Connecting Contractors & Customers: Impact on Program Success

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David Wolpa, EnergySavvy
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The Program
In the beginning

Marketing
Website Landing Page
Rebate Reservation Requests

Provided users with program information and contractor list
Google Analytics are great but...

- Didn’t know if they were interested in the program or not?
- Didn’t know if they were connecting with contractors...
- Had no way of asking them – no lead capture
- Didn’t know if changes to the website were having a positive or negative impact
Enter – EnergySavvy

- Provided users with a fun quiz that estimated their home’s potential energy savings
Enter – EnergySavvy

• Captured User Contact Information
Enter – EnergySavvy

- Allowed users to select a contractor from the approved list to contact them

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**Advanced Home Energy**

- Areas served: Entire Bay Area
- approved for 2-4 unit buildings
- References available: Yes
- Additional Languages: Spanish
- Phone: 510-540-4860
- Email: AHE@AdvancedHomeEnergy.com
- Website: http://www.AdvancedHomeEnergy.com/

Advanced Home Energy pioneered the building performance contractor approach in the San Francisco Bay Area. As a BPI Accredited Contractor, our specialty is home energy efficiency. We view your whole house as an interconnected system. We offer initial energy assessments and any and all types of energy retrofit services that your reduce their utility bills, increase their comfort level and reduce your carbon footprint. These include green insulation installation, high quality HVAC and duct work, energy efficient windows replacement, solar installation and more. We strive to achieve real comfort and energy savings in every home we work on.

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**Ultimate Home Performance**

- Areas served: Entire Bay Area
- References available: Yes
- Additional Languages: Spanish
- Phone: 510-908-1212
- Email: info@ultimatehomeperformance.com

Ultimate Home Performance is an adventure of husband and wife, Bach and Amanda Bruno. Our company philosophy is to provide excellent customer service and to achieve real change through high quality home performance upgrades. We are excited to be a part of the Energy Upgrade California - San Francisco program and look forward to serving you. As a building performance specialist, we take a whole-house approach. This means we look at all the systems in your house and how they interact with each other. We treat all the home’s elements, from building shell to mechanical systems, as related pieces of one big puzzle. With an energy upgrade, you will experience greater comfort, reduced energy costs, improved indoor air quality and a reduction of your carbon footprint.
Enter – EnergySavvy

- Provided us with detailed analytics
90% completion...

...But only 26% conversion to action
Choice is good, right?

Choice can overwhelm, lead to inaction
Please fill out the form to get connected to an approved contractor who will reach out to discuss your project options with you.

* All Fields Required
First name
Last name
Email
Phone
Zip

How important is the cost of home upgrades?
- I want the greatest possible efficiency and comfort for my house
- I value efficiency but want to spend the least out of pocket

What's on your mind? (Optional)
Tell us about your project needs.

Next step: Your energy profile and contact information will be sent to approved contractors who will reach out to discuss your project options with you.

Optionally, you may select a specific contractor to contact you. The contractor you select will receive a copy of your energy profile.
“The leads have definitely been more qualified starting around November 2012 [when the changes were made], meaning more leads being converted to tests, and genuinely interested in considering retrofit work.”

- Tom DiCanida, SDI Insulations
Don’t do this

Home Performance with ENERGY STAR contractors

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone number</th>
<th>Counties served</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/C Smart</td>
<td>(480) 507-8888</td>
<td>Maricopa</td>
</tr>
<tr>
<td>AAA Cooling Specialists</td>
<td>480-481-0000</td>
<td>Maricopa</td>
</tr>
<tr>
<td>Absolute Zero</td>
<td>(602) 867-1275</td>
<td>Maricopa</td>
</tr>
<tr>
<td>Advantage Home Performance</td>
<td>(623) 939-3329</td>
<td>Maricopa</td>
</tr>
<tr>
<td>AE3Q - Advanced Energy Efficiency and Environmental Quality</td>
<td>(480) 446-7900</td>
<td>Maricopa and Pinal</td>
</tr>
<tr>
<td>American Structures Inc.</td>
<td>(602) 799-4007</td>
<td>Maricopa and Pinal</td>
</tr>
<tr>
<td>Arizona Energy Management and Remodel, LLC</td>
<td>(602) 595-6667</td>
<td>Maricopa</td>
</tr>
<tr>
<td>Arizona Energy Pros, Inc.</td>
<td>(602) 863-6900</td>
<td>Maricopa and Pinal</td>
</tr>
<tr>
<td>Arizona Going Green</td>
<td>(480) 768-7634</td>
<td>Maricopa and Pinal</td>
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</tbody>
</table>
Drum Roll (again)...

Conversion Rate

<table>
<thead>
<tr>
<th>Big List</th>
<th>Limited Choice</th>
<th>Blind Round Robin</th>
</tr>
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<tbody>
<tr>
<td>~0.70%</td>
<td>26%</td>
<td>36%</td>
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What does this mean for you

• More customer leads

• Can augment:
  – Big contractor list
  – Or more sophisticated approaches

• Legal liability considerations
Thanks!

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