

# 6 STEPS TO SELLING RESIDENTIAL HOME ENERGY RETROFITS



HOME PERFORMANCE  
STAKEHOLDER COUNCIL

Many homeowners say they would renovate their homes to save money on energy bills, but they are seldom motivated to invest. Why? Often homeowners:

- Think their house is already efficient.
- Don't believe the energy savings claims.
- Are uncertain about what energy retrofit options exist.
- Don't understand the technical terms you are using to sell your products.
- Prioritize other purchases they want to make to improve their lives.
- Don't understand the full value and benefits of an energy efficient home.

## Selling the 'Full Value' of Home Energy Improvements

There is a growing opportunity for contractors to reshape their sales process to better communicate that 'energy retrofits' are 'home energy improvement solutions.' Contractors can better influence consumer buying decisions by clearly explaining, in consumer friendly language, how their products and services meet specific consumer needs and motivations.

The same characteristics that make a home energy efficient also make it:



**MORE COMFORTABLE**



**HEALTHIER & SAFER**



**QUIETER**



**MORE AFFORDABLE TO OPERATE**



**A GOOD INVESTMENT THAT IMPROVES RESALE VALUE**



**CLIMATE-FRIENDLY (SMALLER ENVIRONMENTAL FOOTPRINT)**



**MORE DURABLE**

## UNDERSTANDING THE 6 STEPS

### Differentiate Your Business, Build Trust & Sell Products that improve Homes & Lives

There is no single formula to successfully selling home energy improvements. The goal is that you differentiate your business from others selling similar products, build trust, understand the needs of your client and sell the right product or service. These 6 Steps are designed to help leave your clients so satisfied that they will happily recommend your company to their friends, colleagues and family.



1

### Understand Household Goals, Motivations & the Emotional Benefits

Ask questions that help your clients think about their personal or household goals and motivations for improving their home. Some common goals and motivations include: Improve home comfort, save money on energy bills, take advantage of limited time rebates, have a quieter home, improve indoor air quality, make a smart investment, renovate an unfinished basement space for a rental suite or family use, improve home value, preserve heritage or character defining elements of home, enhance home 'curb appeal' and reduce greenhouse gas emissions from household energy use. By learning about your clients goals and motivations you are able provide home energy improvement solutions that have emotional benefits that, for most homeowners, are more important than saving money on energy bills.

2

### Identify Home Energy Related Issues & Concerns

Often homeowners will not understand that common home issues can be fixed with home energy improvement solutions. Ask questions to identify if there are any home issues or concerns that could be solved by purchasing your product or service. Some related common home issues include:

- Are energy bills too high?
- Are areas of the home too cold in the winter?
- Is the house too warm in the summer?
- Is it too hot to sleep at night?
- Are there issues with condensation/moisture or mould on windows?
- Is noise from outside an issue inside your home (from vehicles or neighbours)?
- Does your heating system provide consistent heating to all areas of the home?
- Are there issues with drafts?
- When your heating system operates is it too loud?
- Are there issues with mould, mildew or musty odours in the home?
- Are you concerned with the safety of combustion appliances or heating systems?
- Are you concerned about indoor air quality (e.g. allergies, respiratory issues, wildfire smoke, etc)?
- Is your space or water heating system near end of life?
- Is your home durable and protected from the weather?

### 3 Measure and Test

Use tools and techniques to diagnose the issues in the home. Then clearly explain to the homeowner what you are doing and how it informs your recommended product or service. For example, heat load calculations are used to ensure proper heating system sizing and operation. Infrared cameras are used to identify air leakage, under insulated areas, heat loss and moisture issues. Blower door tests are used to quantify air leakage and identify air sealing opportunities in a home. Window energy meters are used to identify the energy performance rating of existing windows and provide the information needed to determine which low emissivity (low-e) coating can enhance occupant comfort and optimize the heating, lighting and cooling costs of a home. The right tools and tests help the contractor identify the best home energy improvement solutions for the home and builds confidence and trust with your clients.

### 4 Remember House-As-A-System (HAAS)

It is important to communicate to your clients that multiple complementary home energy improvements may be important to realize the full benefits of an energy efficient home. The HAAS approach considers the intended or unintended effects that retrofitting one component of a home can have on other components. By taking HAAS into consideration, contractors can advise homeowners on the importance of well-planned whole-home renovations and offer solutions that can fix existing issues, avoid creating new issues and maximize the co-benefits of the product you are selling.

### 5 Clearly Explain the Full Value of your Service or Products

After asking about motivations and potential issues with the home you will have a much better understanding of how to explain the full value of home energy improvement solution bundles. The supplemental chart outlines the full value of different home energy improvement opportunities.

Every home energy improvement product or service can have multiple co-benefits. Your job is to clearly understand your clients' needs and motivations and then honestly describe, in easy to understand language, the full home and life improving (emotional) benefits of your proposed solution.

Full Value of Home Energy Improvement (Emotional Benefits)	Potential Home Energy Solution Bundles (Technical Solution)
 <b>Improve Comfort</b> (House Too Hot, Cold, Drafty)	Air sealing
	Insulation upgrades
	Window and door replacements
	High efficiency heating and/or air conditioning system
	Improving ventilation (eg. bathroom/kitchen fans, heat recovery ventilator)
 <b>Quieter Home</b> (Outdoor Noise)	Air Sealing
	Window and door replacements
	Wall insulation
 <b>Improve Indoor Air Quality</b>	Air sealing
	Upgrade ventilation fans
	Heat recovery, or energy recovery, ventilation system
 <b>Reduce GHG Emissions from Household Energy Use</b>	Air sealing
	Insulation upgrades
	Climate-friendly heating system (e.g. air source heat pump)
	Window and door replacements
 <b>Improve Home Value</b>	Window and door replacements
	Heating system upgrades
	Insulation upgrades
 <b>Energy Bill Savings</b>	Air sealing
	Insulation upgrades
	More efficient heating system (e.g. highest efficiency furnace or heat pump)
	Window and door replacements
 <b>Persevering Heritage or Character Elements of Home and Make Home More Energy Efficient</b>	Air sealing
	Insulation upgrades
	Storm windows
	More efficient heating system (e.g. highest efficiency furnace or heat pump)

### 6 Optimize the Rebate & Financing Opportunities

Quality home energy improvements can be expensive. Enhance your sales process to best optimize the rebate and financing opportunities. Quality service to help your customers access rebates and financing includes:

- Align your business with trusted government and utility rebate programs and brands. Acquire the appropriate accreditations and become a Program Registered Contractor.
- Ensure you understand all the terms and conditions of the rebate and financing programs, including which products are eligible, invoice documentation requirements, program deadlines and application processes. Learn about special offers in different communities and rebates that are only available for a limited time. Make learning about current rebate offers a regular part of your ongoing professional development.
- Take time to clearly explain all the rebates and financing offers that are available to your clients. Break down the price of your product before and after applying the rebates. Identify if there are bonus rebates for installing multiple retrofits. Highlight the option to spread payments out with one of the various financing offers.
- Provide all the documentation and information your clients need to apply for rebates and financing.
- Know where to send your clients for more information and free energy coaching support if needed: [betterhomesbc.ca](http://betterhomesbc.ca)

### In Summary

These 6 Steps can be used by contractors to understand homeowner motivations and issues, to encourage house-as-a-system retrofits, to explain the full value and co-benefits of home energy improvements and to effectively connect homeowners to rebates and financing. With better information about the homeowner and their home and the right tools and testing, your company can offer better solutions, make more sales and have more satisfied clients.



**FOR ADDITIONAL INFORMATION ABOUT SELLING RETROFITS VISIT**

[homeperformance.ca/contractor-resources](http://homeperformance.ca/contractor-resources)



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