



Growing Your Business in a Difficult Market

*California Contractor Exchange
January 26-27, 2010*

Ed Thomas, UtilityExchange.org
ethomas@utilityexchange.org
(970) 209-8347

www.UtilityExchange.org

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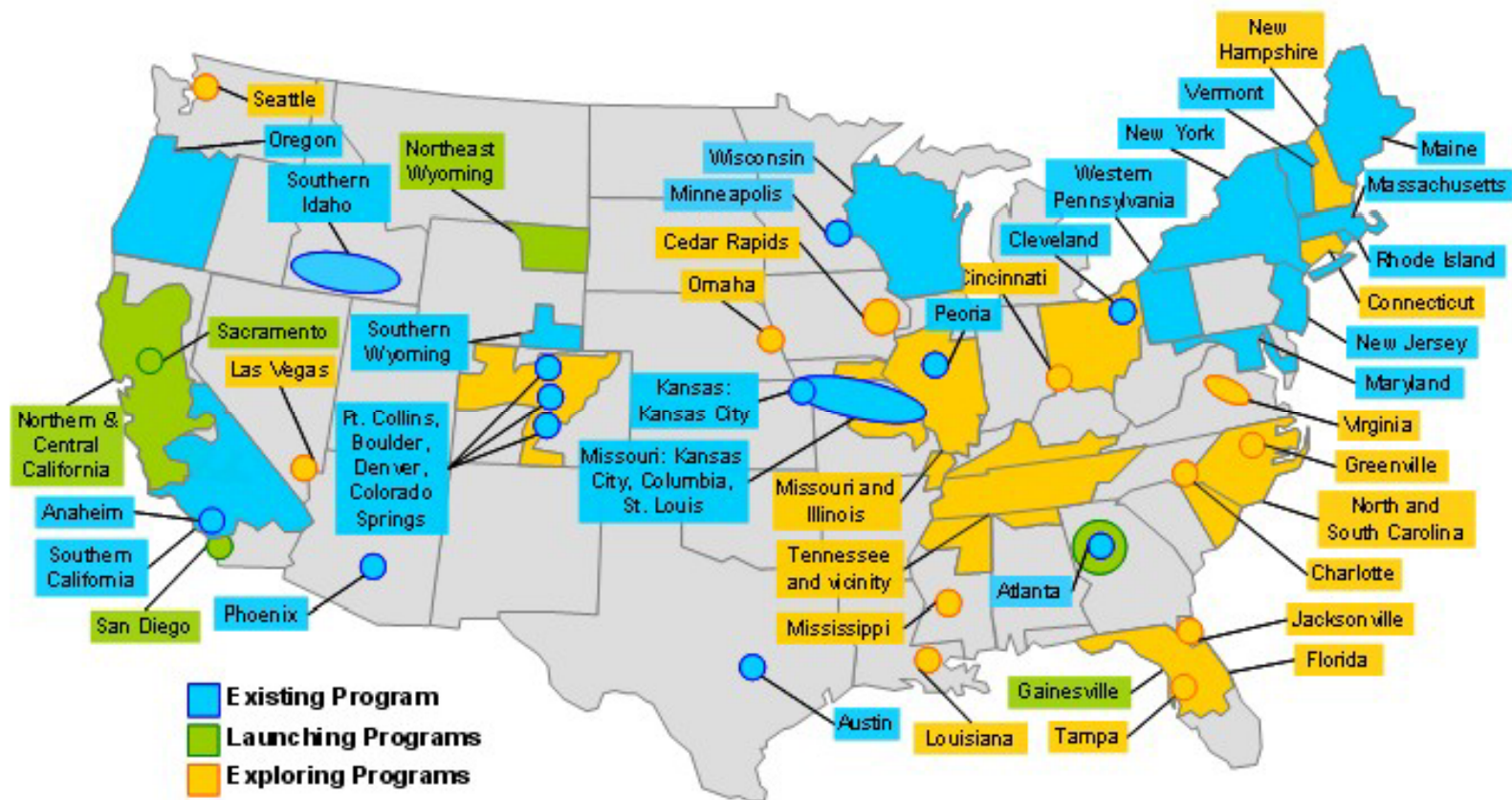


National Trends

- Insulation is as Sexy as Solar Panels!
- New homes to existing homes
- Single Measures to Whole House
- Prescriptive to Performance
- Dumb Meters to Smart Grid
- Flat Utility Rates to Time-of-Use
- Cash for Caulkers, HomeStar
- Home Performance with ENERGY STAR



Home Performance Nationwide





One-Stop Shop for Contractors

- Federal legislation
- State regulation
- Utility initiatives
- Municipal initiatives
- Equipment suppliers
- National certification and accreditation
- Training providers
- Marketing support
- Financial services



Build Your Own Roadmap

Choose One:

1. Embrace opportunities to grow?
2. Survive for as long as you can?

Ask Yourself!

- Where do you want to **go** in 2010?
- Where do you want to **be** in 2015?
- (Doing nothing is a decision)



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