

Making Green Pay

Maximizing Returns, Results and Value





energy efficiency
has become inefficient.



How much does it cost to plan and score an energy efficient project?

a) \$50

b) \$500

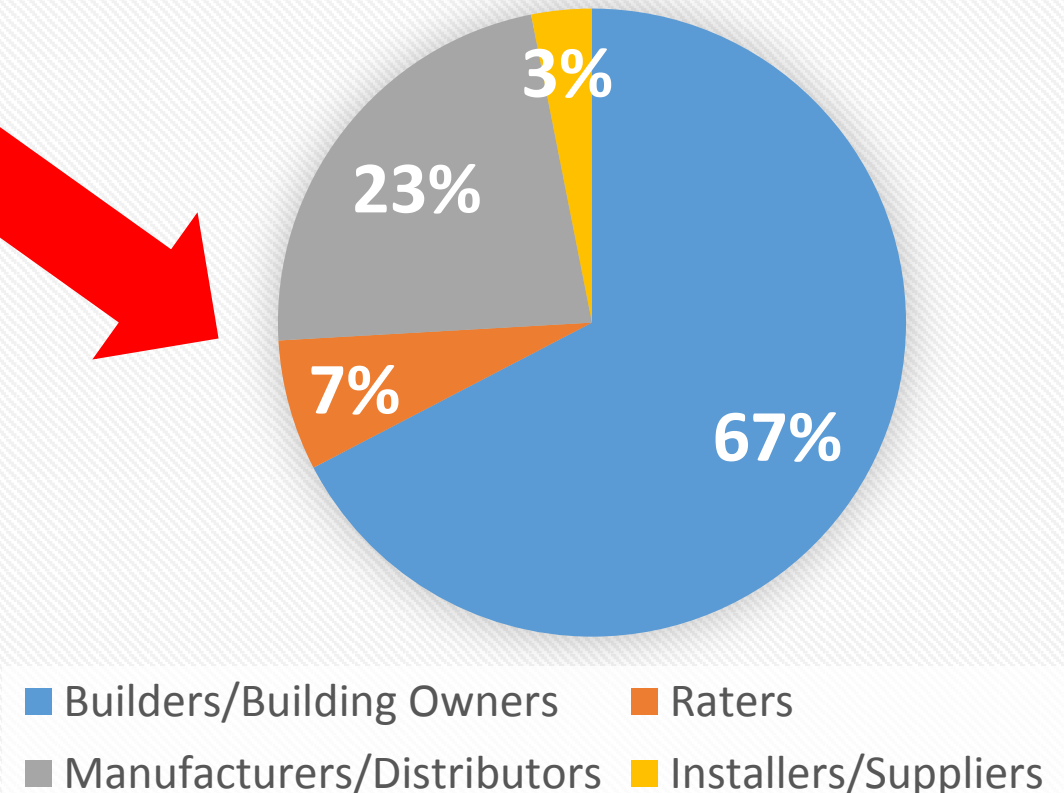
c) \$5,000

Is it any wonder so few
builders and
homeowners participate
in the process?

Why should the rating community care?

- Raters are bearing 7% of the total cost of inefficiency, but have the most knowledge to improve things for all.
- Profitability on each job is impacted.
- Opportunities for new business can not produce the desired financial outcomes until this problem is fixed!
- Influencing the marketplace is limited.

Green Building
Incremental Process Cost



Why is it so expensive & who pays?



Builders

- Product research
- Coordinating the build
- Organizing the handoff
- Support / Warranty



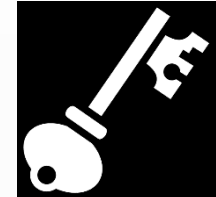
Energy Raters

- Data entry
- Producing the model
- Repeat Visits/Inspect
- Reporting



Manufacturers

- Educating builders on product specs
- Negotiation of Price
- Handling warranty
- Support



Consumers

- Paying for additional inspections
- Training on systems
- Failing to maintain
- Lost work for warranty

A Day in the Life...

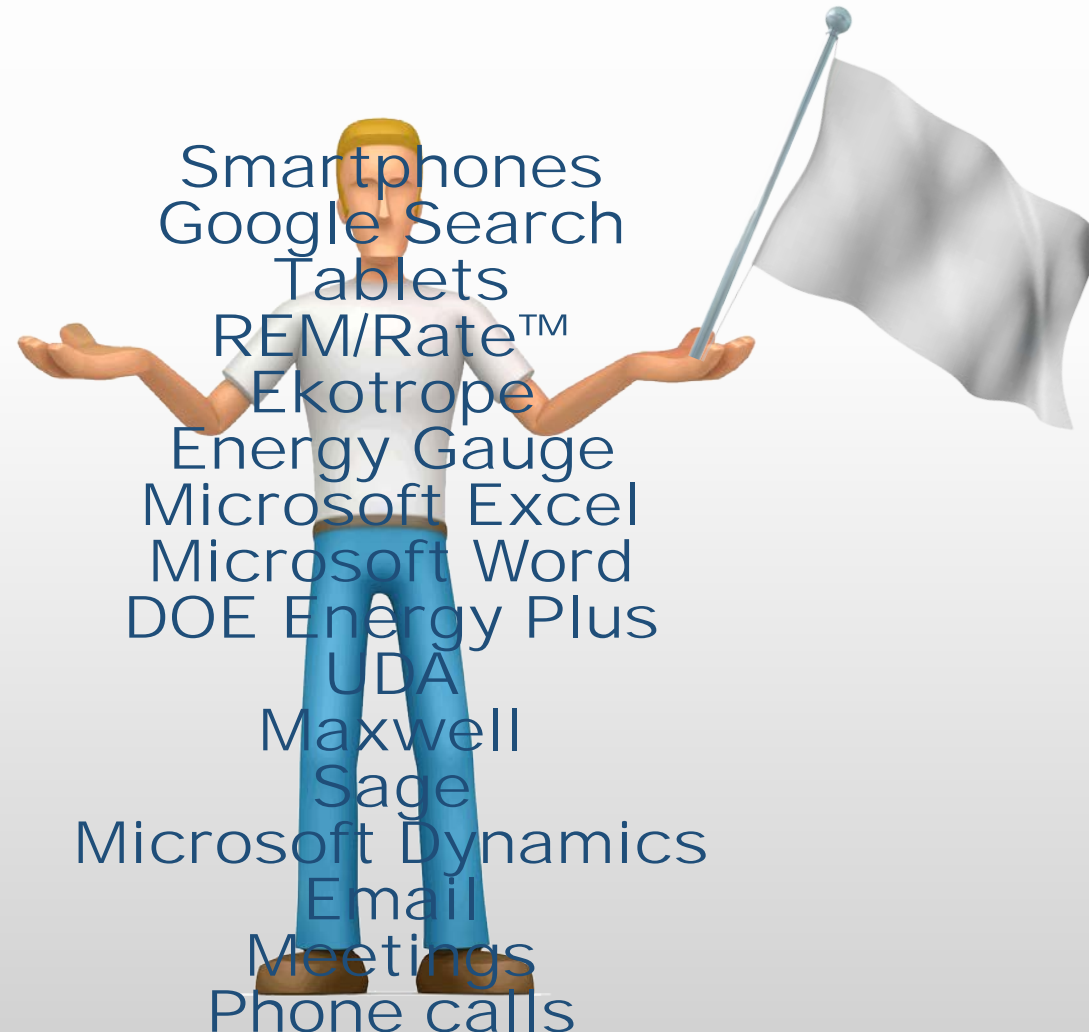


**A documentary based on our latest
job.**



**"What new technology
does is create
opportunities to do a job
that customers want
done." -- *Tim O'Reilly.***

What tools are available?



10 Things You Can Do to Make Green Pay.

- #10. Energy Modeling.
- # 9. Offer Product Suggestions.
- # 8. Take Photos for Easy Verification.
- # 7. Verify Inventory of All Products in House.
- # 6. Simplify Data Collection for Builders.



10 Things You Can Do to Make Green Pay.

- # 1. Help Get Tax Incentives and Rebates.
- # 2. Compare Actual Performance.
- # 3. Collect Site Data During Warranty Period.
- # 4. Provide Reporting/Historical Data to Builder.
- # 5. Provide Green Addendum Appraisal Form.



What it means to those involved.



Energy Raters

- Time efficiency.
- Less repeat visits.
- Higher profit.
- More opportunity.
- Happy customers.

Faster, easier, less expensive- the easy wins...

- Use existing tools like sketchup to reduce effort
- Using something as simple as Google sheets takes the chore out of entering and re-entering data.
- Photo verification eliminates mistakes and return visits when the wrong serial number is entered or if there is a question regarding the installation.
- Online means accessible– in the office, on a tablet or smartphone– anywhere, anytime.
- Leave behind value / marketing materials with each rating



And why do we care?

- Because we are a builder in the home energy space.
- We have felt each of the pain points and the frustration that went with them and knew we could do better...

Introducing:



Pilot program
kicks off
June 2015!



Originally developed with the rater in mind

BuildHero™ addresses all the issues—

- Manufacturer database
- Easy data entry
- Photo verification
- Collaboration
- Market intelligence.
- Without disrupting your current workflow!



State of the Pilot so far...

- Several top builders
- A large energy rating organization
- Several Manufacturers
- Over 15,000 homes
- Associations like RESNET will get the results.



And you are invited!

Making Green Pay

- Whether you join our pilot or just take a few ideas to be better at what you do, we appreciate your hard work and excellence.
- If you have an interest in the pilot, go to www.buildhero.com to sign up or scan the QR code on the screen!



Questions?