

**How can insulation contractors
expand their service offering?**

What about weatherization?

can△m

OK, but what is weatherization?

It's the way we combine insulation, air leakage control, ventilation and other building science principles and measures to improve the health, safety, durability, comfort and energy efficiency of buildings[©].

How to get into the business quickly and successfully

Today you will get answers to these questions:

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?

How to get into the business quickly and successfully

- Which materials and tools will you use?
- What kind of testing?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

Weatherization: a business opportunity

- **What is the business opportunity?**
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

1. What is the business opportunity?

- Consumers want homes that are:
 - More comfortable with clean, healthy environments
 - Last longer
 - Are safe from falling ice
- Businesses want buildings that are:
 - Less costly to heat and cool:
 - Have better smoke control
 - Have longer life expectancy
 - Have fewer occupant complaints about:
 - Thermal comfort
 - Noise, smells, pests, dirt, mold

1. What is the business opportunity?

– When you weatherize a building, you improve:

- Occupant comfort
- Energy and cost efficiency
- Moisture control
- Smoke control
- Life expectancy

Weatherization: a business opportunity

- What is the business opportunity?
- **What services can you offer?**
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

2. What services can you offer?

- Residential single-family homes:
 - Make sure ice-damming doesn't reoccur
 - Make sure mold, mildew and other moisture problems don't reoccur
 - Solve drafts, cold room, cold floor problems:
 - Especially above garages
 - Solve small insect, dust, dirt, soot, odor problems

2. What services can you offer?

- Industrial, commercial, institutional, multi-family:
 - Improve thermal comfort
 - Solve problems caused by stack effect:
 - Smoke control
 - Odor, noise, dirt, dust
 - Solve problems caused by moisture:
 - Condensation, mold, mildew
 - Improve energy efficiency

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- **Who is buying?**
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

3. Who is buying?

- Residential:
 - Mid to up-market homeowners
 - Government subsidized low income homeowners
 - Condominium boards and associations
 - Condominium managers
 - Up-market home builders, including multi-family

3. Who is buying?

- Industrial, commercial, institutional, multi-family:
 - Building, property and real estate management companies
 - Condominium boards and associations
 - Owners of rental properties
 - Energy service companies
 - Performance contracting companies
 - Building science and forensic consultants
 - Mechanical, electrical and design/build contractors

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- **Who and what will you compete against?**
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

4. Who and what will you compete against?

- Other insulation contractors who don't do weatherization
- Traditional, reluctant-to-change, contractors
- HVAC contractors who claim their product will do everything
- Ignorance: you will need to educate your prospects!

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- **What do you need to get started?**
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

5. What do you need to get started?

- Technical training
 - Using the materials
 - Specialized applications
- Business opportunity training
- Sales support
 - Information kit
 - Flyers for targeted mail drop
 - Yellow page advertising
 - Website

5. What do you need to get started?

- People
 - Salesperson
 - Installer
- Materials
 - Foam
 - Weatherstripping
 - Caulking
 - Firestop

5. What do you need to get started?

- Equipment
 - Van
 - Basic carpentry tools
 - Breathing apparatus
 - Ladder
 - Blower door
 - Air leakage detector
 - Tyvek suit

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- **Which materials and tools will you use?**
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

6. Which materials and tools will you use?



Air Leakage
Detector
makes
invisible air
leaks
visible

canam

6. Which materials and tools will you use?



Blower door to depressurize a house

6. Which materials and tools will you use?

1-component
polyurethane foam
sealant



canam

6. Which materials and tools will you use?

2-component polyurethane foam insulating air seal kits



canam

6. Which materials and tools will you use?

will you use?

Door and window weatherstripping and seals



canam

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- **Where will you get business most quickly?**
- Who will be your business allies?
- Who should you talk to for future business?
- How big is the business opportunity?

7. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

Talk to:

- Roofers
- Insurance restoration contractors
- Insulation and HVAC contractors
- Home inspectors

7. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

Buy a Yellow page ad:

- under 'Roofing'
- Use a big **ICE-DAMMING** headline

can△m

7. Where will you get business most quickly?

Ice-damming, wet attics, mold, moisture, mildew problems in single-family homes

Get in your local newspaper:

- Call and say you're a local business
- Offer to write tips for homeowners on:
 - The dangers of mold, mildew
 - How to prevent them

7. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

Talk to:

– Heating and AC contractors

7. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

Buy a Yellow page ad:

- under 'Heating/AC' and Insulation Contractors
- Use big DRAFT or COLD FLOOR headline

7. Where will you get business most quickly?

Drafts, cold floors, other thermal comfort problems in single-family homes

Get in your local newspaper:

- Call and say you're a local business
- Offer to write tips for homeowners on:
 - How to stop cold floors
 - How to stop drafts

7. Where will you get business most quickly?

Multi-family buildings:

- Odors, noise, pests
- Drafts
- Ice-damming, mold, moisture, mildew (low-rise condos)

Talk to:

- Property and real estate managers
- Condo boards and associations
- Building science and forensic consultants

7. Where will you get business most quickly?

Commercial office buildings:

- Thermal comfort
- Energy savings
- Humidity and air quality
- Smoke control

Talk to:

- Property and real estate managers
- Mechanical/electrical engineers/contractors

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- **Who will be your business allies?**
- Who should you talk to for future business?
- How big is the business opportunity?

8. Who will be your business allies?

- Affordable Comfort
- Building Performance Institute
- Air Barrier Association of America
- State and provincial energy departments
- Building envelope consultants

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- **Who should you talk to for future business?**
- How big is the business opportunity?

9. Who should you talk to for future business?

- Engineers
 - Building science, forensic
 - Civil, structural, energy, environmental
 - Mechanical, electrical
- Designers
 - Architects, spec writers
- Building officials
- Design/build contractors

9. Who should you talk to for future business?

- Municipalities
 - Arenas and recreation
 - Consumer service departments
- Retailers offering in-home services
 - Sears
 - Home Depot
 - Others

Weatherization: a business opportunity

- What is the business opportunity?
- What services can you offer?
- Who is buying?
- Who and what will you compete against?
- What do you need to get started?
- Which materials and tools will you use?
- Where will you get business most quickly?
- Who will be your business allies?
- Who should you talk to for future business?
- **How big is the business opportunity?**

10. How big is the business opportunity?

- 70 million single-family homes in North America
- Most have attics
- Maybe 10% have crawl spaces or earth floor basements
- Not more than 1% have sealed and insulated these areas

10. How big is the business opportunity?

- You can charge \$800 to \$2,000 for each attic you seal and insulate
- You can charge \$1,000 to \$3,000 for each crawl space you seal and insulate
- Multiply these \$s by the homeowners you can sell on a longer-lasting more comfortable home.

10. How big is the business opportunity?

And that's just for starters.

You can charge:

- \$1,000 - \$2,000 for sealing and insulating a garage ceiling/bedroom floor
- \$8,000 for insulating brine header trenches in an arena
- \$20-50,000 for sealing and insulating roof/wall joints and re-weatherstripping doors and windows in an average high school.
- \$50-200,000 for a complete retrofit seal of a large building

canam



Good luck!

Any questions?

can△m