

*DON'T SELL ENERGY
EFFICIENCY,
SOLVE A PROBLEM
INSTEAD*

Duluth Energy Design Conference & Expo 2-25-14

Cindy Ojczyk (“o-check”)



Challenge

- If you aren't selling energy efficiency solutions to women, you are missing out on potential money, portfolio, good will
- BUT....
- If you are selling “energy efficiency” to women, you may be missing out on potential money, portfolio, good will

5 Key Points

- Understand what women know about energy
- Connect energy solutions to home concerns
- Build confidence
- Be/Hire credentialed professionals
- Reward your clients

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Homeowners, in general, know little

- ACEEE's energy efficiency indicators show that the United States is becoming more energy efficient, but the **improvements we measured are generally small indicating that we are still wasting tremendous amounts of energy**...<http://aceee.org/blog/2013/07/powering-energy-efficiency>

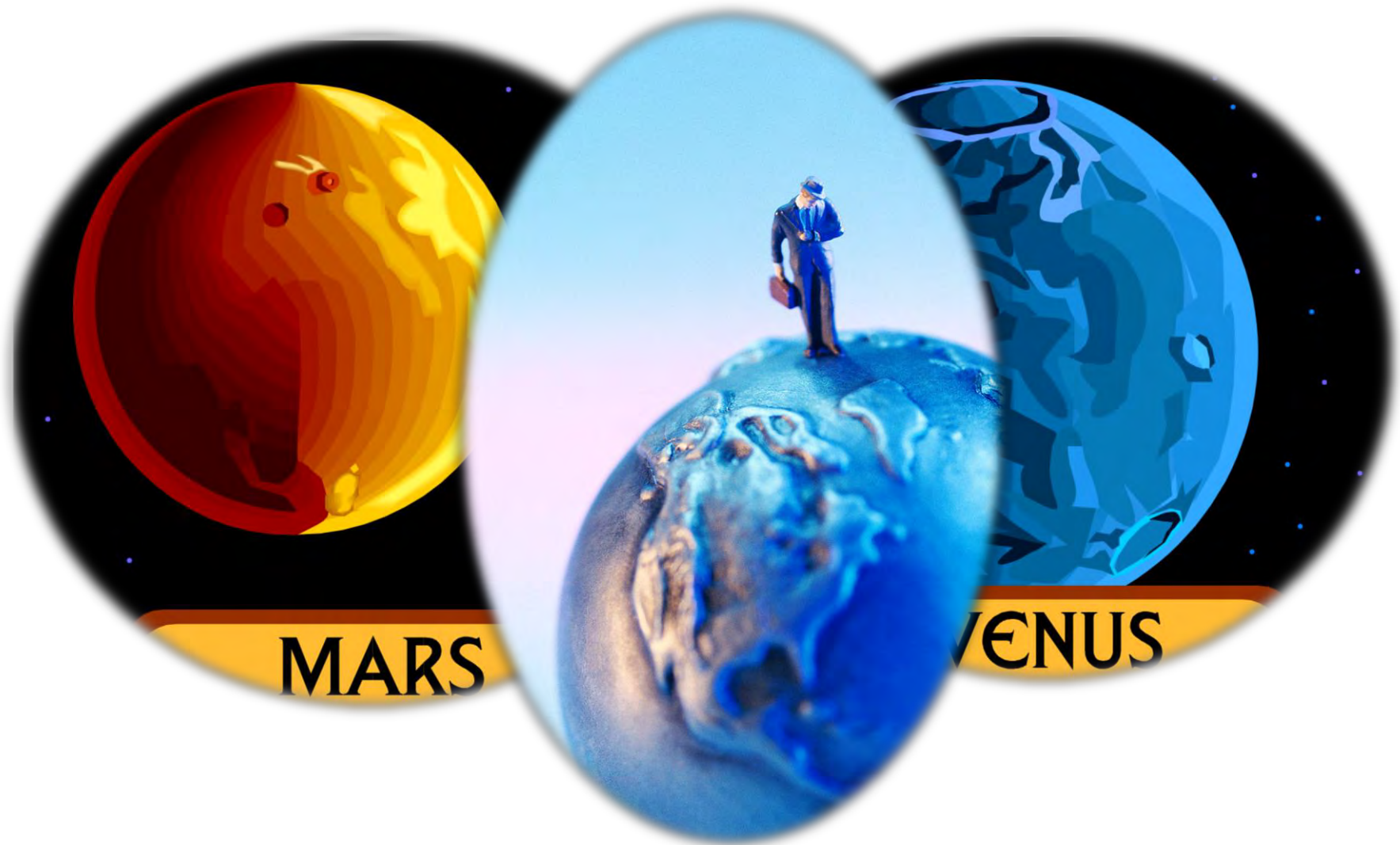
- The January 2014 [Short-Term Energy Outlook](#), US Energy Information Administration's first detailed reveal of what it sees coming for 2015, shows **residential electricity consumption declining 1.1 percent this year** and another 0.4 percent next year.
- Adam Sieminski, EIA administrator, credited efficiency improvements to **appliances and lighting** as a factor slowing growth in electricity use.

SHE-ECONOMY

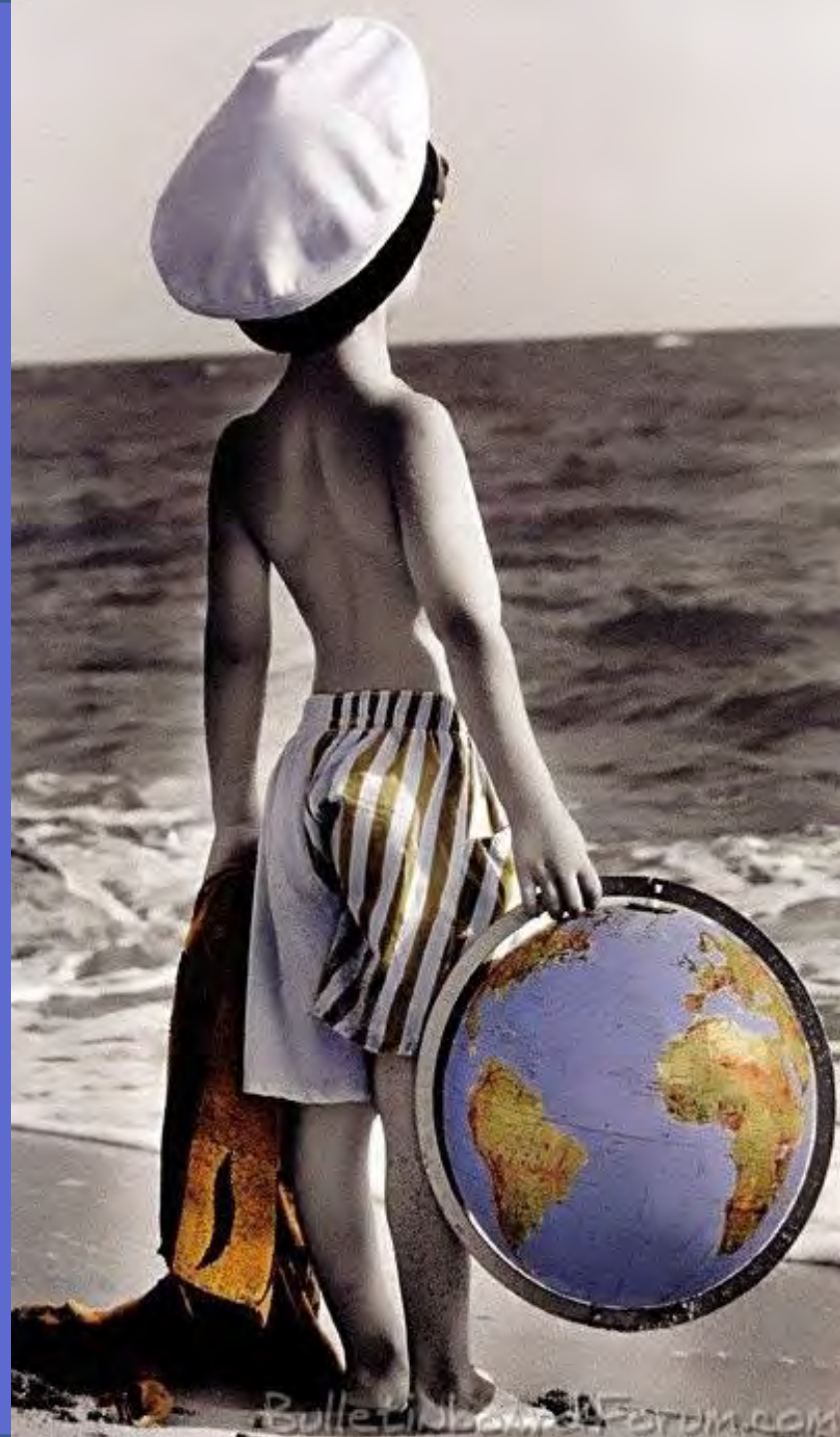
- Makes/influence 85% purchasing decisions
- Influence 80% home buying decisions
- Warren Buffet is Bullish... on Women



- Sources: Nations Building News 2-22-10, Fortune Magazine 5-2-13



Only 9% of women believe they are marketed to effectively (Insights in Marketing “Getting Women to Buy” ebook)







15 million readers



Appliances, Lighting

TECH SUPPORT

LED Lighting

New LED bulbs can be made in an astonishing variety of sizes. The result? Designs that are innovative, sculptural, and sleek.

WRITTEN BY STEPHEN TREFFINGER

1. LED Chandelier, \$4,750. group-two.com.

2. Clamp Table Lamp, \$350. pablodesigns.com.

3. Circa Table Lamp, \$450. pablodesigns.com.

4. 2x4 Pendant, \$280. alexallenstudio.com.

5. S7 Lamp, \$540. structures.me.

6. Raimond Pendant by Moooi, from \$1,856. olighting.com.

7. Goldman Table Lamps, \$495 each. usa.fos.com.

8. Softblock Modular System, from \$450. molodesign.com.

BRIGHT IDEAS
LED bulbs last up to 10 times longer than compact fluorescents, and more than 20 times longer than incandescents.

Decorating, Cleaning, Organizing



TOP 1,000 Websites for Women

- 1-12: Google, Facebook, YouTube, Twitter, Yahoo, LinkedIn, Ebay, Amazon, Pinterest
- 275: Houzz
- 559: Real Simple
- 671: Martha Stewart
- 756: Better Homes & Gardens
- 902: HGTV
- 982: www.Apartmenttherapy.com



Search > share > shop
> news/blog > create > ask >
be entertained > travel > food >
home (Decorating > improvement)


What Do They Talk About?

Top 10 Categories on Pinterest

1. Home (17.2%)
2. Arts and Crafts (12.4%)
3. Style/Fashion (11.7%)
4. Food (10.5%)
5. Inspiration/Education (9.0%)
6. Holidays/Seasonal (3.9%)
7. Humor (2.1%)
8. Products (2.1%)
9. Travel (1.9%)
10. Kids (1.8%)

10 Most Popular Board Names on Pinterest

1. For the Home (3.15%)
2. My Style (1.97%)
3. Products I Love (1.86%)
4. Books Worth Reading (1.68%)
5. Food (1.23%)
6. Favorite Places & Spaces (1.00%)
7. Recipes (0.75%)
8. Craft Ideas (0.74%)
9. Christmas (0.72%)
10. Crafts (0.65%)

Search 

Pinterest



Popular



Everything



Gifts



Videos



Animals



Architecture



Cars & Motorcycles



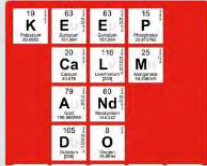
Celebrities



DIY & Crafts



Design



Education



Food & Drink



Gardening



Geek



Hair & Beauty



History




Humor

Home Decor




Frame your living room fireplace with built-in seating

 **Elena MC**
Casa, decoración y ayuda



Saarinen tulip side table

👍 5 🍷 1

 **Holly**
A place to call HOME



Amazing Do It Yourself Home Ideas – 16 Pics | Abusement Park Nation Abusement Park Nation

👍 12

 **Steph Gatten**
Dream House



for taking off in the bathroom. no more leaving your ring on the counter. it would always have a place. would make a great bridal gift.


 **Charity Rentie**
Home is where the heart is




Lace display, love ~❤️

👍 36 🍷 5 🗨️ 1

 **user**
Λνθιρεσηλ Ribbon, face, Ruffles...

 **Penny Clark**
nice

 Add a comment...



Houzz is the new way to design your home.

Sign

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- Contractor Tips
- Working With Pros
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- Disaster Recovery

Green Building 117 Ideabooks



DON'T MISS: Thanksgiving Holiday House Handmade Gifts Deck the Halls Newsletters



Ideas for November

We'll help you prepare your home for the holiday and cooler weather with easy-to-do tips. Toasty Fireplaces Fall Door Decor

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Sponsored Content: 8 Ways to Save on Your Cold Weather Heating Bill

These moves will help you conserve energy and reduce heating costs.

37 Pin It 5 Tweet 4 +1 5 0 Email Print Save

Did you know that maintaining your home's temperature uses more energy than all of the other systems in your house combined? It accounts for about 54 percent of your utility bills, according to the U.S. Department of Energy. Clean, efficient natural gas offers a good value, in some cases at half the cost of heating systems fueled by propane or oil. Clearly, switching to natural gas makes sound sense—and it may be easier than you think. Call your local utility company and ask what's needed. It might take as little as four to six weeks to convert to natural gas.



ANGA

Consider the following steps, too. Along with a switch to natural gas, they'll help you save.

- 1. The chill is on.**
Installing an energy efficient natural gas furnace can save money because it uses less energy to heat the air compared to electricity, so you can keep your thermostat where you want it without guilt. Natural gas itself is less expensive than oil or electricity.
- 2. Let in the light.**
Open drapes, blinds, and shades on sunny days. At night, close them for insulation to limit the amount of heat that escapes.
- 3. Fall back.**

Easy Energy Savers

- Move furniture away from air vents
- Wash in cold water
- Close/open blinds
- Hang clothes to dry
- Unplug electronics
- Lower setting on water heater/thermostat

Some Cost

- Seal attic and ceiling
- Seal leaks at electrical outlets
- High performance shower heads
- Swap out light bulbs
- Clean filters and service HVAC equipment yearly
- Automatic door closures on storm doors

LONG-TERM INVESTMENT

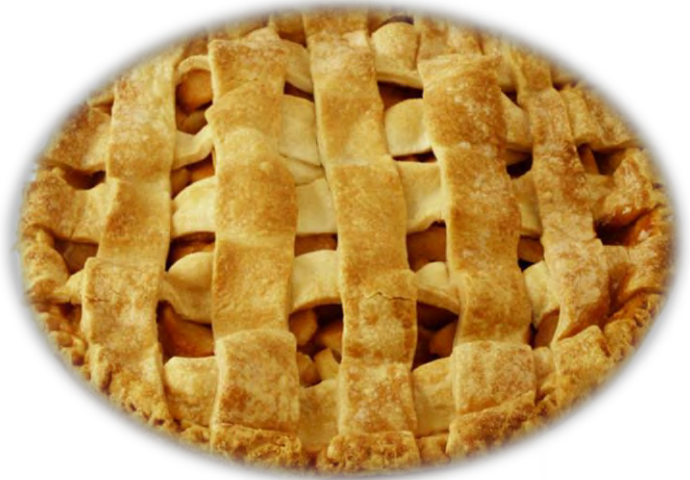
- Solar
- Replace single pane windows
- Replace HVAC older than 10 years

Energy Thru Eyes of Women's Media

- Most Frequent = lighting, appliances
- Energy solutions are not found in headings
- Energy information requires “search”
- “Energy Savings” > “Energy Efficiency”
- More complex ideas need exact search words
 - “Energy audit”
 - “Home performance assessment”
 - “Insulation”

“COMFORT”



NO

- **Air sealing of windows, walls, foundations**
- **Insulation outside of attics**
- **Bulk water/vapor management**
- **Ice dams**
- **Window condensation**
- **Drafty rooms**
- **Occupant ventilation**
- **Systems thinking**

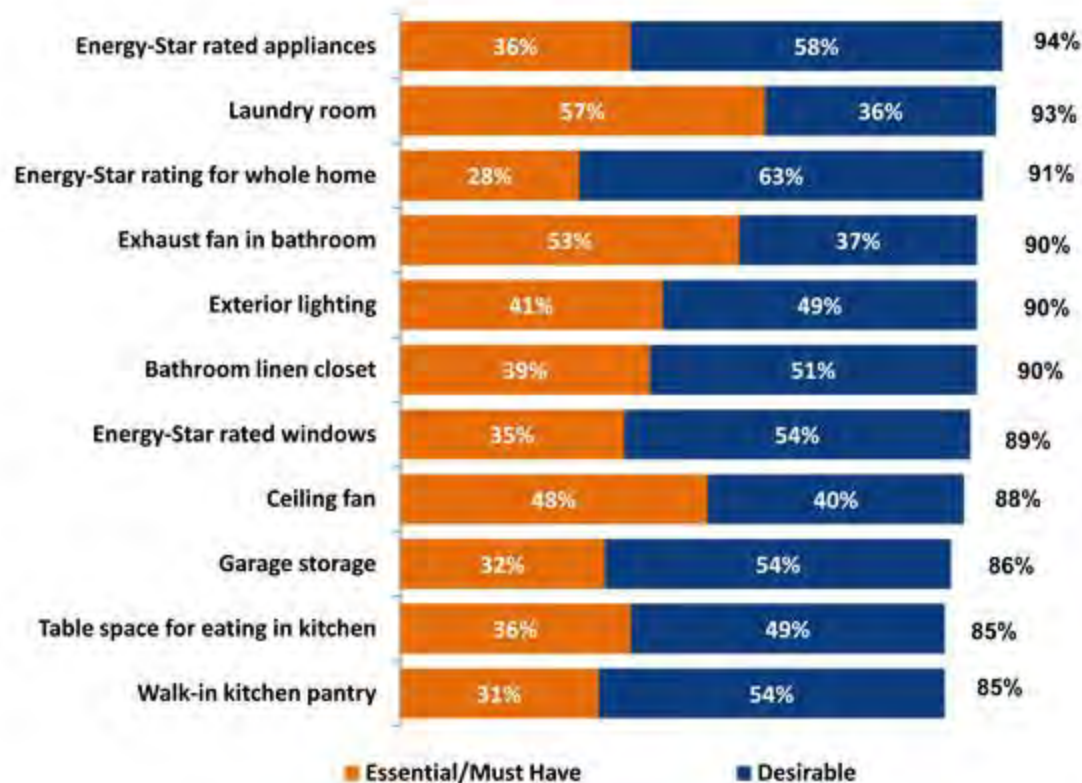


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“What Home Buyers Really Want” – NAHB 5/1/13

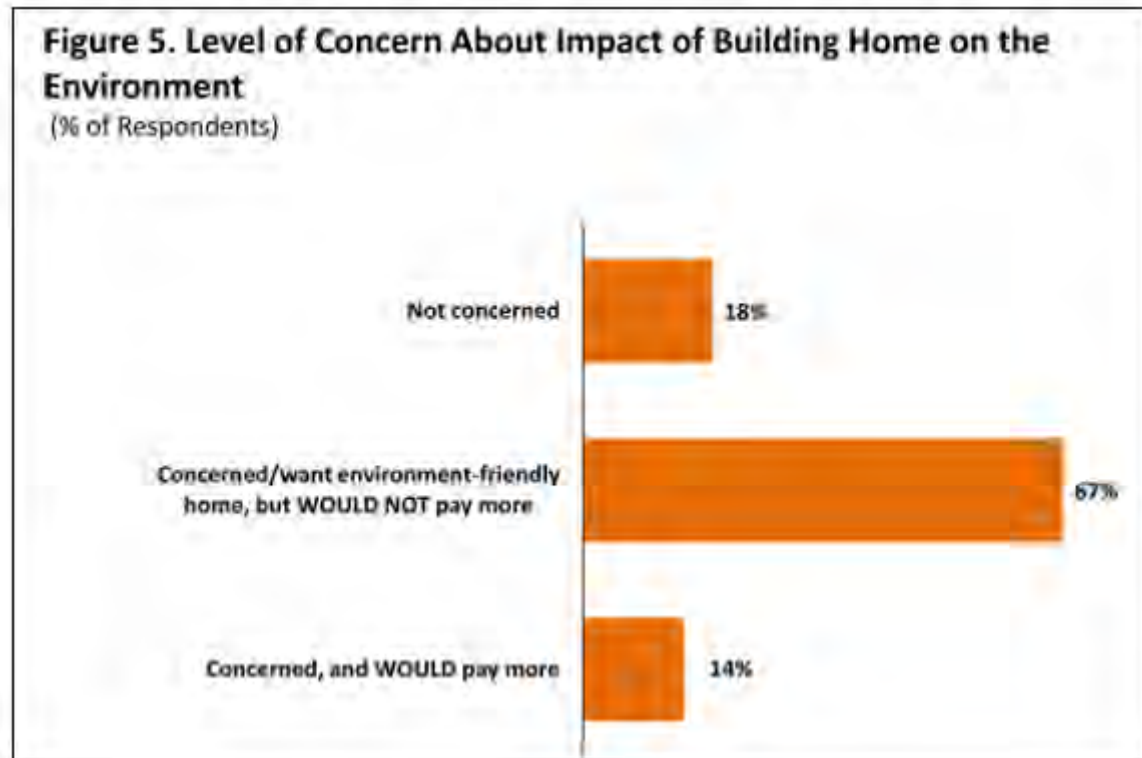
Figure 1. The Most Wanted List
(% of Respondents)



STORAGE/ORGANIZATION & ENERGY-RELATED SOLUTIONS

“What Home Buyers Really Want” –

NAHB 5/1/13



“What Home Buyers Really Want” –

NAHB 5/1/13

- Yet buyers do want to know about a home’s projected utility costs...In fact, **77 percent** agree or strongly agree that **“knowing the projected utility costs of a home is important,”** ... **71 percent** agree they **“would prefer to buy a home from a builder that provides home energy ratings.”**
- Home buyers report being **willing to pay an additional average of \$7,095** in the up-front price of a home if that saved them \$1,000 annually in utility costs.



“Effective Green Messaging for New Homes” – Home Innovation Labs 9/6/12

- “...this study concluded that the vast majority of homebuyers believe that **buying a green home is the right thing**, even if they do not readily associate it with its primary benefits.”
- “...add language that helps validate the potential homebuyer’s self image of being a “do the right thing” kind of person.”

“What Women – the Largest Group of Home Purchasing Influencers – Want in Home” – NAHB Nations Building News 5-13-10

- 72 % of all women conduct research prior to making major decision
- Looking for interactive business websites
- Seek social networks for credible opinions

SUCCESS!





“Green Home Features Should Appeal to what Women Want” – NAHB Nation’s Building News 2-22-2010

- Lower home operating costs
- Increased comfort
- Improved indoor quality
- Enhanced durability and less maintenance



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Connect Energy Solutions to Familiar Ideas and Desires

- Beautiful homes
- Clean/Organized homes
- Lighting
- Appliances
- Healthy families
- Healthy planet
- Less debt

1 Step At A Time

Avoid “Choice Overload” = too many options can lead to inaction

<http://mn.gov/commerce/energy/topics/resources/Newsletters/Conservation-Improvement-Program/2013-CIP-News/November-2013/emphasizing-options-energy.jsp>



SHOW & SELL

We will make your home
energy efficient

- Lighting
- Appliances
- Water saving fixtures
- Fireplace inserts



Energy solutions

= improved standard of living

- Healthy families: CO, mold,
- Healthy planet
- Less debt
- Green MLS



Energy Solutions can
add space for organization

- Smaller HVAC
- Removal of chimneys



“Freedom from debt”

Low energy bills

Reduced maintenance



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BE/HIRE CREDENTIALIAED PROFESSIONALS

Home buyers see value in professional designations, as more than 70 percent agree that *contractors with specialized designations are “more professional and credible,”* “provide better quality work and craftsmanship,” “provide better service levels,” and are “more reliable”.

NAHB “What Buyers Want”:

<http://www.nahb.org/generic.aspx?genericContentID=206669>

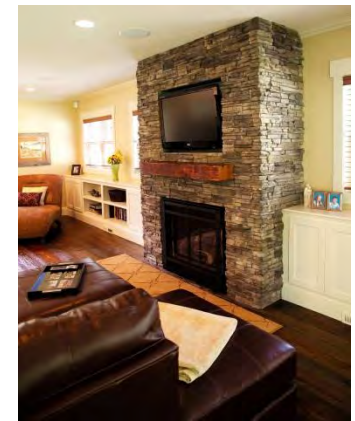


BE/HIRE CREDENTIALALED PROFESSIONALS

- Utility partners for rebate redemption

BE/HIRE CREDENTIALIAED PROFESSIONALS

- Certified energy professionals
 - Specialist (versus general practitioner) with diagnostic tools
 - Targeted solutions
 - Subsidized costs
 - Predicted energy savings
 - Access to specialized loans
 - HERS scores for Green MLS



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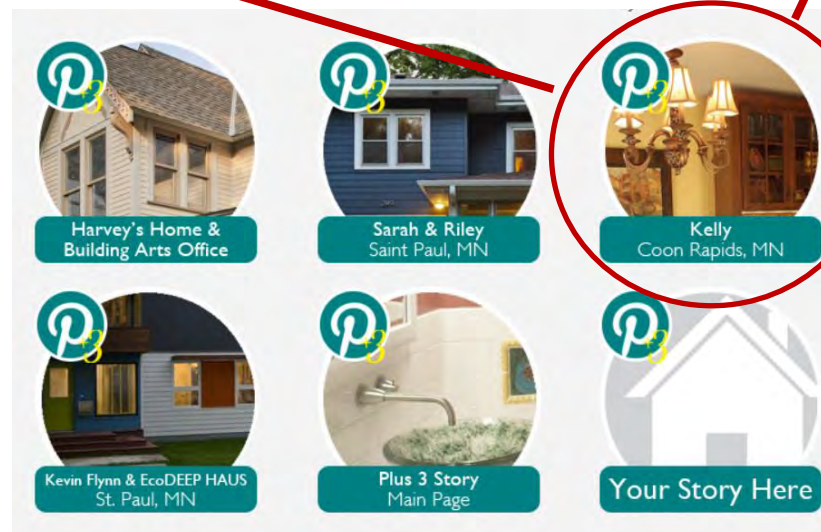
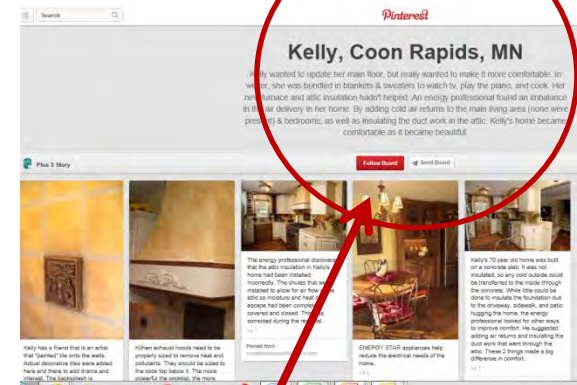
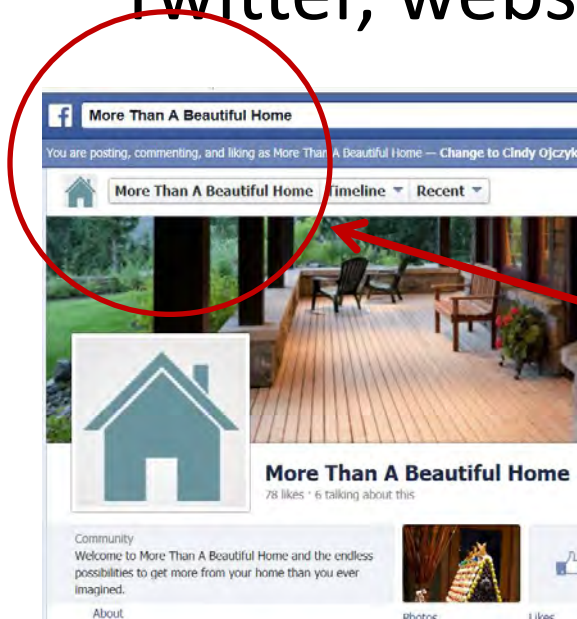
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USE FINANCIAL REWARDS

- What is the difference between a beautiful project and a beautiful project with energy solutions?
- Money: rebates, tax credits, subsidized energy audits
- Green MLS – MN, Western WI
 - HERS score
 - Green certification

USE SOCIAL REWARDS

- Acknowledge them on Facebook, Pinterest, Twitter, website



Sell Energy Effectively

- Understand that women know energy differently
- Draw them in thru beauty
- Keep them interested with the familiar
- Don't overwhelm
- Sell with images and words
- Reward

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