



peci™

Energy for Change™

Turning Permit Offices into Advocates of Energy Efficiency

Presented by Andrea Guillet

Welcome!



Lay of the land

- New construction
- Single family
- Utility specific territory
- Performance based



Our story

- Outreach to permit offices
 - Wide variety
- Access to permit data
 - Range of data
 - Range of formats



Out with the old...

- Scrambling for leads
- Not sure who to call
- Blanket mailings
- Wrong builders



...in with the new

- Tactical pinpoint marketing approach
- Generate active contractor leads



2010 stats and numbers

- Permits pulled: 4053
- Permits called: 2470
- Permits turned into opportunities: 499

- Number of program homes: 602
- Market share: 12.5 percent

Perspective

Despite tough economy...

- Still engaged
- Growth in network
- Maintain decent market share



The story continues

- Channel for promoting program
- Improved delivery of savings
- Important market information

Collaboration



Creating opportunity

“Because of these new Clackamas County incentives, and the incentives with Energy Trust of Oregon, I have decided to increase the energy efficiency measures in new homes I’m building”.

Casey Cuttings

Who are they?



Lessons learned

- Owner builders
 - Large market share
 - Different message
 - Missed opportunity



Mutual support

- Education
 - training collaboration
 - information sharing
- Resources



Increase your exposure

- More builders
- Constant contact
- Start business relationship
- Establish yourself as a resource
- Drive interest



Thank you!

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