Influencing Small Contractor Behavior

Karen Maoz
Contractor management

Marketing + Outreach = Trade allies = Customers
### Who are these contractors?

#### Cross-program Trade Ally survey results: Program year 2015

<table>
<thead>
<tr>
<th>Contractor Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>100+</td>
<td>15%</td>
</tr>
<tr>
<td>21-100</td>
<td>26%</td>
</tr>
<tr>
<td>&lt;=20</td>
<td>60%</td>
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</tbody>
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**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**
Small contractor case studies

Southwest

10 employees

Few million dollars revenue a year

Midwest

California

85-100% of the work is energy efficiency projects
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)
Thank you
Take care of and understand the contractors

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