

Marketing Tactics Worth Stealing

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President

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Princeton, NJ

HVAC & Home Performance Contractor

www.princetonair.com



Marketing Tactics Worth Stealing

- 39 year old HVAC business
- Residential Service/ Residential Install/
Commercial Service/ Home Performance (12/08)
- Partnered with an Industry Expert (GreenHomes America)
- In-house insulation/ air sealing
- 13 positions added



Marketing Tactics Worth Stealing

- **Start with existing customer base**
 - Invoice stuffers
 - Voice mail or auto attendant greeting
 - Technician education/ training (smoke sticks)
 - Reminder calls for scheduling (HP offering)
- **Public Awareness**
 - Real Estate offices (largest first, lunch & learn)
 - Environmental Groups (Princeton Garden Club)
 - Green Fairs (offer to present, fee waived)
 - Drawings for free audits (winners/non-winners)



Voice Shot Reminder Calls



Marketing Tactics Worth Stealing

- **Public Awareness (continued)**
 - Charitable Events/ Fund Raisers Auctions
 - Parking idle vehicles in high traffic areas
 - Press Release
- **Strategic Partnerships**
 - DIY Green Evangelists (NJRenewableEnergy)
 - Roofers/ Siders/ Window companies/ Solar PV
 - Appliance Stores (Local is better)



Marketing Tactics Worth Stealing

- **Advertising**
 - Local Condo & HOA's Newsletters
 - Direct mail – New Movers Letter
- **Other**
 - Cookies
 - Twitter
 - blog
 - Referral program (35% of all leads in HP)




Marketing Tactics Worth Stealing

- **Earned Media (you need to be easy/ available)**
 - **Isles Inc. conducting green training programs and we have hired many. Press love stories!**
 - **CNN TV & Website Spot**
[Rebuilding a contracting company](#)
 - **Contracting Business**
 - **Hopewell Charity Job**



Home Show Drawing Entry


Princeton Air
A GreenHomes AMERICA Partner


Yes! Enter me to win a Comprehensive Home Assessment
(Contest winner will be notified by email. Terms & conditions apply.)

Yes! I would also like more information on the following:

<input type="checkbox"/> Comprehensive Home Assessment	<input type="checkbox"/> Air sealing, Insulation
<input type="checkbox"/> Reducing high utility bills	<input type="checkbox"/> Heating, Air Conditioning
<input type="checkbox"/> Eliminating drafts, hot and cold rooms	<input type="checkbox"/> High-efficiency Hot Water
<input type="checkbox"/> Eliminating cold floors	<input type="checkbox"/> Solar Electric

Name _____
Address _____
City _____ ST _____ ZIP _____
Telephone _____ Cell _____
Email _____

I do not wish to receive newsletters or other information from Princeton Air.


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New Movers Letter



Welcome to your new home!

Whether you are a first-time homebuyer or a seasoned real estate owner, there are always surprises when buying a home. The most common surprise is higher-than-expected utility costs. Another big surprise is how simple it is to reduce the total amount of energy your home uses — and loses — starting with a Comprehensive Home Assessment from Princeton Air.

Your new home was presented in its best condition when you bought it. Now that you are spending more time there, you may begin to notice little things (drafts, cold floors, a noisy furnace) that were not apparent during your initial tour. These are the symptoms of your home losing energy. Using advanced diagnostic tools, such as an infrared camera and blower door, our Certified Building Analysts can pinpoint where your home is losing energy and identify improvements that will make your home more comfortable and energy efficient.

The State of New Jersey is serious about helping all of us reduce our home's energy use. In fact, the New Jersey Clean Energy Program is now offering cash incentives of up to \$5,000 — plus up to \$1,000 in free air-sealing — on qualified energy reduction improvements such as air sealing and insulation, high-efficiency heating and cooling equipment, on-demand hot water systems, and more. As a Building Performance Institute-accredited contractor, work performed on your home by Princeton Air is eligible for these generous incentives. And in 2009, you can receive a federal tax credit of up to \$1,500 for qualified improvements.

Getting started is easy — just call Princeton Air to schedule a Comprehensive Home Assessment. Our Certified Building Analyst will perform the assessment, explain the results, make recommendations, and help you develop a plan to reduce your home's total energy consumption. Princeton Air can perform all of the improvements, too. To welcome you to the neighborhood, we have enclosed a gift certificate worth \$250 off the assessment and infrared scan. Plus, for a limited time, if you have qualifying energy reducing improvements made, *New Jersey's Clean Energy Program* will reimburse you \$125* — so the assessment, a \$375 value, is actually free!

Call us today at 609.799.3434 and ask for Helen to schedule a Comprehensive Home Assessment and establish a plan to permanently reduce your home's utility bills. The savings will leave room in your budget for the other improvements you may want to make to your new home. We look forward to serving you!

Sincerely,

Scott Needham
President
Princeton Air Conditioning
Serving Central New Jersey since 1971!



Home Performance with ENERGY STAR® is sponsored by the New Jersey Board of Public Utilities and New Jersey's Clean Energy Program. New Jersey's Clean Energy Program does not endorse any one particular contractor. Home Performance with ENERGY STAR can help you lower your energy bills and make your home safer and more comfortable.

*Terms and conditions apply. For a limited time, New Jersey's Clean Energy Program will reimburse you \$125 if you install at least \$2,500 of qualifying improvements as identified in the assessment.

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Q & A.....Poll



What do I do now?

