

THE BUILDER SAID “NO” TO 3.0!

Bill Klotz

Michael Peaden



Conference 2013

Before We Start!

NC General Contractor's License Number: 42488

HERs Rater

BPI BA and ENV

Before We Start!

Bill First

Then Michael Brings it Home

Questions

Who's Here?

- ▣ Builders
- ▣ Raters
- ▣ Utilities
- ▣ Product Manufacturers
- ▣ Program Managers

Strategy

- ▣ Keep the Builder in 3.0!
 - Lots Cheaper to Keep Em' Than Acquire a New One
- ▣ Offer Other Services to Them.
- ▣ Expand Revenue Opportunities.
- ▣ Win Them Back!

3.0

- ▣ 2012 Implementation
- ▣ Had to Happen!
- ▣ Deeper Requirements in HVAC
- ▣ More Required from Builders
- ▣ Added Cost/Effort

In General

- ▣ Lagging Industry
- ▣ Change is not readily embraced
- ▣ Some Builders Jumped Ship!



One Constant

Builders and Owners want to save

\$

So How Do We Drive Their Decisions?

Driving Forces

- ▣ **Industry Associations**
 - ▣ RESNET, ACCA NYSERDA, etc.
- ▣ **Rising Cost of Energy**
 - ▣ Money is money!
- ▣ **New Green Economy**
 - ▣ Sustainability is part of the decision now
- ▣ **Bell Cow**
 - ▣ Into the barn!

**So What do We Have
to Overcome to Keep
Our Builders?**

Excuses, Excuses!

- ▣ It's too Complicated!
- ▣ It's too Hard!
- ▣ My HVAC Guy Said he Can't do it!
- ▣ My Sheetrocker doesn't like the seal near the top plate!
- ▣ The Insulator Said his Brother-in Law's Friend Told Him Energy Star Homes Don't Save Any Energy or Money!

LAER

- ▣ Listen
- ▣ Acknowledge
- ▣ Explore
- ▣ Respond

But Chances are.....

It's Money!



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It's Our Job!

- ▣ Market Differentiation
- ▣ Enhanced Customer Satisfaction
- ▣ Increased Revenue
- ▣ A Partner in Us!



They Still Said “No”!



Offer Services

Builder HERs Ratings

- ▣ Value to the Buyer
- ▣ Value to the Builder
 - Reduced call-backs and claims
 - Differentiation
 - Trend to require them
- ▣ Still a 3rd Party

Other Opportunities

- ▣ Third party testing
- ▣ Third party verifications for QC
- ▣ Green programs
 - NAHB
 - LEED
- ▣ ecoHOME

ICEE 2012

Total duct leakage less than or equal to 6 CFM (12 L/min) per 100 ft² (9.29 m²) of conditioned floor area served by that system when tested at a pressure differential of 0.1 inches w.g. (25 Pa) across the entire system.

ICEE 2012

Building envelope tightness shall be considered acceptable when items providing insulation enclosure in 402.2.12 and air sealing in 402.4.1 are addressed and when tested air leakage is less than or equal to one of the two following performance measurements:

0.30 CFM50/Square Foot of Surface Area
-or- Five (5) air changes per hour

Expanding Your Horizons

Existing Homes HERS Ratings

- ▣ A Homeowner's Point of View
- ▣ Real Estate Agents
- ▣ Home Inspectors
- ▣ Remodelers
- ▣ HERS Part of Energy Audit

Energy Audits and Forensics

- ▣ Training (BPI BA and ENV)
- ▣ Equipment
- ▣ Time in Buildings

Utility Programs

- ▣ Take Advantage of Existing Programs
 - New Home Incentives to Builders and Buyers
 - Existing Homes Audit and Upgrade Incentive

- ▣ Lobby to Get Incentives on the Books
 - HBA
 - Go or Show
 - Talk to Local Government

Get the Builder Back!

Get the Builder Back!

- ▣ Show the Value of Energy Star!
- ▣ Show Your Value!
- ▣ Be There!