



# ***Growing Your Business in a Difficult Market***

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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 Energy Makeover Campaign
- Home Performance with ENERGY STAR



# *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)