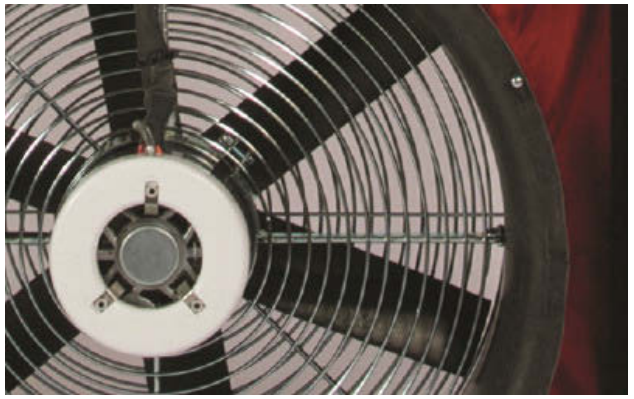
Home Performance Business Models



TEC™
The Energy Conservatory

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In accordance with the Department of Labor and Industry's statute 326.0981, Subd. 11,

"This educational offering is recognized by the Minnesota Department of Labor and Industry as satisfying **1.5 hour** of credit toward **Building Official and Residential Contractors** continuing education requirements."

For additional continuing education approvals, please see your credit tracking card.

Agenda

- What is Home Performance?
- Advantages to the Home Performance Approach
- Possible Home Performance Models

What is Home Performance?

- Making a building safe, comfortable, durable and efficient
- Sounds simple, but it gets complicated

Cause and Effect

- Tightening homes can lead to IAQ problems.
- Insulating without air sealing can lead to durability issues
- Furnace humidifiers can lead to attic frost issues
- Adding a ventilation system to a home may not solve moisture issues
- Installing new windows may not solve energy and comfort issues
- Proper insulation and air sealing may not solve energy and comfort issues
- Changing out a furnace and updating ductwork may not solve energy and comfort issues.

Applied Building Science

- Improvements include:
  - Health and Safety
  - Building Durability
  - Humidity / Moisture / IAQ
  - Comfort
  - Energy Efficiency

Services for Existing Homes

- HVAC servicing and replacement
- Ductwork renovations / solutions
- Insulation and air sealing
- Controlled ventilation

The Process

- Homeowner interview
- Overall visual inspection
- Determine which tests to do (Test In)
- Write a work scope based on findings
- Sign a contract
- Complete work
- Test Out to measure improvements and verify safety

Advantages to the Home Performance Approach

- Solving problems often requires taking the ***house as a system*** approach
- Comfort often requires insulation, air sealing, ***and*** delivering enough heat / AC to a room
- This often requires multiple trades and having these multiple trades under your company umbrella makes this easier

Possible Home Performance Models

- Home Performance Technician
  - Technician does assessment and writes the work scope
  - The tech sells the job to the homeowner
  - Work is assigned to contractors with a markup
  - Test Out performed to assess compliance

Possible Home Performance Models

- One trade subcontracts to another
  - Insulation contractor subcontracts the HVAC work
  - HVAC contractor subcontracts the insulation and air sealing
  - Either may subcontract to a Home Performance consultant

Possible Home Performance Models

- All employees under one company
  - Getting process in place
  - Getting employees in place
  - Requires buy in from all employees
  - Requires a lot of training / conferences
  - Workers have a sense of pride because that better understand these interactions
  - This leads to loyalty and better employee retention

Questions?

Thank you

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