



# National Capital Contractor Forum

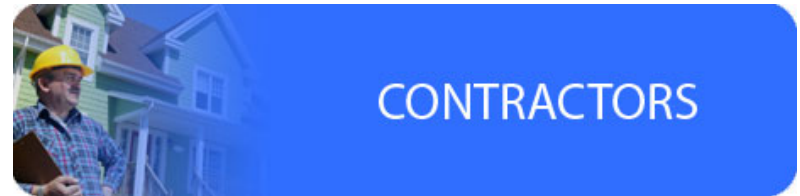
## **GROWING YOUR BUSINESS IN A DIFFICULT MARKET**

**April 6-7, 2010**

**EGIA** Electric & Gas Industries Association

# EGIA Electric & Gas Industries Association

Advancing Energy Efficiency & Renewable Energy Solutions



CONTRACTORS



MANUFACTURERS &  
DISTRIBUTORS



UTILITIES &  
PROGRAM SPONSORS



HOMEOWNERS

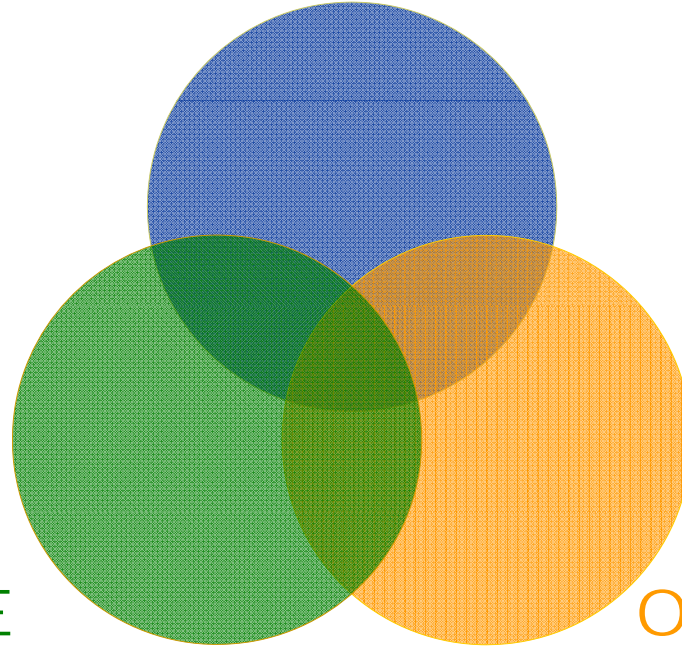
# EGIA Contractor Services

*Driving Sustained Growth & Profitability*

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## EGIA CONTRACTOR LEADERSHIP ACADEMY

INCREASE  
PROFITABLE  
SALES



REDUCE  
OPERATIONAL  
COST





# EGIA Contractor Leadership Academy

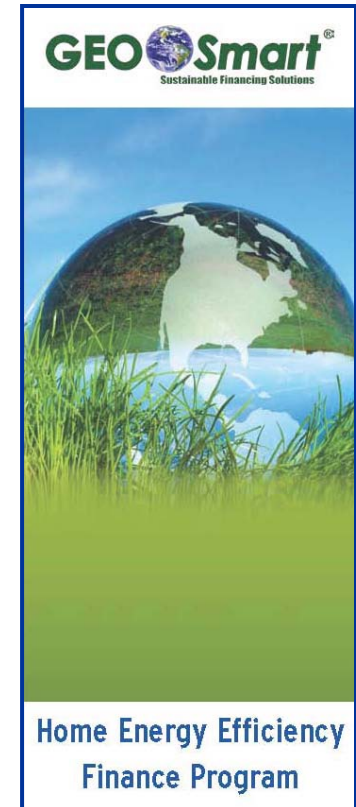
**WORKSHOPS CONDUCTED BY SEASONED PROFESSIONALS TO HELP CONTRACTING FIRM OWNERS AND SENIOR MANAGEMENT DEVELOP MORE PROFITABLE AND SUSTAINABLE BUSINESSES**

## CONTRACTOR MANAGEMENT WORKSHOP SERIES

- ***Accounting Basics: Transforming Financial Statements Into Management Tools (April 29-30 Northern Virginia)***
- ***Dynamics of Leadership***
- ***21sts Century Service Manager***
- ***Positioning Your Company as The Quality Contractor***
- ***Effective Team Building & Problem Solving***

# Increase Profitable Sales

- **GEOSmart Loan Program**
- **EGIA Approved Contractor Program**
- **Free Customer Leads**
- **Sales Training & Pitchbook Development**
- **Website Development & Web Optimization**
- **Job Cost Quoting Tools**



*1,500 GEOSmart Approved Contractors Nationwide.  
Over 40,000 Home Improvement Loans Valued At Over \$600  
Million Funded In The Past 4 Years.*



# Reduce Operational Costs



- **Business Insurance and Employee Benefits**

- **Payroll Processing and Tax Compliance**



- **Collections and Debt Recovery**



# Home Improvement Market In Transition

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Rising home energy costs and growing environmental concerns have boosted demand for energy efficient remodeling projects in an otherwise soft market...

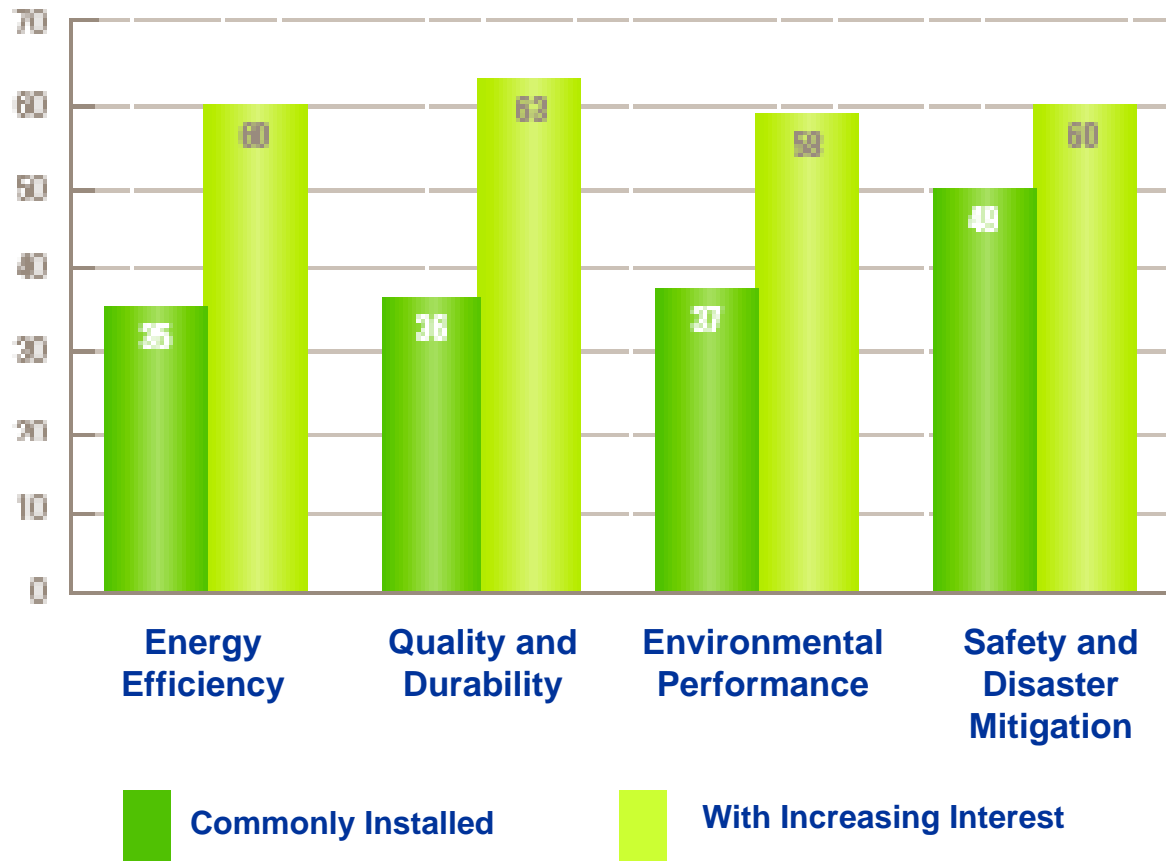
“Having a “green” reputation is a competitive strength in that these contractors can assure customers that they will use appropriate products and installation procedures to ensure favorable results.”

The Remodeling Market In Transition  
Improving America's Housing 2009  
Joint Center for Housing Studies of Harvard University



# Energy Efficiency Is Important, But Consumers Want More

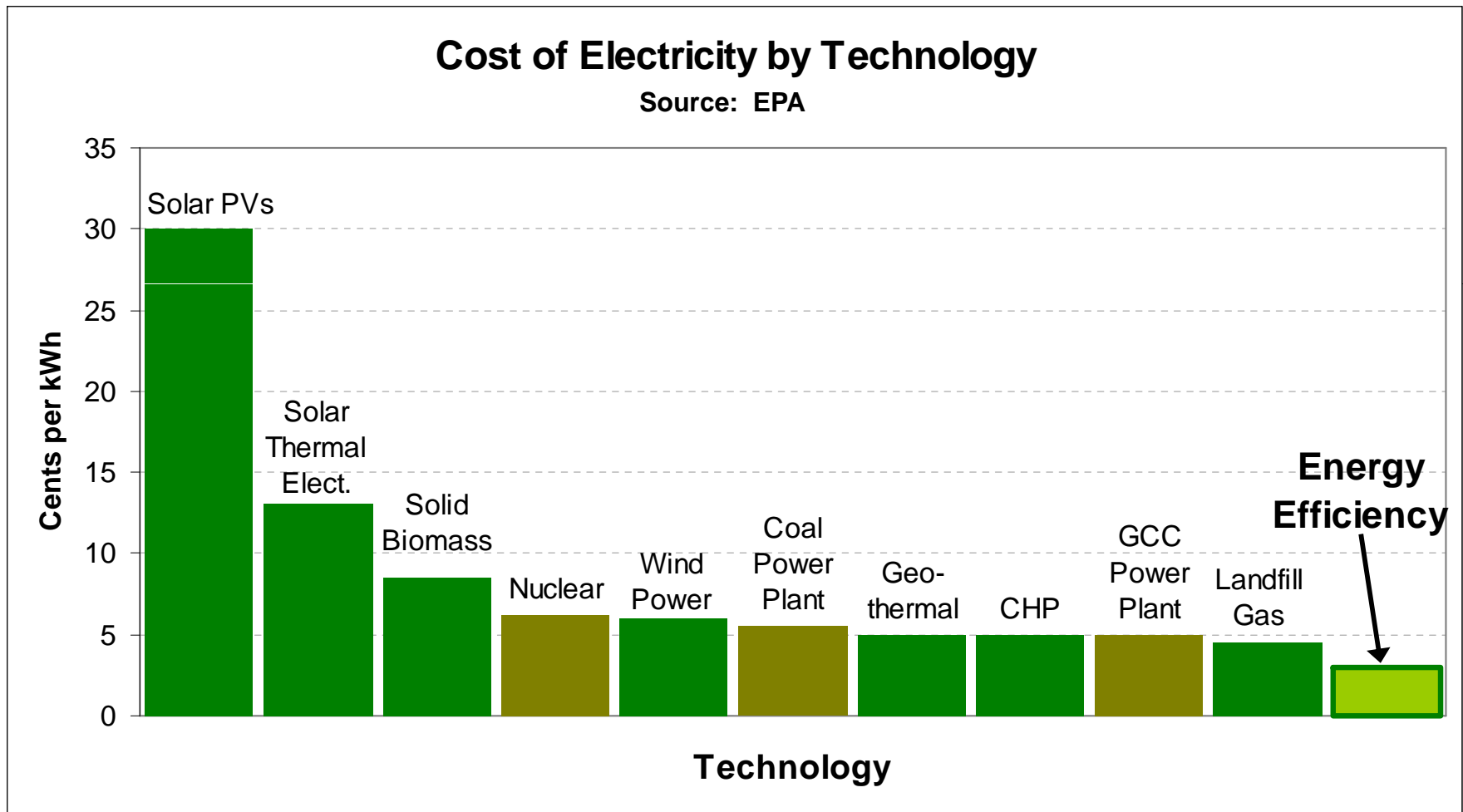
Average responses by remodeling contractors (Percent)



Source: JCHS National Green Remodeling Survey



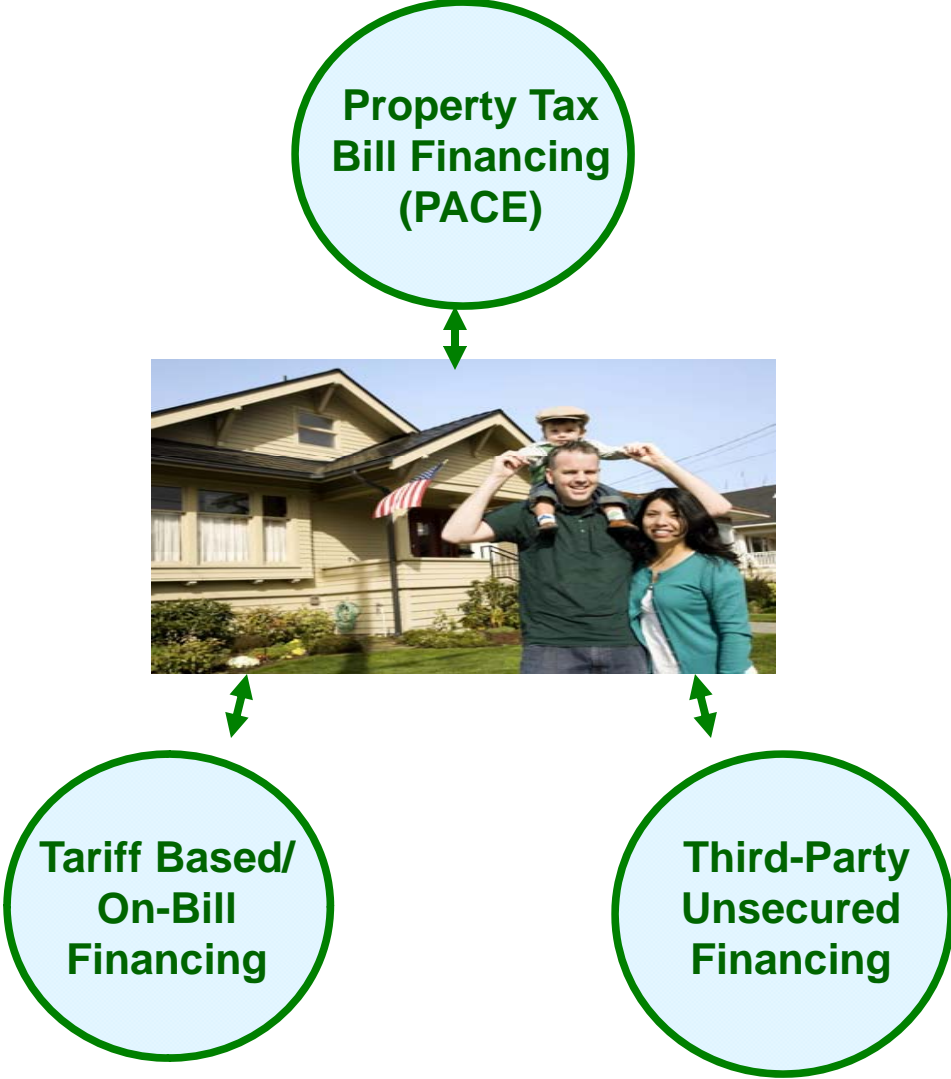
# State, Federal, Consumer & Utility Energy Efficiency Objectives Aligned



**FROM A RESOURCE PLANNING STANDPOINT, INVESTING IN ENERGY EFFICIENCY IS THE LEAST COST RESOURCE**



# Top Home Energy Efficiency Financing Options



# Home Energy Financing

## *Fast Facts*

- **Over 50% of Home Upgrades Over \$5,000 Are Financed**
- **65% of homeowners that say they will procure their own financing, never close the deal.**
- **Only 10% of homeowners cancel projects from contractors that offer and secure financing.**
- **92% of contractors that close in excess of \$5 million per year in residential retrofit business offer financing, most on every sales call**



*Keep control of the sale by controlling where your customers get their financing.*



# National Capital Home Energy Makeover Campaign

**Win a Home Energy Makeover Worth Up to \$10,000!**

*Be one of three homeowners in the ABC 7 WJLA TV viewing area to win up to \$10,000 worth of energy-efficient improvements to their homes.*





Three homeowners in the ABC 7 WJLA TV viewing area will win a free Home Energy Makeover. Each winner will receive up to \$10,000 in energy-efficient home improvements that will save money for years to come. Home improvements will be based on what demonstrates the best examples of energy-efficiency.

Enter online today at [www.wjla.com](http://www.wjla.com)

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**Entry Form**

To enter the campaign, go to [www.wjla.com](http://www.wjla.com). If you are unable to access a computer, fill out the entry form below and mail it to EGIA National Capital Home Energy Makeover, 3800 Watt Ave., Ste 105, Sacramento, CA 95821. The deadline to enter is May 31, 2010. All mailed applications must be postmarked by May 31, 2010. Incomplete applications will not be considered.

Name: \_\_\_\_\_ Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Square Footage: \_\_\_\_\_ Year Home Was Built: \_\_\_\_\_  
 My Electric Utility Is: \_\_\_\_\_  
 My Natural Gas Utility Is (If Applicable): \_\_\_\_\_  
 Fuel Oil / Propane Provider (If Applicable): \_\_\_\_\_

Would you like to receive campaign updates and special offers from sponsors via e-mail? Yes  No

By submitting this entry form, I agree to the campaign rules (see page 2) and will grant campaign administrators permission to look at my monthly utility bills to determine my home's current monthly energy consumption.

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Contest Presented By








- **Minimum of 3 Winning Homes Selected**
- **All Measures Installed To BPI Standards**
- **Consumer Applications Accepted From April 15 – May 31**
- **EGIA Will Offer Online Contractor Referral Program & FREE Leads To All GEOSmart Approved Contractors**
  - **Special Recognition For BPI Accredited Companies**



# What Can I Do Now To Get Prepared?

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- Become A BPI Accredited Company
- Participate In EGIA Contractor Leadership Training
- Get Your Company Approved and Trained To Offer Competitive Financing Options



*Take Advantage Of Everything, Become An Informational Resource For Your Customers And A True Quality Organization At Every Level*



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