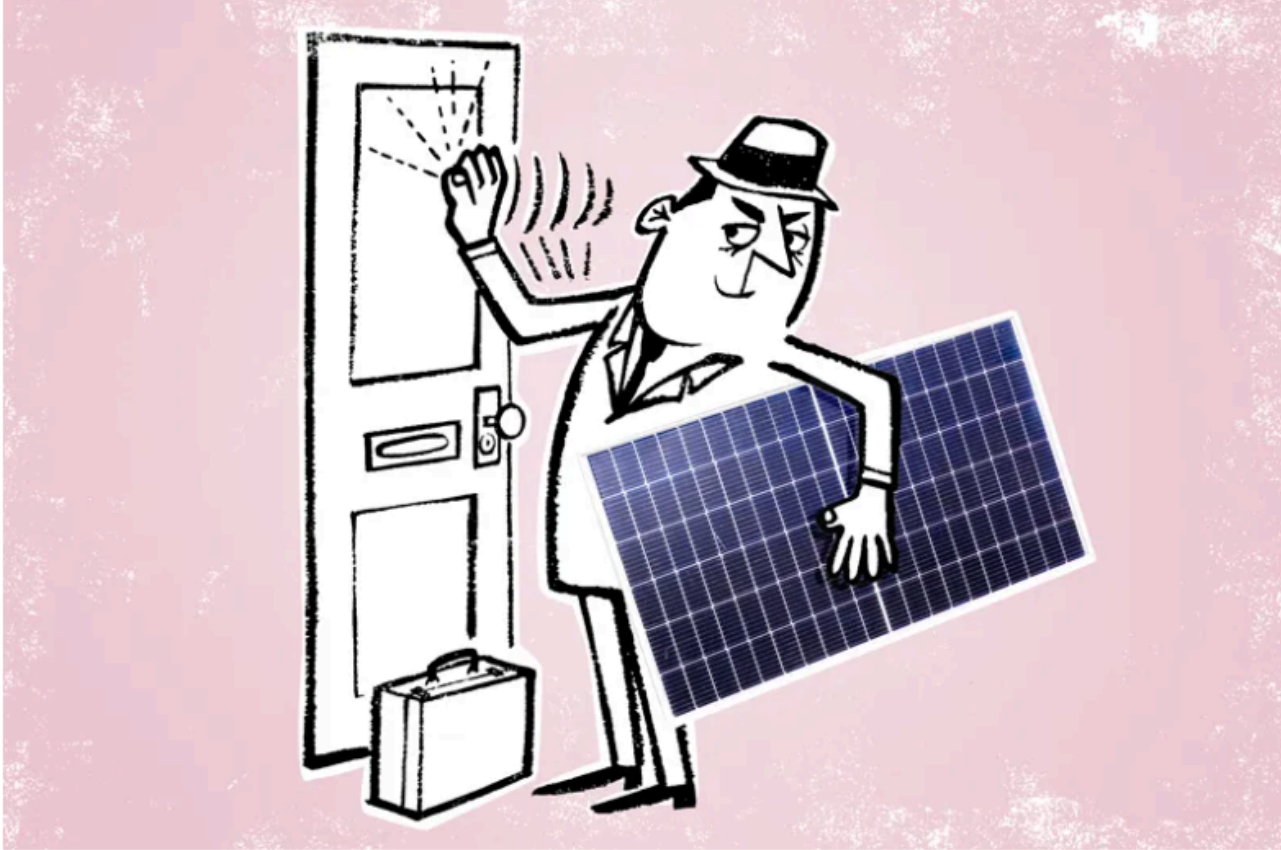
Uncertain



TIME SIGN UP FOR OUR IDEAS NEWSLETTER SUBSCRIBE

BUSINESS • CLIMATE CHANGE

How Solar Sales Bros Threaten the Green Energy Transition



Lon Tweeten for TIME; Getty Images

Ads by Google
Send feedback
Why this ad? ▾

HOW TO CREATE A MASSIVE AMOUNT OF VALUE, AND SELL MORE DEALS



JORDAN BELFORT



Search Query	Results for	Sponsored - HVAC Pros [City]	Organic Results
duct cleaning san antonio	San Antonio, TX	<p>Jacob Air Duct & Dryer Vent Cleaning 5.0 ★★★★★ (9.5K) · HVAC Pro 36 years in business · Serves San Antonio Open 24/7</p> <p>Wright AC 4.9 ★★★★★ (289) · HVAC Pro 44 years in business · Serves San Antonio Open until 5PM</p>	<p>Jacob Air Duct & Dryer Vent Cleaning 5.0 ★★★★★ (9.5K) · HVAC Pro 36 years in business · Serves Austin Open 24/7</p> <p>Ace Air Duct Cleaning 4.8 ★★★★★ (16K) · HVAC Pro 45 years in business · Serves Austin Open 24/7</p>
duct cleaning austin tx	Austin, TX	<p>Jacob Air Duct & Dryer Vent Cleaning 5.0 ★★★★★ (9.5K) · HVAC Pro 36 years in business · Serves Austin Open 24/7</p> <p>Ace Air Duct Cleaning 4.8 ★★★★★ (16K) · HVAC Pro 45 years in business · Serves Austin Open 24/7</p>	<p>Ace Air Duct Cleaning 4.8 ★★★★★ (16K) · HVAC Pro 45 years in business · Serves Austin Open 24/7</p>
duct cleaning dallas	Dallas, TX	<p>Ace Air Duct Cleaning 4.8 ★★★★★ (16K) · HVAC Pro 45 years in business · Serves Dallas Open 24/7</p> <p>BEST Air Duct Cleaning and Dryer Vent Cleaning 5.0 ★★★★★ (57) · HVAC Pro 18 years in business · Serves Dallas Open until 11:30 PM</p>	<p>BEST Air Duct Cleaning and Dryer Vent Cleaning 5.0 ★★★★★ (57) · HVAC Pro 18 years in business · Serves Dallas Open until 11:30 PM</p>
duct cleaning houston	Houston, TX	<p>One Hour Air Conditioning & Heating - Houston 4.8 ★★★★★ (6.3K) · HVAC Pro 56 years in business · Serves Houston Open 24/7 (281) 502-0532 · Accepts urgent jobs</p> <p>Top Team Air Pros 4.8 ★★★★★ (6.8K) · HVAC Pro 38 years in business · Serves Houston Open 24/7 (832) 318-0525 · Typically replies in a few hours</p>	<p>Top Team Air Pros 4.8 ★★★★★ (6.8K) · HVAC Pro 38 years in business · Serves Houston Open 24/7 (832) 318-0525 · Typically replies in a few hours</p>




All Fake Companies

← Google


🔍 spray foam contractor westchester ny

Rating ▾ Hours ▾ Sort by ▾




The Home Insulators of Pelham
5.0 ★★★★★ (5) · Insulation contractor · 7+ years in business
Open · Closes 8 PM · (914) 202-3670
✔ Provides: **Closed-Cell Spray Foam Insulation**

[Website](#) [Call](#) [Share](#)



The Home Insulators of New Rochelle
5.0 ★★★★★ (6) · Insulation contractor · 7+ years in business
Open · Closes 8 PM · (914) 205-6361
✔ Provides: **Closed-Cell Spray Foam Insulation**

[Website](#) [Call](#) [Share](#)



The Home Insulators of White Plains
5.0 ★★★★★ (3) · Insulation contractor · 7+ years in business
Open · Closes 8 PM · (914) 205-4739
✔ Provides: **Closed-Cell Spray Foam Insulation**



Marketing Changes—New Competition



**Entrepreneurial
Contractors**

**Quality
Contractors**

Angi

Lead Sellers

**SPAM
"Contractor"
Websites**



**Utilities & Efficiency
Programs**



Concierge

**Special Financing
Models**

Directories
(Clean Energy Connection, Yelp)



HOW DO WE WIN THIS JOB?

Your Quote

21.5 SEER 1 ton Fujitsu ducted heat pump, 4 supply registers, 1 return grill, new R8 flex duct system.	\$14,856
Attic Insulation Removal, Air Sealing, Reinsulation	\$7,707
Airseal uninsulated portions of subfloor	\$4,735
Upgrade electrical service to support home electrification	\$5,805
TOTAL	\$33,103

Competitors Quote

17 SEER 1.5 ton Daikin ductless mini split system (2 indoor heads)	\$7,447
Upgraded electrical service	\$6,241
TOTAL	\$13,688



Do I Need More Insulation?

Is My House Making Me Sick?

Who Do I Call for Electrification?

Should I Switch to Heat Pumps?

How Do I Get Rebates?



THE CRITICAL CATEGORIES FOR DIFFERENTIATION (AKA STANDING OUT)



Categories of Differentiation

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)

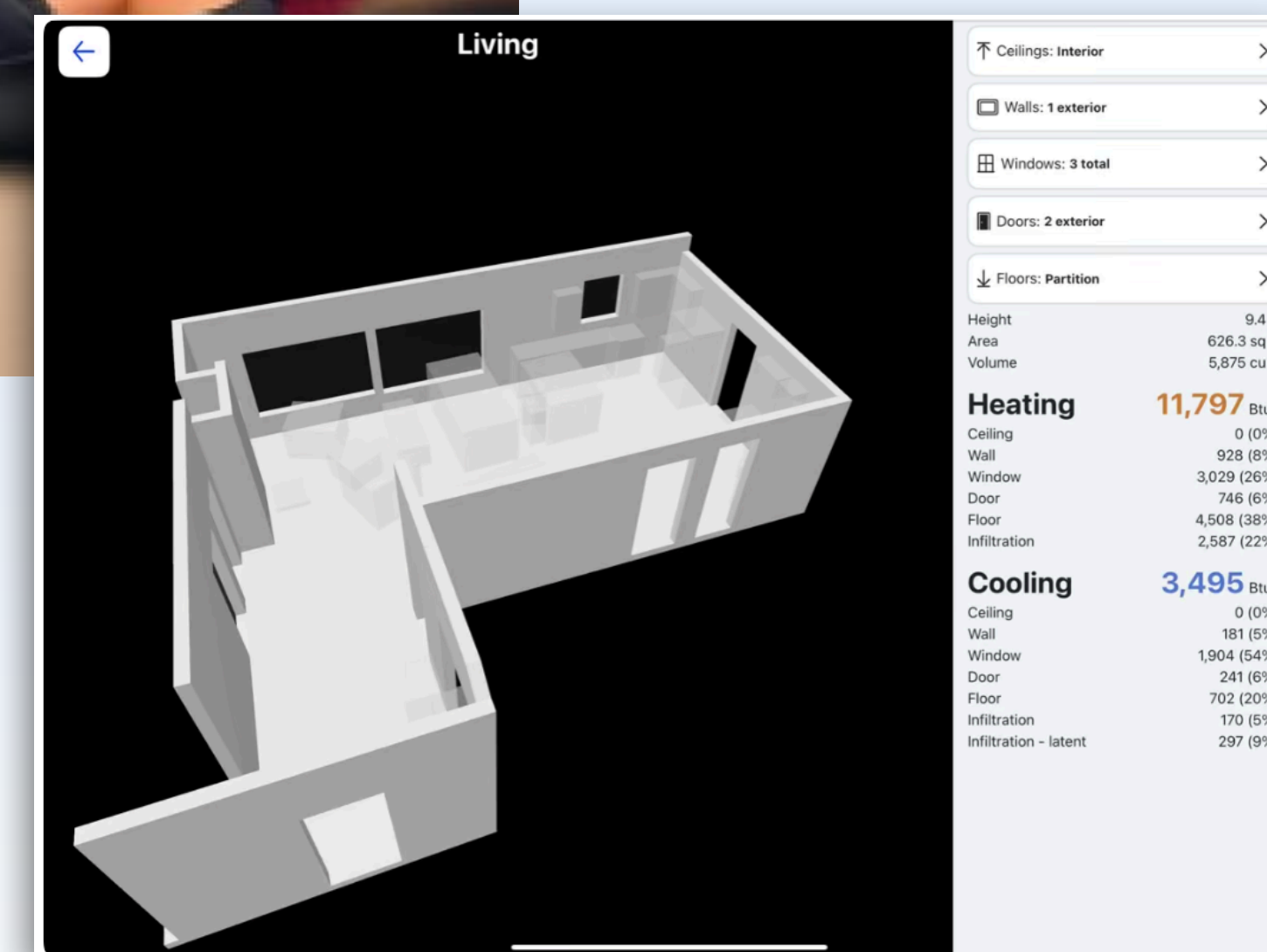
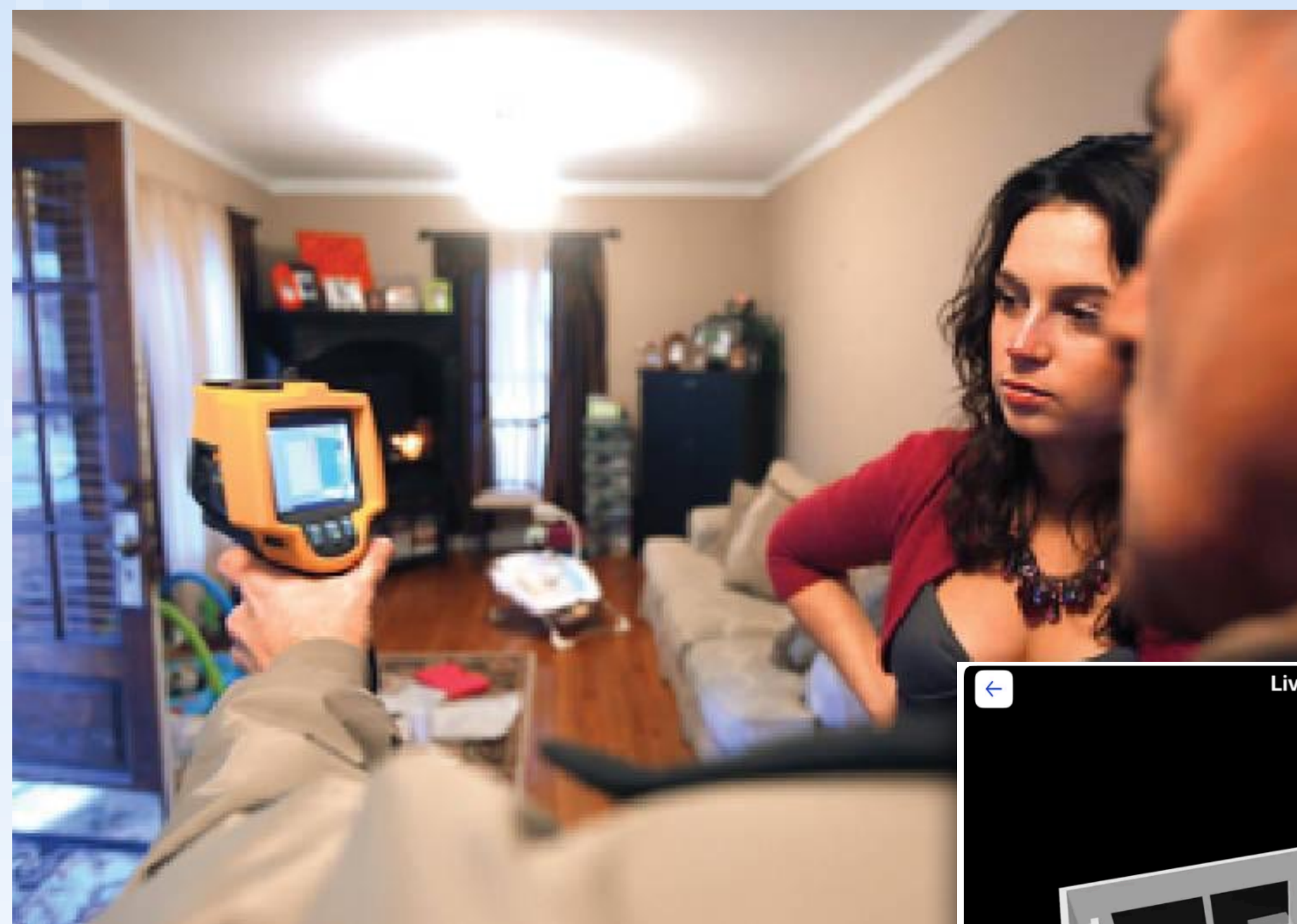


DIVING INTO TRUST



Lean In to Building Science

- Audit, Assessment, Visit—I Don't Care
- Blower Door, Infrared if you choose
- New Software Options:
 - Utility Bill Evals w/Snugg Pro
 - 20 Minute Manual J (Amplify, Conduit)



WEBSITE FUNDAMENTALS



About Us Page is Critical—Your Story

[ABOUT](#) [OUR TEAM](#) [CAREERS](#) [TESTIMONIALS](#) [E3 TIMELINE](#) [COVID-19 SAFETY STATEMENT](#)



Experienced. Decorated.

E3 INNOVATE, LLC is a Nashville-based, integrated home-performance company founded in 2008 by Erik Daugherty, Middle Tennessee's first LEED-AP Homes certified professional. We work with homeowners, architects, builders, and developers to create healthy, comfortable, efficient, and sustainable residential structures.

Our company consists of the highest educated and trained home-performance team in the Mid-South. Our employees include building scientists, climate scientists, architects, LEED AP/GA professionals, HERS raters, and BPI analysts, and they hold multiple masters' degrees in sustainability from some of the world's most renowned institutions. We also hold certifications and training in ENERGY STAR, EPA Indoor Air PLUS, NAHB and Southface Earthcraft Light Commercial.

Your Community. Our Community.

E3 INNOVATE has proudly donated over 10% of our net profits in services and materials for various low-income residential renovation and other non-profit projects in the Greater Nashville Area, as well as international projects such as Cap Haitien Children's Home.

We are heavily involved in various community groups, including Tennessee Alliance for Peace, HBAMT, NAHB, Efficiency First, the Mayor's Task Force on Energy Efficiency as well as THDA, Trust for the Future, MDHA, the East Nashville Merchants Association, and USGBC, where we hold board or chair positions. We also enjoy our partnerships with non-profit groups such as the Cumberland River Compact, Habitat for Humanity, and ULI.

[Check out our Videos!](#)



Lean in to Trust Symbols



Explain Your Certifications

Certifications

ABOUT US

[Our Team](#) | [COVID-19](#) | [Our Guarantee](#) | [Testimonials](#) | [Blog](#) | [Videos](#) | [Case Studies](#) | [Cities We Serve](#) | [Our Local Partnerships](#) | [Certifications](#) | [Awards](#)

Healthy Home™s Energy & Consulting (HHEC) staff and crews are up-to-date on all home performance and HVAC products and services we offer to New York homeowners.



NYSERDA® Accredited Home Performance Contractor

To be a NYSERDA Accredited Home Performance Contractor, we have to consistently demonstrate the depth of our building technology knowledge, including the proper use of diagnostic tools that clearly demonstrate cost savings.



ENERGY STAR® Certified

Our ENERGY STAR Certification, which is part of the national joint program of the US Environmental Protection Agency and the Department of Energy, is tied to NYSERDA's third-party quality assurance program, so you can trust the home improvement work we carry out is making your house more efficient and comfortable.



BPI GoldStar® Contractor

To be a BPI GoldStar Contractor, the HHEC team has to have a series of certifications that prove we have the knowledge and expertise to help customers improve the performance, decrease the carbon footprint and lower the expenses of their homes.



Energize NY Comfort Corp Contractor

As an Energize NY Comfort Corp Contractor, HHEC gets a rating that is based on homeowner surveys, BPI Accreditations, the number of local jobs we've completed and an evaluation of our business model. Our latest score is 4.72 (scores above 4.5 on a 5.0 scale represent top performers).



NABCEP Certified Solar PV Installer

HHEC is proud to be a NABCEP Certified Solar PV Installer. The North American Board of Certified Energy Practitioners (NABCEP) is known as the "gold standard" for PV and solar heating installation and PV technical sales certifications.



STRONG AVERAGES/LOTS OF REVIEWS ARE THE ANTE

- Quantity & star average increasingly undifferentiated
- Content of reviews matters more
- Still a key ranking strategy
- Don't Lay Off the Gas

4.7 ★★★★★ 311 Google reviews

4.6 ★★★★★ 335 Google reviews

4.9 ★★★★★ 148 Google reviews

4.8 ★★★★★ 985 Google reviews



REVIEW STRATEGY OVER TIME

*Review
Chasing*



EARLY STAGE

- Minimum Review Quantities
- Negative Review Cleanup
- Some Diversity Across Key Sites

MIDDLE STAGE

- Consistent Solicitation Process
- Steady Flow
- Competitive Review Quantities
- Shaping Review Content—Keywords and Service Quality
- System for Review Responses
- Measuring Staff on Reviews and Volume

ADVANCED STAGE

- Open to More 1st Party Than 3rd Party
- Automated Solicitation (Quickbooks, CRM)
- Regular Evaluation of Topics and Sentiment
- Net Promoter Score Tracking
- Use of Reviews in Marketing (GMB Posts, Facebook)
- Conversion Optimization (tagged reviews on landing pages)
- Company-wide KPI and Management Tool

*Reputation
Management*



Prominence on Website

SUN LIGHT & POWER
100% EMPLOYEE OWNED

Blog & News Resources Solar Financing Careers Projects Testimonials Contact 510.949.8658 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

Solar Assets | Reduce operating costs

KNOWLEDGE
40+ Years Building California's Solar Future.

CARING
100% Employee Owned.

COMMITMENT
Over 3,000 Successful Installs.

PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS

5 Star Rating by Dave G. 05/29/18

Sun Light & Power, a 100% employee-owned B Corp, has delivered over 3,000 solar energy projects across California. We strive to making an impact through designing, building and maintaining reliable solar and energy storage solutions that save money,

Certified

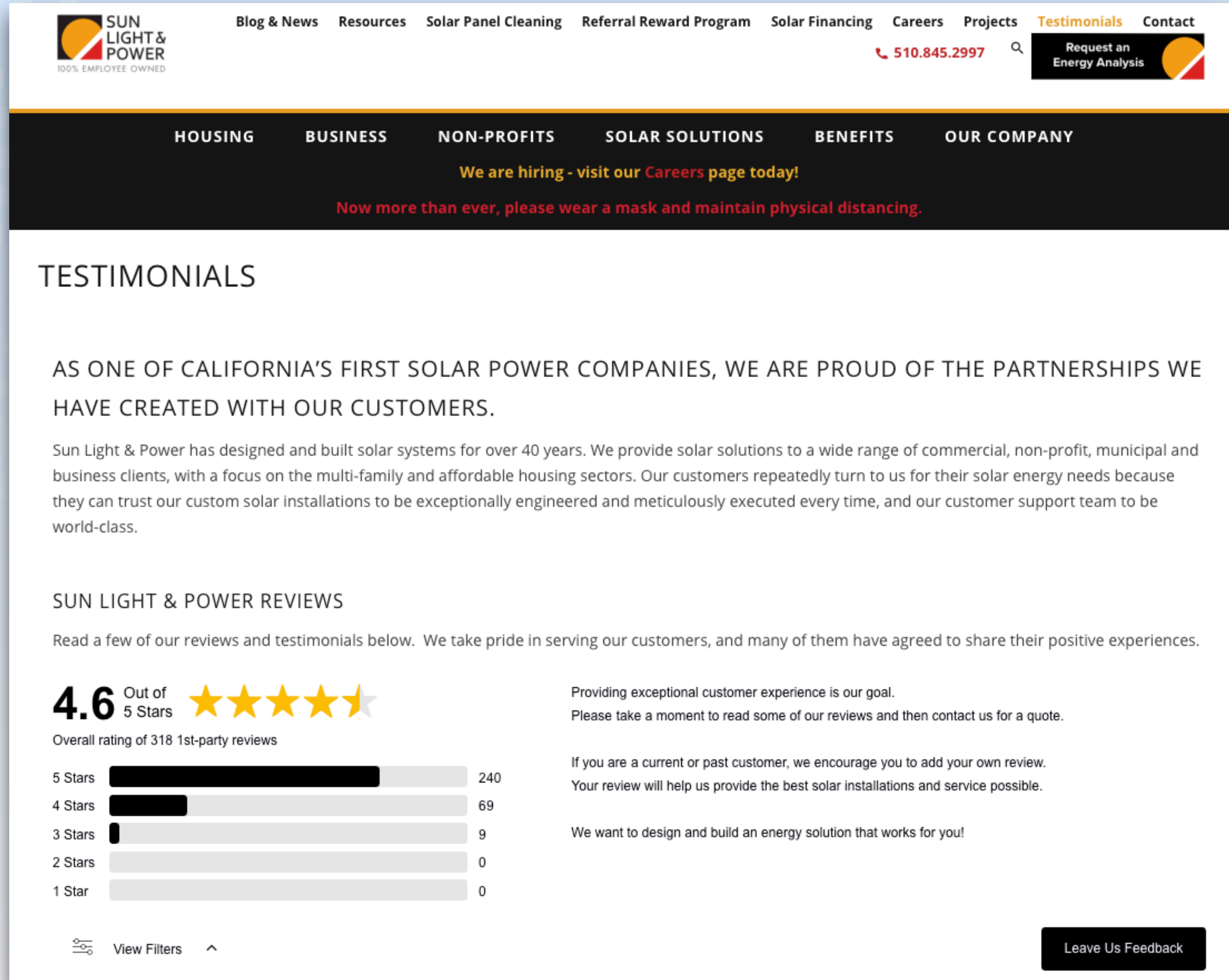


Prominence on Website

The screenshot displays the Sun Light & Power website. At the top, the company logo is on the left, and navigation links for 'Blog & News', 'Resources', 'Solar Financing', 'Careers', 'Projects', 'Testimonials', and 'Contact' are on the right, along with a phone number '510.949.8658' and a 'Request an Energy Analysis' button. Below the navigation is a dark bar with menu items: 'HOUSING', 'BUSINESS', 'NON-PROFITS', 'SOLAR SOLUTIONS', 'BENEFITS', and 'OUR COMPANY'. The main content area features a large review summary on the left showing a '4.7 Out of 5 Stars' rating with five stars (the last one is greyed out) and 'Overall rating of 246 1st-party reviews'. Below this is a 'View Filters' button. To the right are three individual review cards, each with a 5-star rating and a share icon. The first review is by Chris H on January 17, 2020, praising SL&P's performance. The second is by Gary A on December 16, 2019, praising the work crew. The third is by Tony E on September 24, 2019, stating it was a pleasure working with the company. At the bottom of the review section are navigation arrows and page numbers '1 2'. Below the reviews is a banner with the text 'PROVIDING EXCEPTIONAL SOLAR SOLUTIONS FOR BUSINESSES FOR OVER 40 YEARS'. On the left of the banner is a Google review snippet showing a 5-star rating by Dave G. on 05/29/18. On the right is a 'Certified' badge. The footer of the website contains the text: 'Sun Light & Power, a 100% employee-owned B Corp, has delivered over 3,000 solar energy projects across California. elves to making an impact through designing, building and maintaining reliable solar and energy storage solutions that save money.'



First Party, On Site Testimonials & Case Studies



The screenshot shows the Sun Light & Power website's testimonials page. At the top, there is a navigation bar with links for Blog & News, Resources, Solar Panel Cleaning, Referral Reward Program, Solar Financing, Careers, Projects, Testimonials, and Contact. A phone number 510.845.2997 and a 'Request an Energy Analysis' button are also present. Below the navigation bar is a dark banner with white text: 'HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY' and a hiring notice: 'We are hiring - visit our Careers page today!'. A red banner below that reads: 'Now more than ever, please wear a mask and maintain physical distancing.' The main content area is titled 'TESTIMONIALS' and contains a paragraph about the company's 40-year history and focus on commercial, non-profit, and business clients. Below this is a section for 'SUN LIGHT & POWER REVIEWS' with a 4.6 out of 5 star rating based on 318 reviews. A horizontal bar chart shows the distribution of reviews: 5 Stars (240), 4 Stars (69), 3 Stars (9), 2 Stars (0), and 1 Star (0). To the right of the chart, there is text encouraging customers to provide reviews and a 'Leave Us Feedback' button.

SUN LIGHT & POWER
100% EMPLOYEE OWNED

Blog & News Resources Solar Panel Cleaning Referral Reward Program Solar Financing Careers Projects **Testimonials** Contact

510.845.2997 Request an Energy Analysis

HOUSING BUSINESS NON-PROFITS SOLAR SOLUTIONS BENEFITS OUR COMPANY

We are hiring - visit our [Careers page today!](#)

Now more than ever, please wear a mask and maintain physical distancing.


TESTIMONIALS


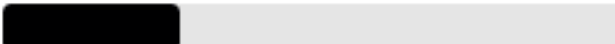

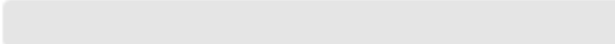
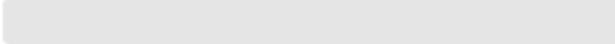
AS ONE OF CALIFORNIA'S FIRST SOLAR POWER COMPANIES, WE ARE PROUD OF THE PARTNERSHIPS WE HAVE CREATED WITH OUR CUSTOMERS.

Sun Light & Power has designed and built solar systems for over 40 years. We provide solar solutions to a wide range of commercial, non-profit, municipal and business clients, with a focus on the multi-family and affordable housing sectors. Our customers repeatedly turn to us for their solar energy needs because they can trust our custom solar installations to be exceptionally engineered and meticulously executed every time, and our customer support team to be world-class.

SUN LIGHT & POWER REVIEWS

Read a few of our reviews and testimonials below. We take pride in serving our customers, and many of them have agreed to share their positive experiences.

4.6 Out of 5 Stars 
Overall rating of 318 1st-party reviews

5 Stars		240
4 Stars		69
3 Stars		9
2 Stars		0
1 Star		0

View Filters ^

Providing exceptional customer experience is our goal. Please take a moment to read some of our reviews and then contact us for a quote.

If you are a current or past customer, we encourage you to add your own review. Your review will help us provide the best solar installations and service possible.

We want to design and build an energy solution that works for you!

Leave Us Feedback



Case Studies



4.05 kW Solar Electric System in Liverpool, NY

This 4,050 W (4.05 kW) grid-connected solar electric system was installed as a roof-mounted array of eighteen (18) SunPower 225W...

[Read full case study](#)



New Geothermal Hydronic System in Penneville, NY

This Penneville, NY home's existing geothermal system was constantly in need of repair and ran inefficiently when it was in...

[Read full case study](#)



Homer, NY Customer Loves Their 4 Ton Geothermal Heat Pump System

This customer in Homer, NY contacted us to replace their propane boiler...

[Read full case study](#)



Econoburn Wood Gasification Boiler Installed in Cortland, NY

This Cortland, NY home was in need of a new boiler...



Halco Installs Williamson Boiler / Zoning Board in Cortland, NY

This home needed a new boiler!

[Read full case study](#)



Geothermal, Solar and Insulation Project in Cortland, NY

Larry and Laurie of Cortland, NY first started looking at solar back in the 70's. During that time, solar



REVIEW CONTENT MATTERS MORE

About the Customer Experience

Great work from a great company! Very professional and responsive!

if you live in the Pines, you need this done! noticed a change in days!

Great quality work. Very competitive pricing. Management and all employees are polite and willing to help you.
PROFESSIONAL operation

Experience AND the Work

They are a very professional organization. I can tell immediately that the **extra insulation they placed in the attic** is doing its job by **reducing our utility bills**.

We hired _____ to **encapsulate our crawlspace** about 5 years ago. They did a fantastic job. The **house is warmer** and the **crawl space is clean** and dry with *no condensation problems*. This was one of the best decisions we made for our home.

_____ is my trusted source for **mold, moisture, crawlspace, attic** and related issues. They have done multiple projects for me to improve my recently purchased *historic home*, which had numerous **moisture and mold problems** resulting from years of neglect and improper work.



AI Support for Review Sentiment



Based on the frequency and emphasis in the customer reviews, here's a ranking of the valued aspects of service, from most to least emphasized:

1. **Professionalism and Expertise:** This was the most frequently highlighted aspect. Customers consistently appreciated the professional conduct and expertise displayed by the team throughout the process.
2. **Quality and Efficiency of Installations:** High-quality, efficient installations were frequently mentioned. Customers were impressed with the seamless installation process and the competence of the installers.
3. **Responsiveness and Customer Service:** The company's quick and effective responses to customer queries and issues were highly valued, making this a critical factor in customer satisfaction.
4. **Comprehensive Service:** The ease with which handled all aspects of the solar installation process, including paperwork and compliance with regulations, was greatly appreciated by customers who preferred a hands-off approach.
5. **Reliability and System Performance:** The performance and reliability of the installed solar systems were crucial to customers, especially those who experienced significant improvements in power resilience and cost savings.
6. **Personalized Attention and Customization:** Customers valued the personalized service and the attention to their specific energy needs, which suggests that customization and understanding customer preferences are important.
7. **Follow-up and Support:** Ongoing support and follow-up were appreciated, though mentioned slightly less than the other factors. However, this aspect contributed significantly to the overall trust and satisfaction with the company.



THIRD PARTY VERIFICATION



Quality Work,
Independently
Verified



VERIFIED
EQUIPMENT
OPERATION



VERIFIED
SYSTEM
PERFORMANCE

Powered by **measureQuick**[®]
Connect. Perform. Prosper.

New ACCA Quality Installation certificate program, powered by measureQuick[®]

ACCA is launching two new Quality Installation (QI) certificates in beta, powered by measureQuick[®]: **Verified Equipment Operation** and **Verified System Performance**.

Prove It with Quality Installation Certificates



- ✓ Verified HVAC equipment and systems that are more reliable, efficient and improve home comfort
- ✓ System performance meets National Standards for Quality Installation
- ✓ Highest quality of workmanship and expertise
- ✓ Powered by 3rd-party verification through the measureQuick app



In a World of AI, Your Brand & Story Are More Important Than Ever

- Real People
- Family Owned
- Locally Owned
- Community Involved
- Building Science Oriented
- Third Party Trusted
- Backed by Hundreds of Reviews

**BE
UNDENIABLY
HUMAN**



Categories of Differentiation

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



END

