

2.4 HOME PERFORMANCE CONTRACTOR BUSINESS MODEL

2.4.1 Introduction

The home performance contractor is a firm whose business is to deliver customized and complete home energy upgrade solutions directly to consumers. This is a relatively new contractor model; it addresses companies that provide services from the energy assessment stage of the home energy upgrade process through the installation and quality assurance stages. The following table provides a brief overview of the characteristics of a home performance contractor.

Summary of Home Performance Contractor Characteristics	
Size	Typically small, with 1 to 15 employees, but a few large franchises operate on a national level
Market Role	Provide services across the value chain, including: <ul style="list-style-type: none"> ■ Direct education to homeowners through targeted marketing ■ Energy efficiency assessments ■ Support with financing and incentives, typically from program administrators and partner financial organizations ■ Installation of equipment and materials ■ Installation of other home improvement features not directly associated with energy savings ■ Quality assurance to verify performance
Operating Environment	Operate in a market impacted by: <ul style="list-style-type: none"> ■ Financial or incentive programs for energy efficiency, regulations, and health and safety codes ■ A specialized skill requirement that necessitates additional trainings and certifications from organizations
Competitive Landscape	Compete with other actors in the market across a range of service offerings, including: <ul style="list-style-type: none"> ■ Energy assessments with competitors, such as retailers, utilities, and program administrators ■ Installation of home performance measures with competitors, such as remodelers, retailers, and program administrators ■ Quality assurance with competitors, such as remodelers, program administrators, and retailers
Collaborative Landscape	Collaborate with the following firms in the market: <ul style="list-style-type: none"> ■ Retailers (through new service pilot programs) ■ Energy efficiency program administrators (both utility and non-utility), as qualified contractors