

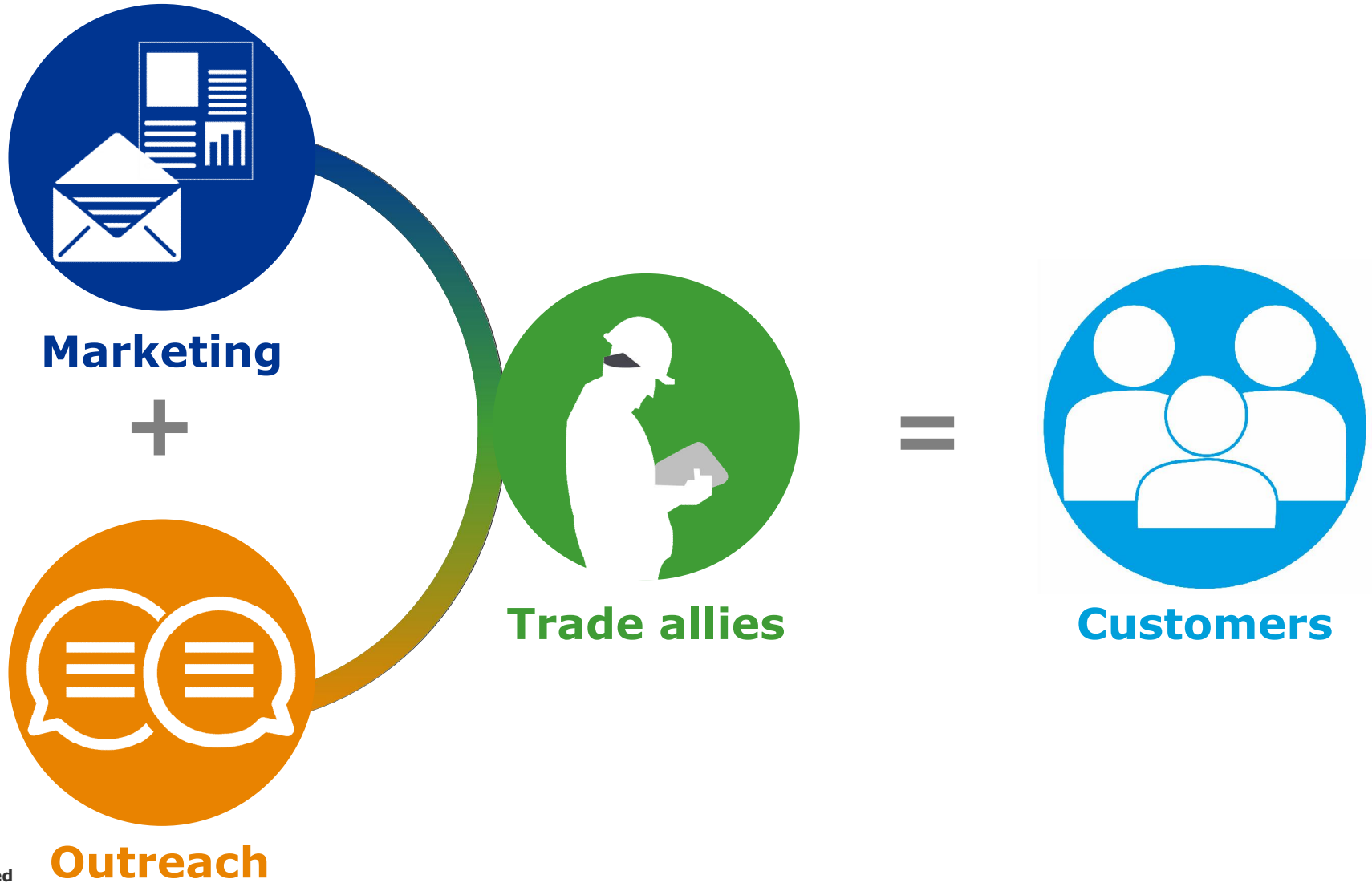


Influencing Small Contractor Behavior

Karen Maoz

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Contractor management



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Who are these contractors?



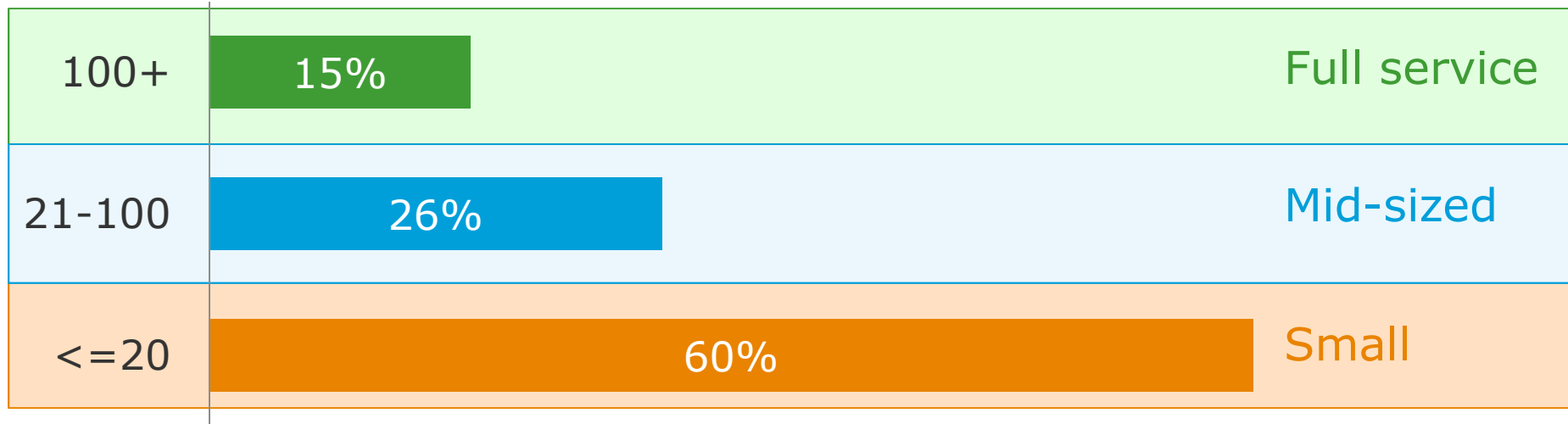
Customers don't understand the value of energy efficiency



Customers have cash flow constraints, need financing

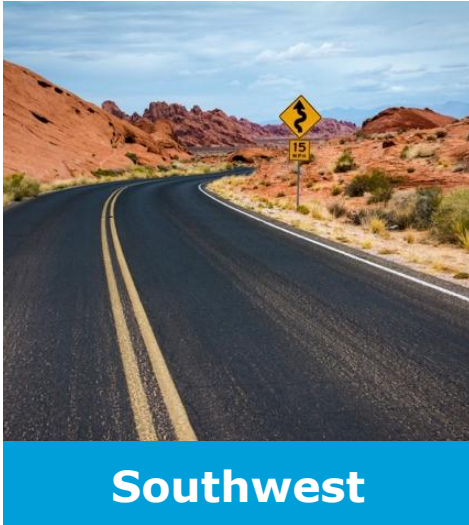


Trade Allies find it difficult to get in front of the right decision makers



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Small contractor case studies



10
employees

Few million
dollars
revenue a
year

85-100% of
the work is
energy
efficiency
projects

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Challenges

Finding customers,
qualified employees



Cash flow



Dealing with
start/stop
(seasonality)



Difficult in researching
eligible equipment
options



What works well

Incentives

Relationship with program staff

Marketing collateral and education support

Financial (get paid in timely manner by program)

Having a niche within SMB (lighting, exterior lighting, refrigeration)

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Thank you
Take care of and understand the contractors

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SAFER, SMARTER, GREENER

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