

2.4.2 Home Performance Contractor Market

The energy efficiency market was \$38.3 billion in 2009, of which \$8.1 billion was spent on home energy assessments.²⁵ There are several large home performance contractor firms, but the majority of firms in the industry are small startups and businesses that have transitioned into the home improvement market from a competing type of business (e.g., remodelers, HVAC contractors). Home performance contractors typically serve as a single point of contact to provide a wide range of improvements for homeowners, from energy assessments to quality assurance.

Key Insights

Home Performance Contractor Insights		
	Observations	Impact on Potential Entry into Residential Energy Efficiency Market
Market	<ul style="list-style-type: none"> As the energy efficiency market is relatively new, a large number of home performance contractor firms in the market are small startups, with a few large franchises that expanded into the market from other business types (e.g., remodelers, HVAC contractors). 	<ul style="list-style-type: none"> The potential size of the energy efficiency market is not yet known, but is currently being evaluated by many of the service providers looking to enter the market.

²⁵ Harvard University, The Joint Center for Housing Studies. *A New Decade of Growth for Remodeling*. (2011). <http://www.jchs.harvard.edu/research/publications/new-decade-growth-remodeling>.