

"Kitchen Table" Strategy: Home Inspectors Driving Demand for Home Energy Upgrades



“Although the home performance industry's delivery of comprehensive energy and comfort improvements has been growing across the country, it continues to struggle in creating consumer attention and demand. Our industry's delivery timing is off. We are not yet engaging the homeowner at their sweet spot of making improvements -- right after they purchase a home! This is when they move most aggressively with all sorts of home improvement projects -- and, unfortunately, seldom with any concerns of energy use. I strongly believe the home inspection industry is in a prime position to educate new homeowners on the long-term value of a high-performing house. There are millions of homes sold each year. Home inspectors are there; home performance is not. This must change.”

-- Chandler von Schrader, ENERGY STAR Home Improvement Program,
December 2011

Nearly 10,000 times every day
home inspectors sit with new homeowners –
BEFORE they buy their house



Meet Mr. and Mrs. Baker

Mr. and Mrs. Baker just found their dream home and, with the help of their home inspector and real estate agent, they are going to become new homeowners.





New homeowners spend **\$12,655** in the **1st year.** (Siniavskaja, 2008)
Educate them **BEFORE** they start spending.

FACT #1: New homeowners are eager to start remodeling projects.

FACT #2: It is nearly impossible to sell energy upgrades to existing homeowners after they've spent money on remodeling projects.

Therefore, we must educate new homeowners before they begin their home improvement and remodeling projects.

\$12,655

The typical new homeowner spends
\$12,655 in the first year,

And an estimated \$8,500 in the first six
months after moving in.

99% of all REALTORS® recommend a home inspection

Most home buyers hire a home inspector

84% of all homes sold were existing homes

Typical home purchased was a detached single-family home, about 2,000 sq ft in size, built in early 1990's.

Home inspectors influence
purchase decisions of new homeowner



A Gift
for You!



**25%
off**

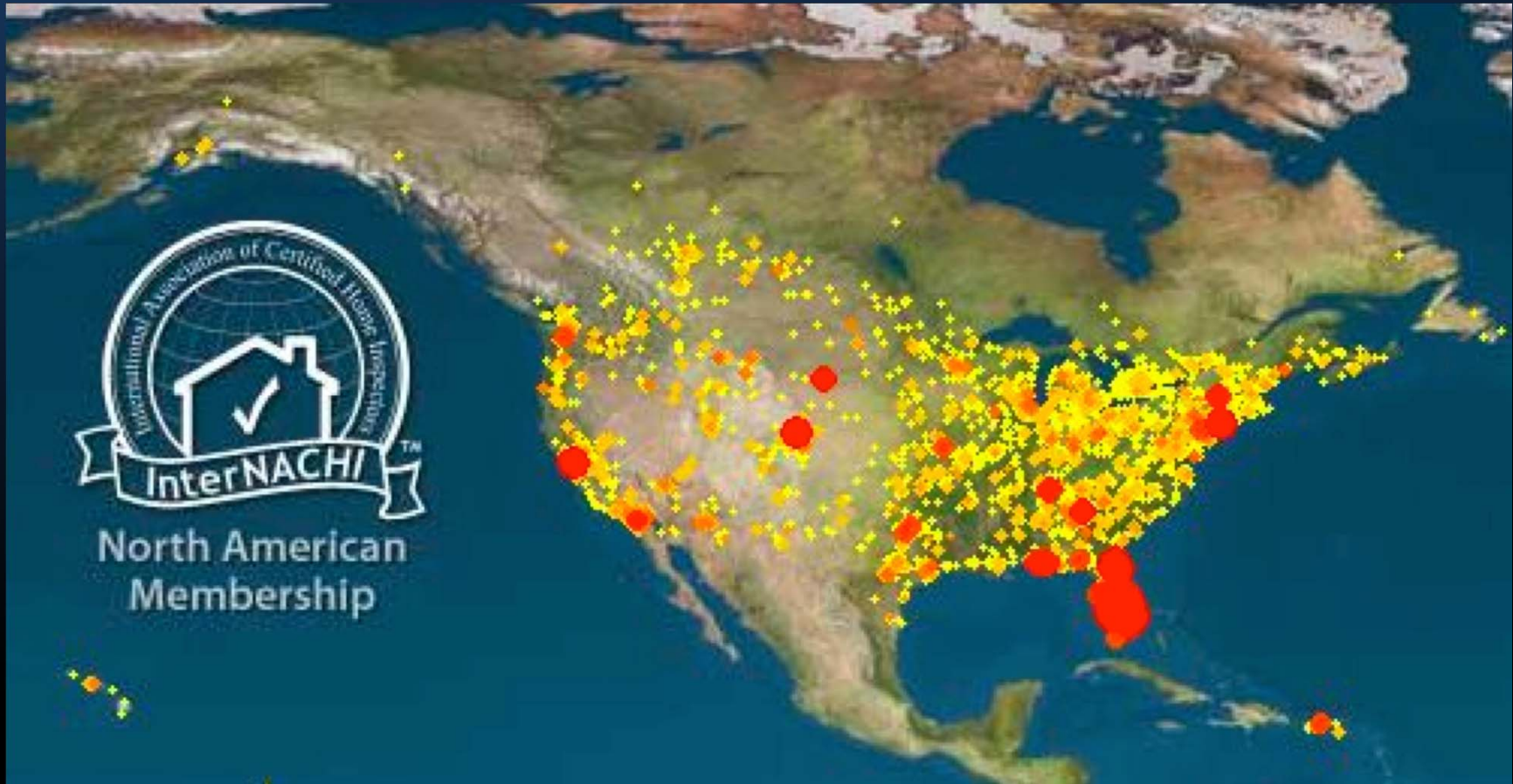
Enjoy 25% off any purchase
of \$100 or more at your
locally owned Ace Hardware!

about **4 Months**



The time **home inspectors** are ahead of everyone else in reaching new homeowners.

How can we reach new homeowners?
Ask any home inspector.



2 Million New Buyers

Over 2,000,000 times a year, home inspectors sit at kitchen tables with new home buyers, home sellers and their real estate agents, and the conversation over coffee is as much about home energy as it is about the home's condition.

Millions of Clients

Home inspectors also have a database of information on millions of their recent home-buying clients with whom they have positive, long-term relationships.

Converting assessments into home energy upgrades

Generating leads through homeowner education
and
Conversion through skilled salesmanship

You've got to first generate leads; then, you've got to convert those leads into sales.

Help them succeed

Sales, Customer Service and Communication

We must support contractors with training.

Help them succeed.

InterNACHI offers free online training to all home energy professionals.

Workforce Guideline Recommendations

Home inspectors are making recommendations reflecting the DOE's Workforce Guidelines for Home Energy Professionals.

Home inspectors can help millions of homeowners find the qualified contractors to do the right work the right way.

We have two choices:

Either leverage the existing workforce of inspectors and generate millions of leads for home performance industry

Or

Train every auditor and contractor in the sales and communication skills that home inspectors have


Maybe we have a 3rd option, which is to **DO BOTH**.

Homeowners Trust Third-Party Advisors

Home inspectors play the role of the trusted, third-party advisors.

The home inspector's neutrality adds to the credibility of his recommendations, which engenders trust between himself and the homeowner.

Not enough work has been done. In 2009, less than 25,000 Home Performance with ENERGY STAR jobs were completed.



The number of completed HPwES jobs
is like
**a drop of water
in a bucket**
compared to
the number of
homes that are wasting energy.

5:1

Programs that succeed will leverage home inspectors.

Public funding will not last forever.

A self-sustaining model includes home inspectors.

Market transformation leverages home inspectors.

Leveraging Home Inspectors

Home inspectors, more than any other party:

- are the people sitting across the kitchen table with millions of new homeowners every year talking about home energy efficiency; and
- have access to consumers who may initially want to purchase "bling," but may be open to other improvements.

Free Audits

As a first step toward enticing homeowners to invest in home energy upgrade projects.

However, assessments alone do not necessarily lead to completed projects.

We know this to be true in the home inspection industry. A home inspection report alone does nothing.

Homeowners don't want to be overwhelmed with a number of metrics telling them how good or bad their home is regarding its energy efficiency.

Simple Report

Bakers don't want to be overwhelmed with metrics.

They need simplicity.

Context they can understand.

Action.

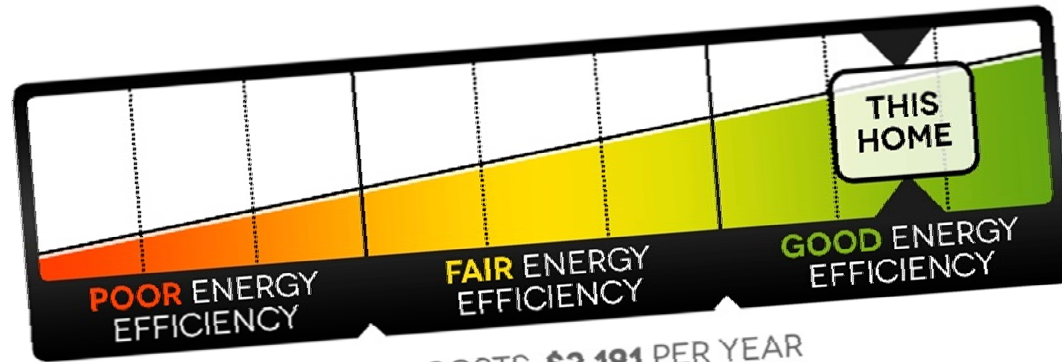
Increased awareness.



Home Energy Inspection

Tool for all home inspectors to use at point-of-sale or stand-alone.

INTERNACHI HOME ENERGY INSPECTION FOR 123 BOULDER STREET



ESTIMATED YEARLY ENERGY COSTS: \$2,191 PER YEAR

Dear Client,

This house has been scored on a scale of 1 to 100. A 100 would represent a home that needs no energy improvements whereas a 1 would represent a home that needs many improvements. A higher score

Big Picture

100 million energy-efficient homes

more lead generation and sales training

That's where InterNACHI comes in. We believe we have lots to offer.

Building science is complex and overwhelming to homeowners. But home inspectors are trained to make things simple and easy to understand.

You can learn a lot from a home inspector

training available for all home energy professionals, contractors, inspectors and auditors for free.

The home energy upgrade industry does not necessarily need more *technical* training

Home energy professionals develop relationships with the home inspection industry



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