

Hello!

Welcome to Marketing Opportunities for HERS Raters



Images in this presentation do not imply endorsement of me, this presentation or Balanced Comfort LLC

Who am I?

- * **Aaron Husak**
- * **Raised in Fresno, CA area**
- * **Graduated from CSU Long Beach**
 - * **Business Finance**
- * **2006 – 2009 - Sales & Marketing Mgmt**
 - * **Solar PV industry**
- * **2009 – 2011 - Co-Owner**
 - * **Anchors Aweigh Energy**
- * **2011 – Present - Owner**
 - * **Balanced Comfort LLC**

I approve
of this
Presentation!




Who am I?

Certified as:

- * HERS I & II Rater
- * BPI - Building Analyst & Multifamily
- * NCI – Air Balancing
- * Build it Green – Existing Multifamily Construction
- * Thermography Level 1



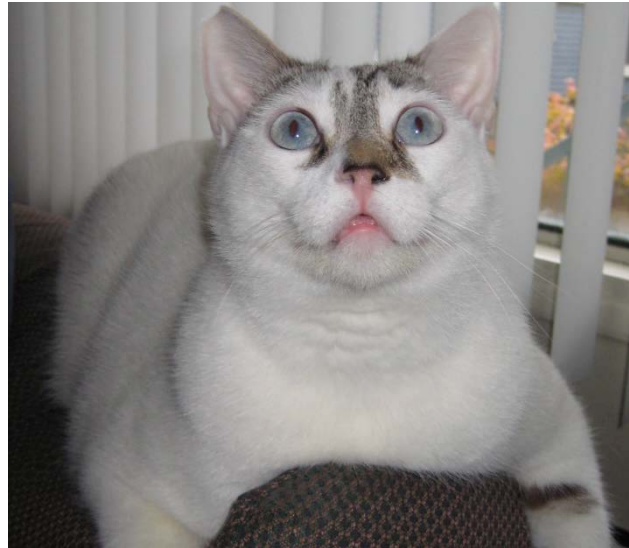
A still from the movie 'The Usual Suspects'. On the left, a man with grey hair, wearing a dark suit and tie, sits in a large, dark wooden chair. He is looking towards the right. A small white dog is sitting on his lap. On the right, a man with short, light-colored hair, wearing a light blue shirt, a dark striped tie, and a dark trench coat, stands behind a dark wooden desk. He is looking towards the man in the chair. The desk has a rotary telephone and some papers on it. The background consists of wood-paneled walls and a bookshelf.

**WHO ARE YOU AND HOW
DID YOU GET IN HERE?**

**I'M A LOCKSMITH, AND
I'M A LOCKSMITH.**

Summary of Presentation

- * Industry survey
- * Marketing opportunities for HERS raters
- * Additional certifications to use equipment you may already own
- * Other opportunities outside of HERS Ratings

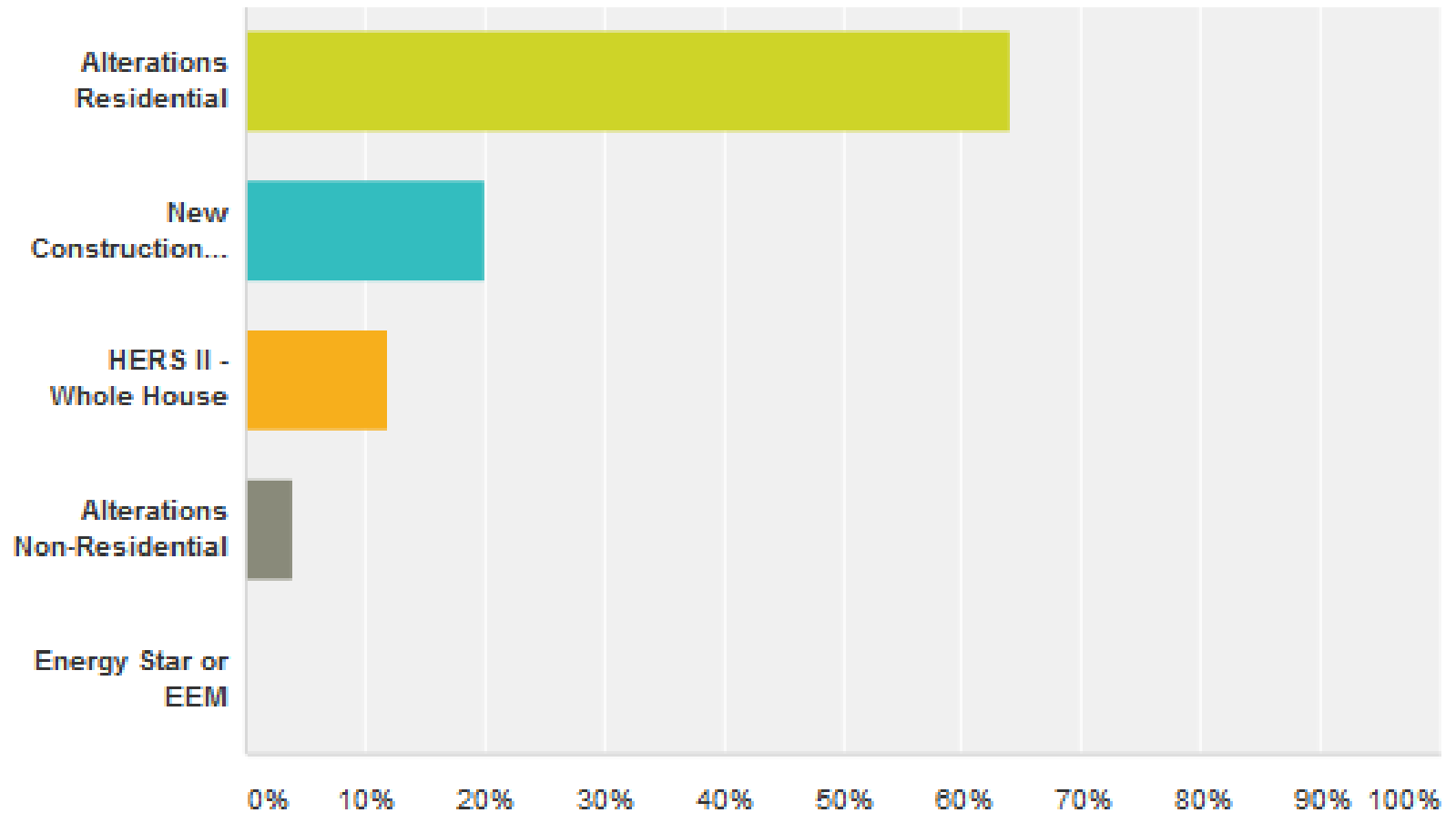


Industry Survey Results

- * 10 question survey sent to HERS raters in California
- * 25 respondents of ~150 who were emailed
- * HERS Raters were identified through CalCerts
- * Focused on raters with the whole house (HERS II) certification
- * BPI BA Certification was the most valuable after the HERS certification
- * Flow grid & Infrared Camera were used most other than Blower door and duct test

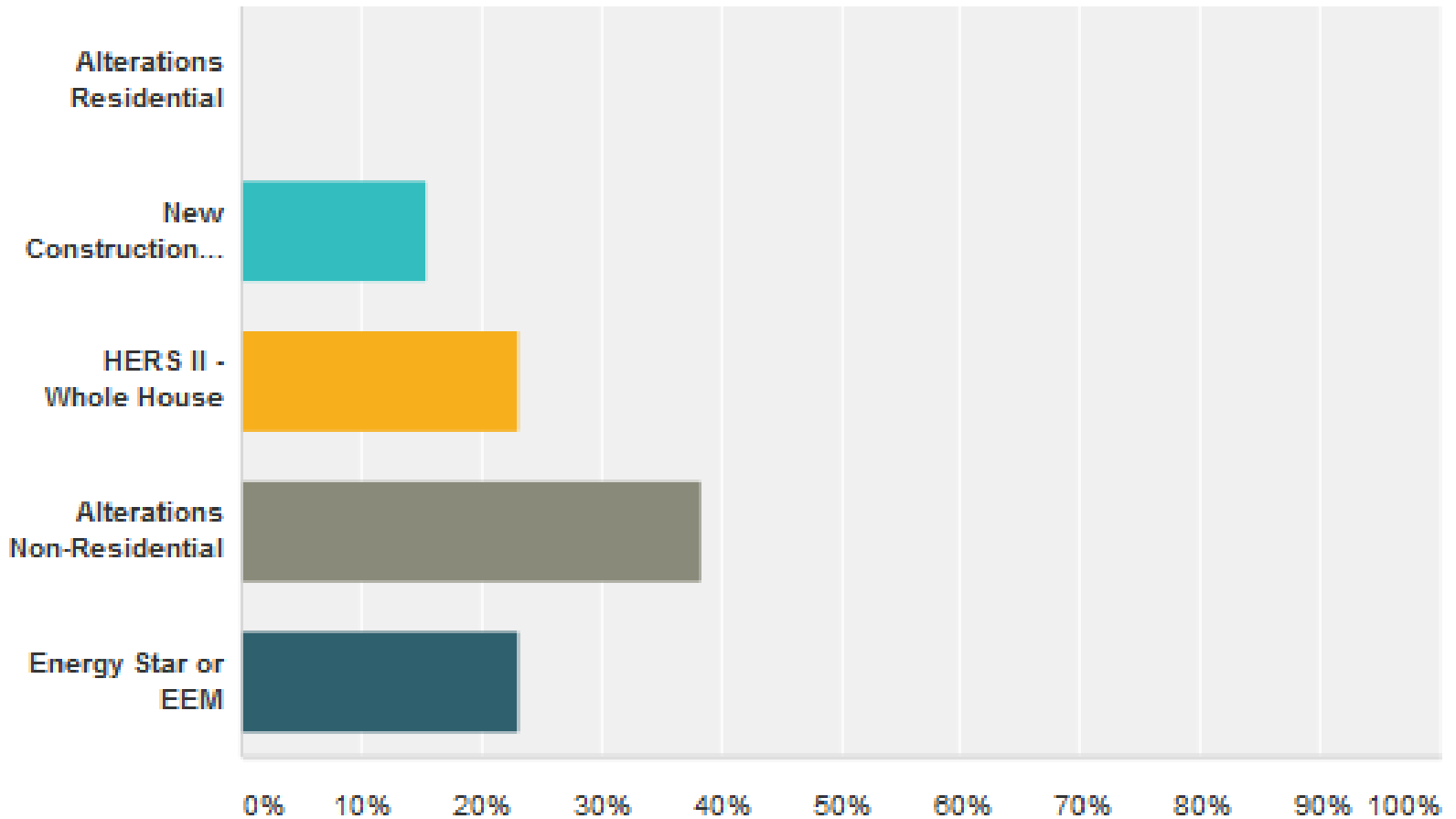
Which of your HERS certification has been the most valuable?

Answered: 25 Skipped: 0



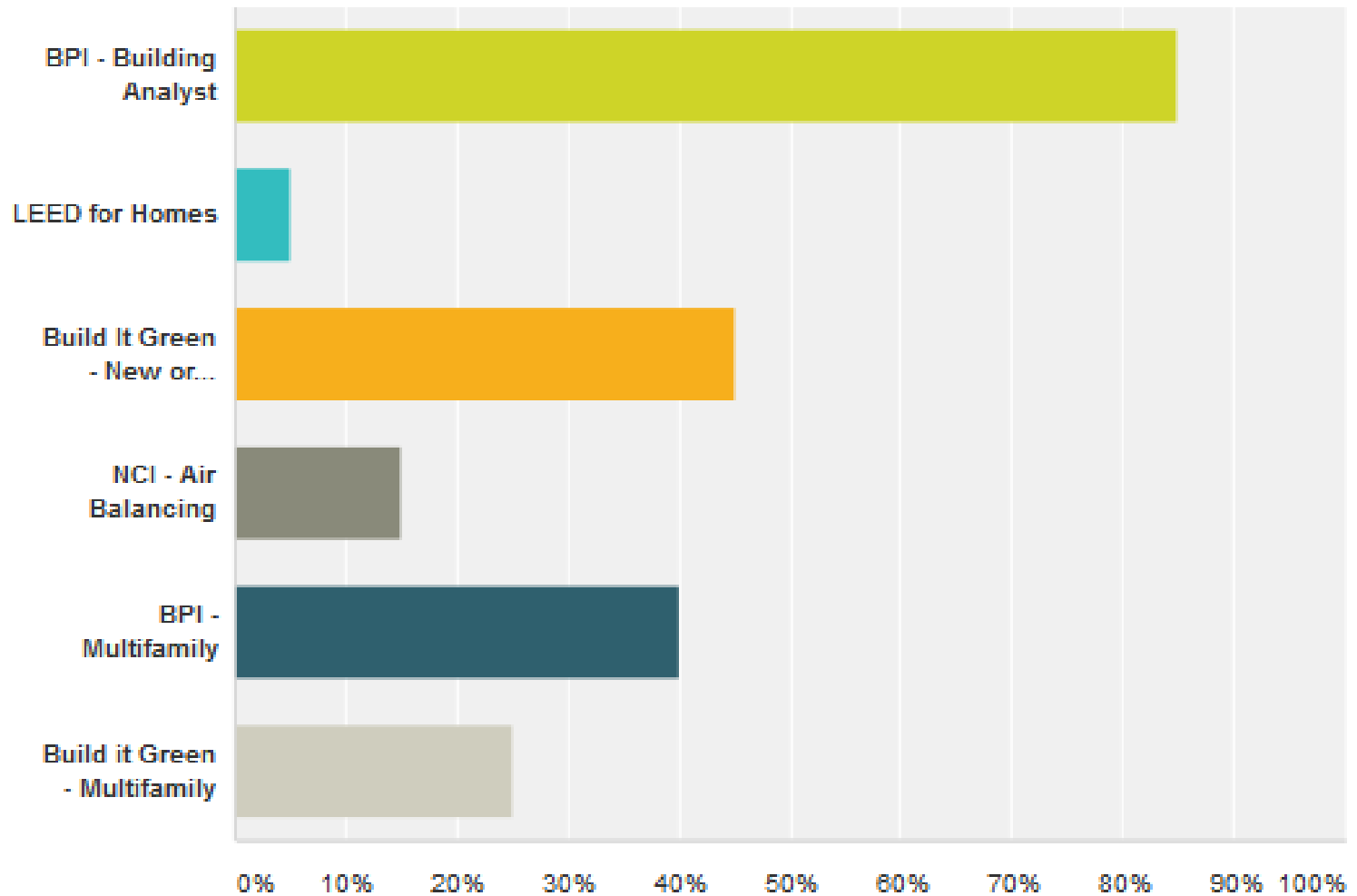
Which HERS certification would you like to obtain next?

Answered: 13 Skipped: 12



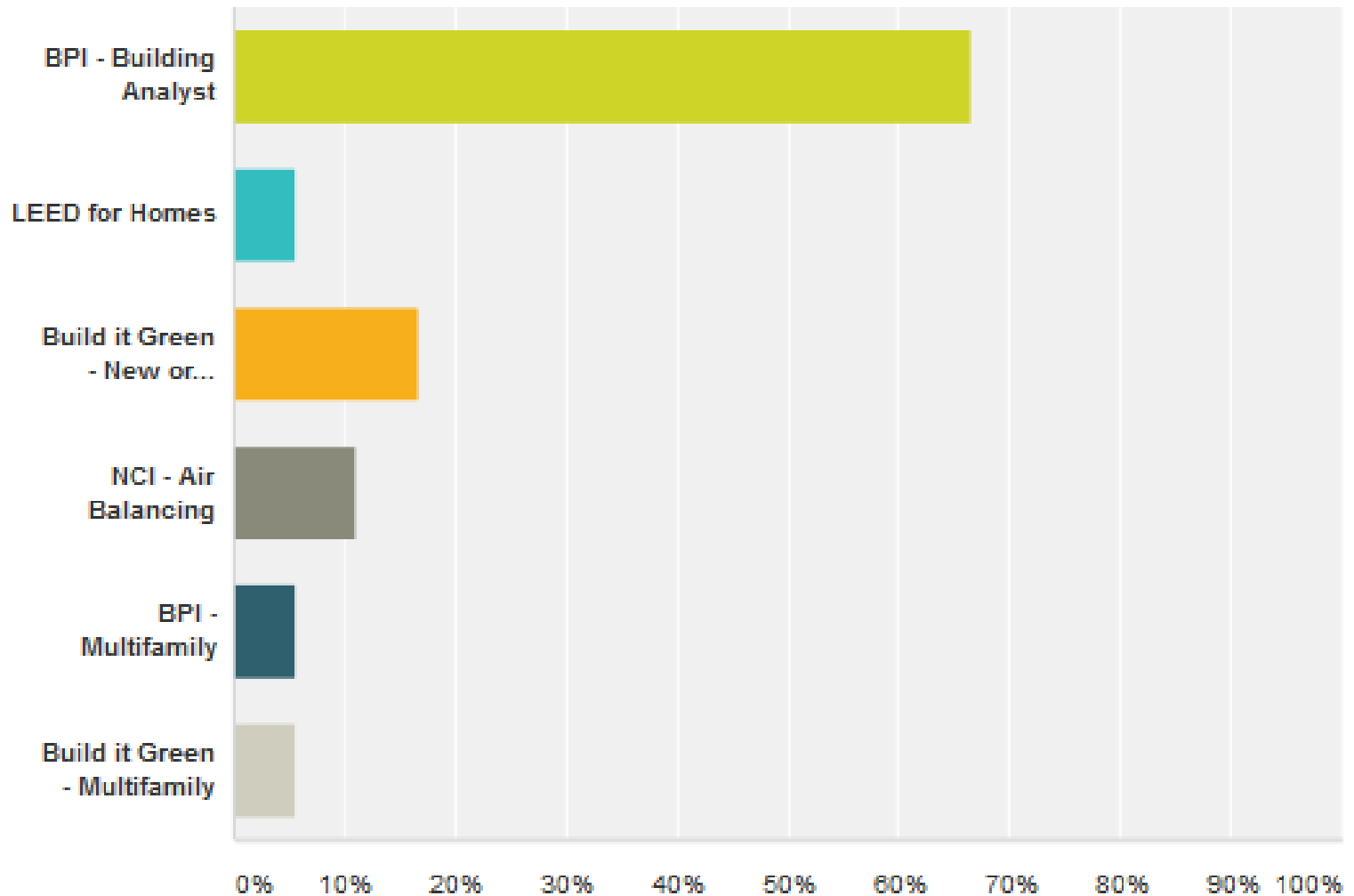
What other industry related certifications do you have? (check all that apply)

Answered: 20 Skipped: 5



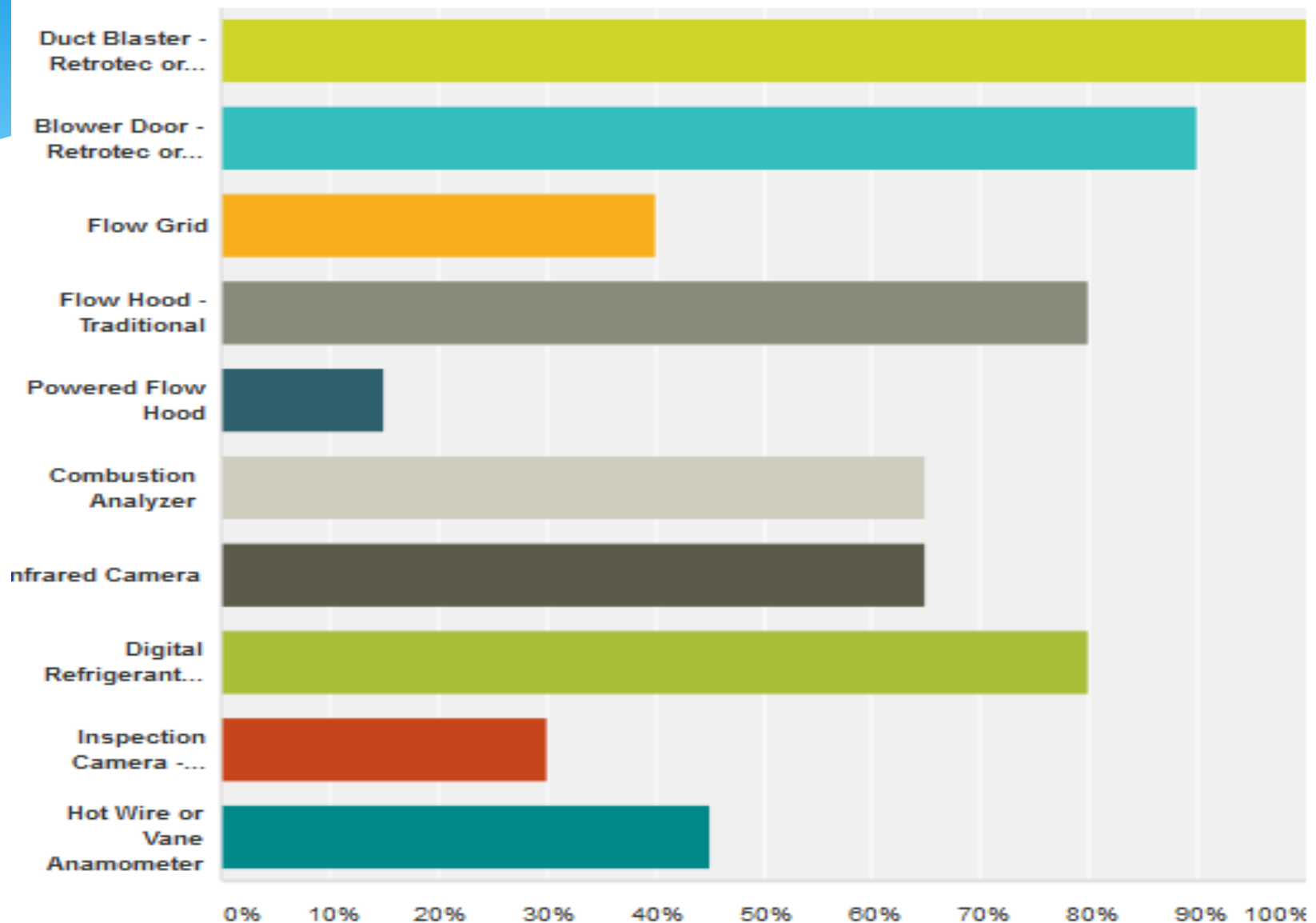
Of the related certifications which is the most valuable?

Answered: 18 Skipped: 7



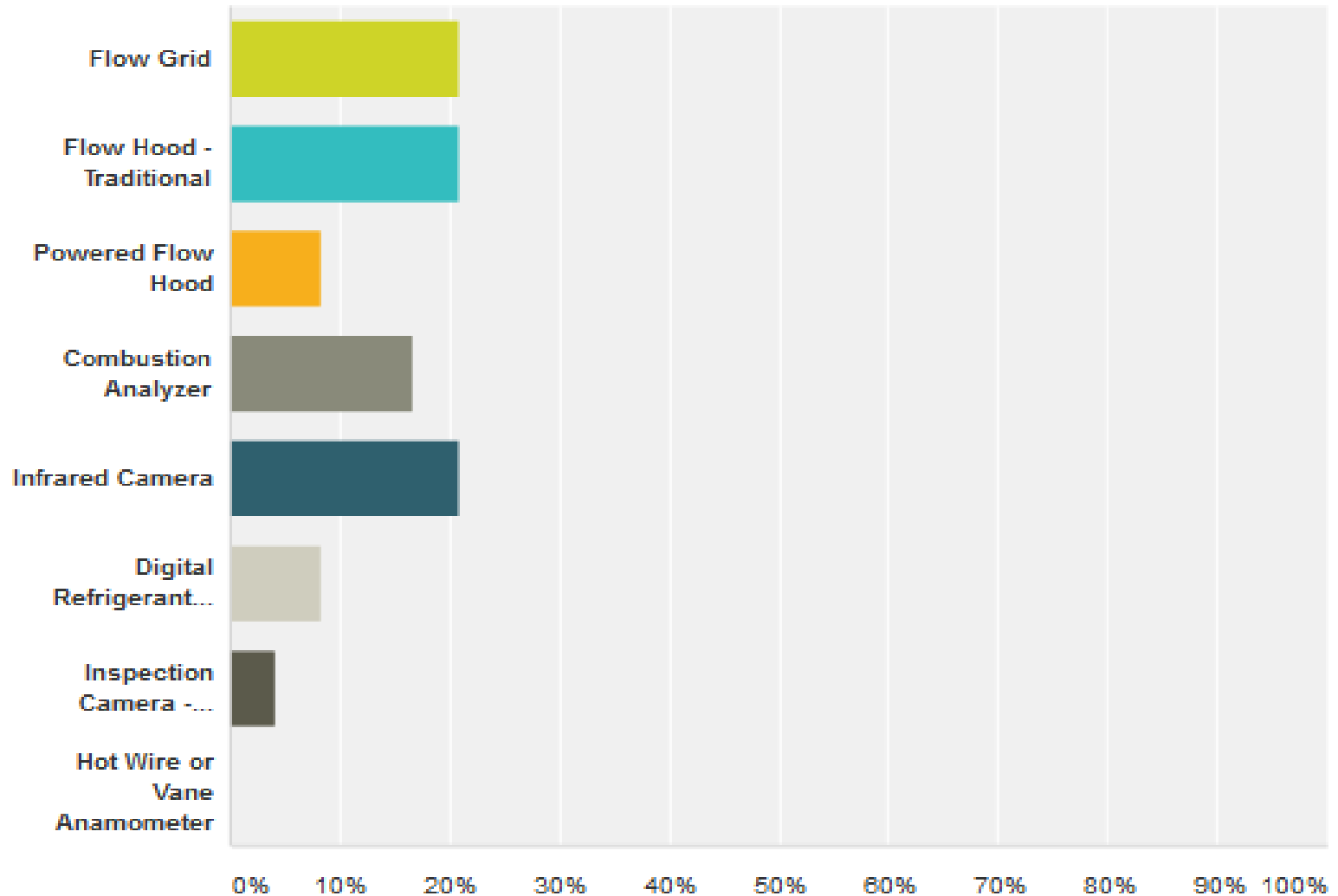
Which instruments do you currently own?

Answered: 20 Skipped: 2



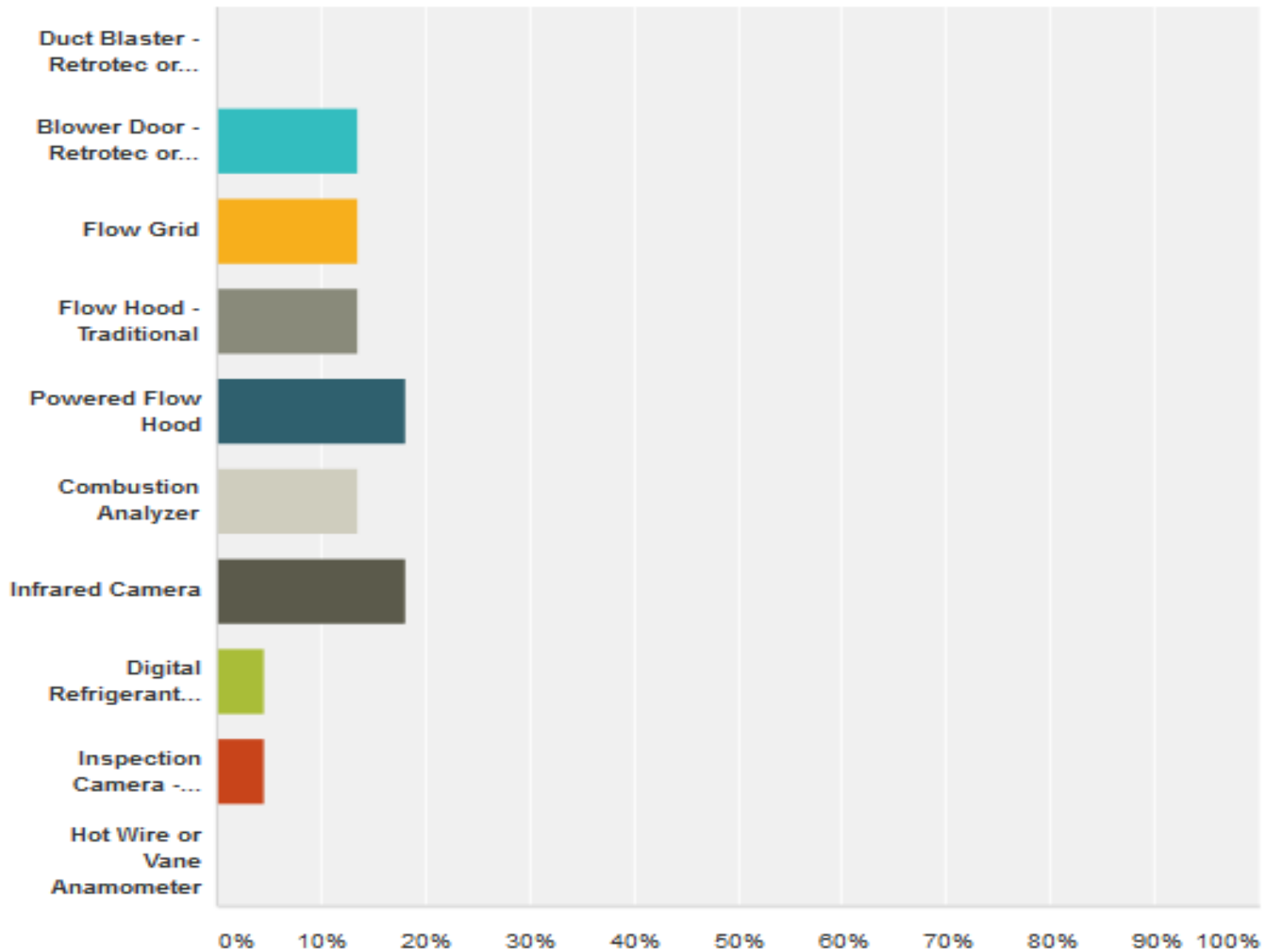
Other than Blower Door and Duct Blaster which instrument do you use most often?

Answered: 24 Skipped: 1



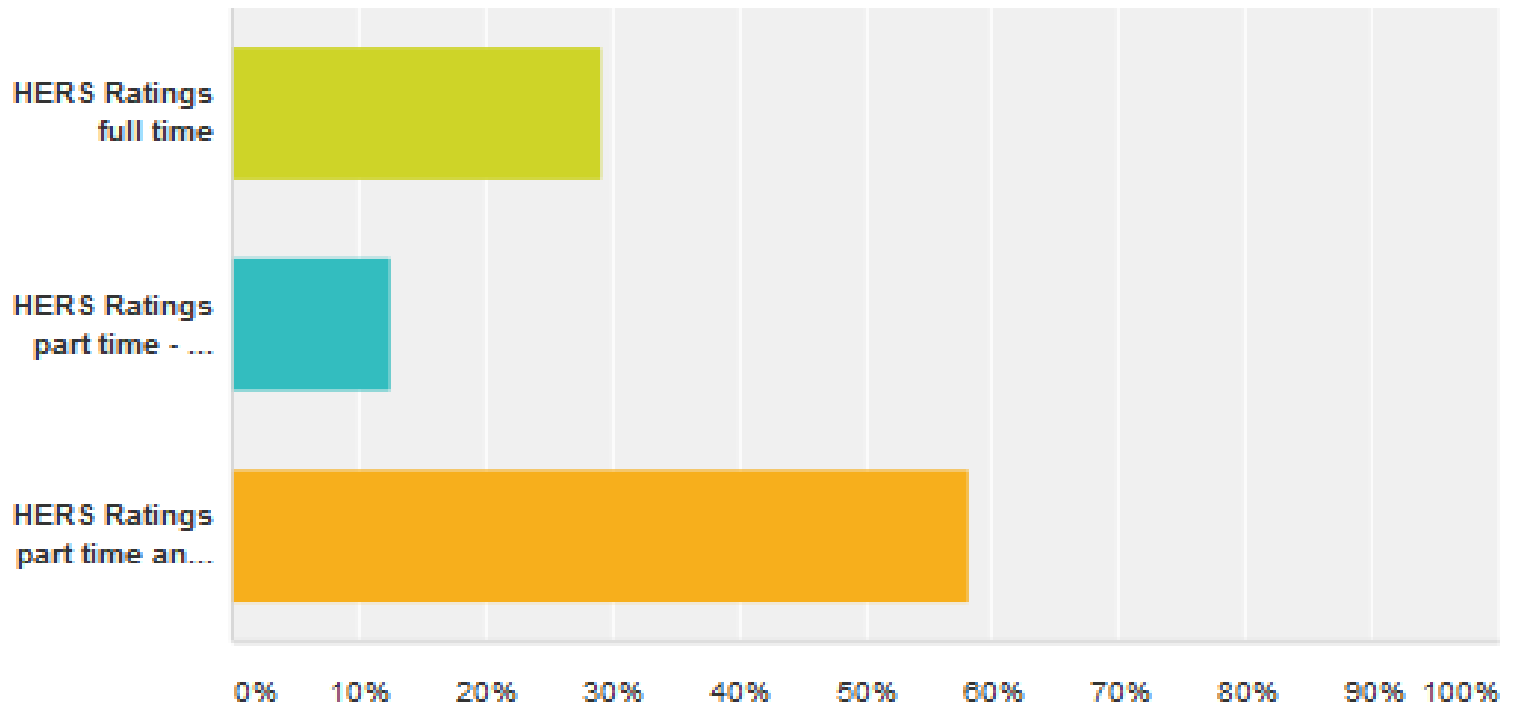
Which instrument would you like to purchase next?

Answered: 22 Skipped: 3



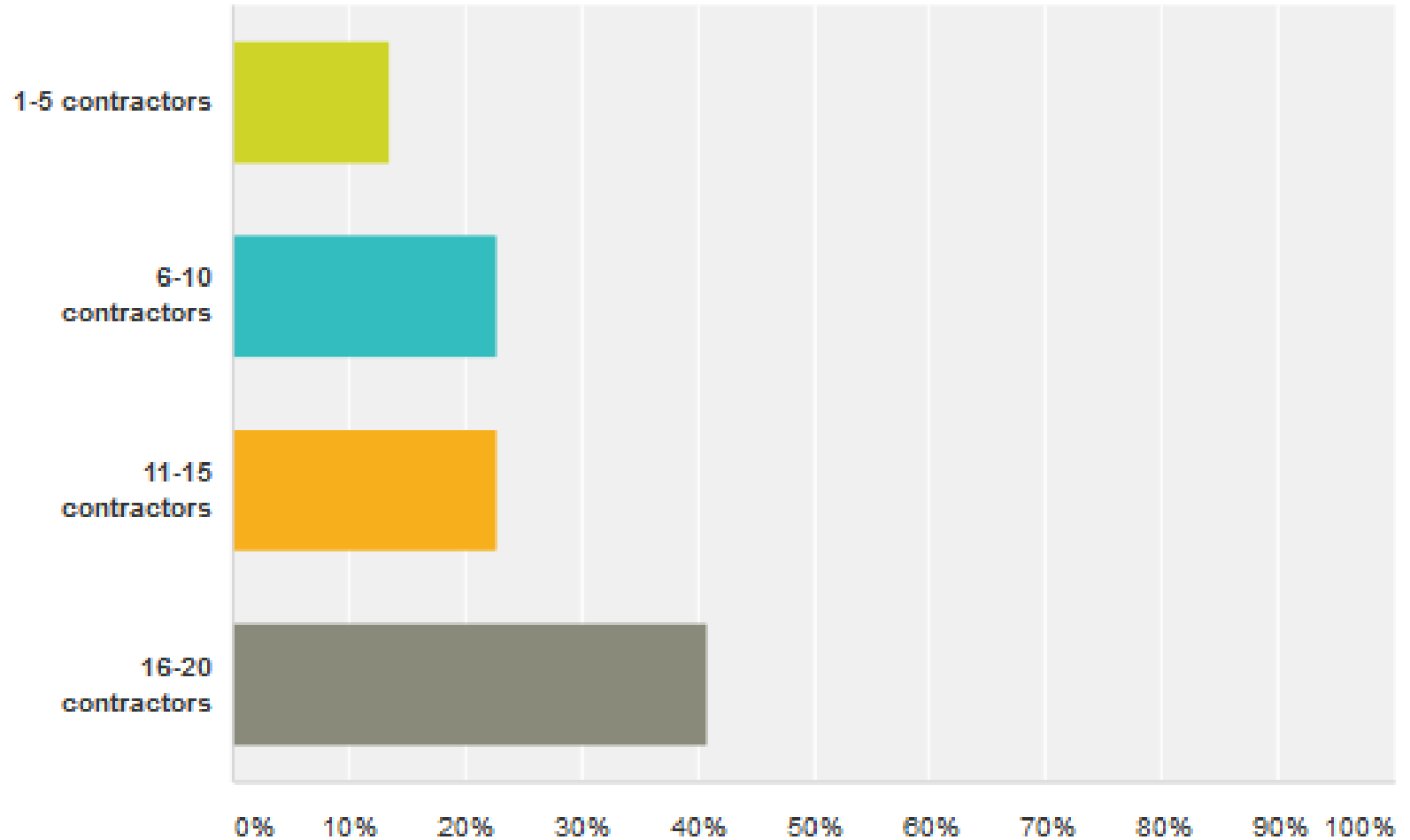
Is HERS rating a full time job for you or do you have another job?

Answered: 24 Skipped: 1



How many contractors would you need to work with to do HERS ratings full time?

Answered: 22 Skipped: 3



Additional Certifications (other than HERS)

- * Building Performance Institute – Building Analyst, Multifamily
- * National Comfort Institute – Air Balancing
- * Build it Green – New or Existing Construction (SF, MF)



**KEEP
CALM
AND
GET
CERTIFIED**

BPI Building Analyst & Multifamily

- * BPI is required for Energy Upgrade California and other incentive programs
- * Certified by BPI Proctor who is part of a BPI Testing Center
- * Fees for certification range from \$1,500 - \$5,000 depending on training involved and if the trainer has to travel
- * Equipment needed:
 - * Combustion analyzer, Blower door, Gas leak detector, Manometer
- * Must be Building Analyst before Multifamily
- * Visit www.BPI.org for more information



National Comfort Institute

Air Balancing

- * Commercial Air Balancing Certification
 - * Portion of costs for certification may be offset by utility
- * 3 day course offered in Cypress
- * Requirements for non-residential buildings to have air balancing performed
- * Equipment required:
 - * Flow hood, manometer
- * Visit www.nationalcomfortinstitute.com for more information



Build it Green – New or Existing, Residential or Multifamily

- * Multiple certification categories
 - * New Residential
 - * New Multifamily
 - * Existing Residential
 - * Existing Multifamily
- * May be attractive to designers/builders looking to go green but do not want to go through the LEED process
- * Certification provided by Build it Green
- * Visit www.builditgreen.org for more info, thoroughly review their certification process before registering for a class



Additional opportunities summary

- * **Enjoy what you do!**
- * **Check your website**
- * **What image do you project?**
- * **Network with companies in the industry**
- * **Train your customers**
- * **Become or go to work for a contractor!**

Enjoy what you do!



Check your website

The following 2014 California Title 24 changes will be effective as of July 1st, 2014

Many changes have been made, the most notable changes to Duct Testing & HVAC Installation are listed below

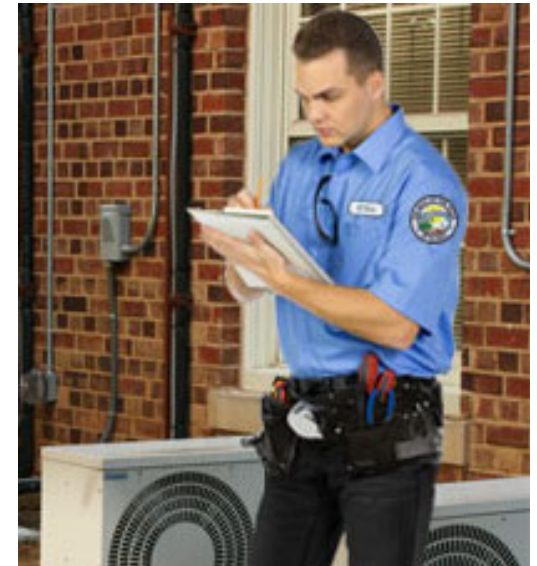
Have your system checked for leaks because
if it doesn't heat you up or cool you down
*it just blows.*TM

Residential and Non-Residential certificates you need (CF-4R's) to show the building inspector:

- Residential HVAC Alterations - [CF-4R-MECH-20](#), [CF-4R-MECH-21](#), [CF-4R-MECH-22](#), [CF-4R-MECH-23](#),
[CF-4R-MECH-25](#), [CF-4R-MECH-27](#), [CF-4R-MECH-28](#) and more...

Check your image...

- * What do customers think when they see you?
- * What do contractors think when they see you?
- * Will they trust you with their customers?



Network with similar companies

- * Make friends! Don't assume you know everything
- * Other organizations in our industry may have larger contracts or customers that need assistance
- * People may be looking to retire or relocate and can hand off their clients to you
- * You may learn of new opportunities by speaking with others in the field (note: they may be more willing to share if you work in other areas)



Train your customers!



- * Provide your customers with trainings so they can work more efficiently with you
- * Identify best practices that make sense for you and them

Become or go to work for a contractor!

- * What seems like business as usual for us may be a huge headache for them
- * There are more incentive programs available to contractors than raters
- * Most of the equipment you already have is needed for incentive programs



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Questions?



Don't worry... this dog can surf.

Thank you again for your time.

Aaron Husak

Balanced Comfort

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