

# *130 Million Reasons to Get Accredited*

*Raising the Bar in Home  
Performance Contracting*

Larry Zarker  
BPI



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## Need for Home Energy Retrofit Contracting

About a **one-third** of owner-occupied homes are now at least **45 years old** and an additional third is **between 25 and 45** years old meaning that a large majority of our homes were built before modern energy codes and are drafty, uncomfortable and expensive to operate.



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# The Challenge

- Nearly 130,000,000 housing units in U.S.
- NY HPwES program reaching 6,500 units per year; after 8 years only 1% of the housing stock transformed.
- How do we ramp up to a ten year upgrade on all existing homes in the country?



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# Ramping Up Home Performance

Scenarios for Achieving Scale:

State	Units of Housing	10,000 Years	1000 Years	100 Years	10 Years
U.S. Total	130,000,000*	13,000	130,000	1,300,000	13,000,000

There are 13,308,346 homes in California (about 10% of the U.S. total).

\* Source: U.S. Census, 2008



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# HOME STAR

Built upon the solid policy foundation of delivering real jobs through the private sector to accomplish public imperatives,

Home Star is the most important piece of legislation for residential energy efficiency **ever**.



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# SILVER STAR

SILVER STAR - Eligible Measures	
<p><b>\$1,000 Per Measure</b></p> <p><b>Up to 50%</b></p> <p><b>Cap \$3,000</b></p>	<p>Rebate delivered to customer at time of purchase, but paid to installer post completion of job and quality assurance:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Whole House Air Sealing</li> <li><input type="checkbox"/> Duct Seal / Replace</li> <li><input type="checkbox"/> Attic Insulation w Sealing</li> <li><input type="checkbox"/> Wall Insulation</li> <li><input type="checkbox"/> Domestic Hot Water</li> <li><input type="checkbox"/> Floor Insulation</li> <li><input type="checkbox"/> Heating Equipment</li> <li><input type="checkbox"/> Cooling Equipment</li> <li><input type="checkbox"/> Windows and Doors</li> </ul>



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# GOLD STAR

1. **Energy Assessment**
  - **Minimum 20% savings work scope**
  - **BPI Accredited**
2. **Retrofit**
  - **Fundamentals**
    - Weatherization
    - Insulation
  - **Major systems**
    - Heating / Cooling
    - Water Heating
3. **Quality Assurance**
  - **15%/ 10%**



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## BPI HPwES Contractor Model

- Educate Customers on Whole-House
- Offer Comprehensive Solutions
- Get Key Staff Trained & Certified
- Follow BPI Standards in Your Work
- *Last Do No Harm* by “testing out”
- Participate in Independent, Third-Party Quality Assurance Program

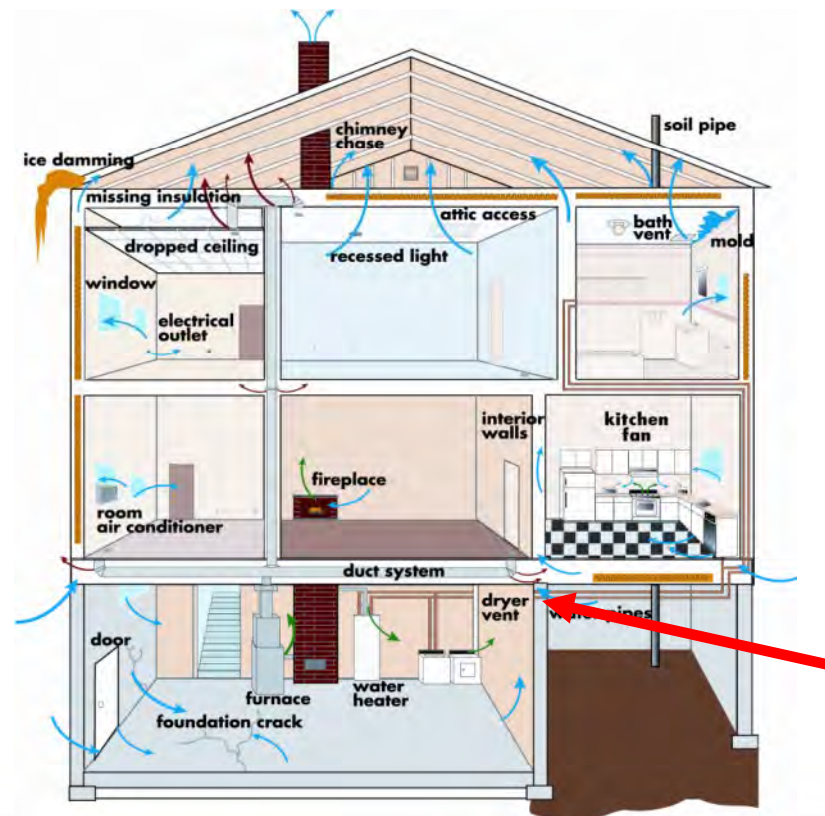


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# Typical home...full of systems...

- Drainage system
- Foundation system
- Flooring system
- Wall system
- Ceiling system
- Roof system
- Heating system
- Air conditioning system
- Ventilation & IAQ systems
- Moisture control systems
- Distribution system
- Exhaust systems
- Plumbing systems in/out
- Electric, Appliance & Lighting systems
- Energy management system



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Key Question: Do you know  
where your fresh air comes from?







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Return Air

Furnace  
Filter Slot



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**Corrosion on Hot  
Water Tank**



**RELIEF VALVE OPENING**  
THIS WATER HEATER IS PROVIDED WITH A COMBINATION TEMPERATURE AND PRESSURE RELIEF VALVE FOR SAFE OPERATION OF THE WATER HEATER. THE RELIEF VALVE MUST NOT BE REMOVED OR DISASSEMBLED FROM THE POINT OF INSTALLATION OR PLUGGED.  
IF THE OPERATIONAL AUTHORITY WHILE MANDATING THE INSTALLATION OF A COMBINATION TEMPERATURE AND PRESSURE RELIEF VALVE COMPLIES WITH THE REQUIREMENTS OF THE WATER HEATER, THE WATER HEATER MAY REQUIRE A VALVE MODEL DIFFERENT FROM THE ONE SUPPLIED WITH THE WATER HEATER.  
THE WATER HEATER REQUIREMENTS MUST BE SATISFIED BY THE RELIEF VALVE FOR END USER OF THE WATER HEATER.  
FOR ADDITIONAL INFORMATION, CONTACT THE MANUFACTURER OF THE WATER HEATER.  
TEMPERATURE AND PRESSURE RELIEF VALVE OPENING IN THE WATER HEATER IS A SAFETY FEATURE.  
FOR ADDITIONAL INFORMATION, CONTACT THE MANUFACTURER OF THE WATER HEATER.



Pipe  
Insulation



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HOME PERFORMANCE WITH  
ENERGY STAR







- WHAT WE DO
- TRAINING AFFILIATES
- CERTIFIED PROFESSIONALS
- ACCREDITED CONTRACTORS
- BPI STANDARDS
- GOVERNMENT SERVICES
- HOME OWNERS
- GREEN COLLAR JOBS
- TRAINING & EDUCATION

- Benefits of Accreditation
- Contractor Obligations
- Become Accredited
- Quality Assurance Program
- HOME STAR
- FAQs
- Apply

## Do you want to increase company productivity, profitability and customer satisfaction?

**BPI accredited contracting companies are the elite of the home performance industry.**



Our nationally recognized standards and quality assurance protocols help separate the best-of-the-best from the also-rans. Not every company can make the grade, but those that do prosper because they can prove they have the knowledge and expertise to help customers improve the performance, decrease the carbon footprint and lower the expenses of their homes.

By increasing the scope of work, accredited contracting companies see an improved bottom line, earn a reputation for quality work and also add value to the community.

**Give your customers something other contracting companies can't.**

Learn how the quality assurance program can help set you apart from your competition.

[▶ Check it out!](#)

### Benefits of Accreditation

Find out how your company can benefit from the current demand for qualified, reliable home performance contractors.

[▶ Check it out!](#)

Are you ready to get started?



[▶ Download BPI Accreditation Policies and Procedures](#)

[▶ BPI Quality Assurance Policies and Procedures](#)

[▶ Complete the Online Application](#)

**BPI Accredited Contractors are HOME STAR Approved**



[Click here to learn more.](#)

**Frequently Asked Questions: Accredited Contractors**



Have a question about accreditation? Find the answer here!



**Find a BPI Accredited Contracting Company**

[▶ Equipment](#)



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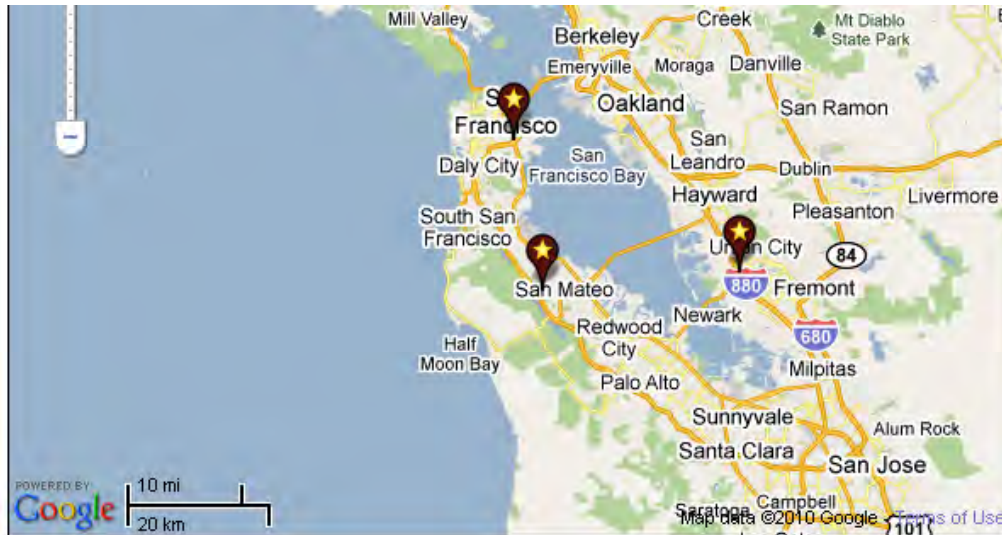


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[▶ Equipment](#)



# Zip Code Searching for Accredited Contractors

Gold Star Accredited	Company Name	Building Analyst Professional	Envelope Professional	Heating Professional	AC and Heat Pump Professional	Manufactured Housing Professional	Multi Family
★	<b>Recurve, Inc.</b> San Francisco, CA 0.0 miles	✓	✓	✓			
★	<b>True Energy Homes, Inc.</b> Burlingame, CA 14.3 miles	✓	✓				
★	<b>ABC Cooling &amp; Heating Services, Inc.</b> Hayward, CA 21.3 miles	✓	✓				



Building Performance Institute



# Marketing Materials for Accredited Contractors

- Newspaper ads
- Yellow pages ads
- Homeowner sheets
- Lawn signs
- Truck decals
- Neighborhood door hangers



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# Co-Branded Homeowner Marketing Sheet

## HOMEOWNERS

### Make the right choice in contractors.

You want your home to be healthier, safer and more comfortable, as well as energy efficient and durable. But how can you be sure you've picked the right contractor?

Reduce your risk by looking for contracting companies and technicians that have been trained to get it right. Insist on the credentials of the Building Performance Institute (BPI) and our nationally-recognized training, certification, accreditation and quality-assurance programs.



### Get real solutions, not quick fixes

Do you have comfort problems like drafts or rooms that are hard to heat or cool? High energy bills? Ice dams? Mold, mildew or moisture damage?

These symptoms are obvious, but sometimes the causes are not readily apparent. Is it the furnace? Should my home be more airtight? Do I need more insulation? Should I seal the ducts? Buy a new air conditioner? Replace the windows?

Your home is a system and everything is connected. The relationship between all the systems in the house is the key to its overall performance in terms of health, safety, comfort, durability and energy efficiency.

BPI accredited companies enjoy fewer customer callbacks, improved customer satisfaction ratings and an increased rate of referrals from those satisfied customers. Why? Because the rigorous, credible BPI program is based on the principles of building science and the whole-home approach to contracting.

### BPI credentials: Built on a strong foundation

Our consensus-based national standards set the bar, and certified technicians who have completed BPI's written and in-field practical examinations know they can identify the problems and the root causes – and fix them right the first time.



BPI accredited contracting companies offer you real solutions, not quick fixes:

- A benchmark home performance assessment at the start of every job
- A test-out home performance measurement at the end of every job
- Confirmation that the work was done right
  - before leaving the site
  - before sending the bill

You also get peace of mind in the form of a recognized, stringent quality assurance program. The BPI QAP provides you with an independent, third-party verification that the work performed by your BPI accredited contractor conforms to BPI standards.

This recognition lets you differentiate these elite and highly-trained companies from the competition based on proven performance – not just price.

## ZERODRAFT

ZERODRAFT Professional Weatherization Materials

5865A Coopers Avenue,  
Mississauga, Ontario, Canada, L4Z 1R9  
(905) 890-5866 Fax (905) 890-8114

[www.zerodraft.com](http://www.zerodraft.com)

### Raising the Bar in Building Performance Contracting

The Building Performance Institute is a recognized global leader committed to the development of a highly professional home performance industry.

In cooperation with industry stakeholders, BPI has established nationally-recognized technical standards in performance contracting for both single-family homes and multi-unit residential structures.

Comprehensive training, certification, accreditation and quality assurance programs provide the tools required to ensure consistent delivery of those standards.



Training.  
Accreditation.  
Quality Assurance.

[www.bpi.org](http://www.bpi.org) | [info@bpi.org](mailto:info@bpi.org)

Building Performance Institute, Inc.  
Saratoga Technology + Energy Park  
107 Hermes Road, Suite 110  
Malta, NY 12020

Phone: (518) 899-2727 or  
(877) BPI-BPI (274-4274)  
Fax: (518) 899-1622 or  
(866) 777-BPI (777-4274)



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# 5 Customizable Newspaper Ads

**Say 'NO' to fly-by-night contractors.**

<INSERT COMPANY NAME> is accredited by the Building Performance Institute. Hire us and know the job will be done right the first time. A comprehensive home assessment—including an energy audit—will identify the root cause of the problem and help prioritize repairs. When the work is done, a second test ensures it was done right. You get additional peace of mind with a third-party verified quality assurance program. Your home will be more comfortable, safer, healthier and more durable. Your energy bills will be lower.

Can a regular contractor give you all this?  
Let's have a no obligation conversation about your home.

<CONTRACTOR INFORMATION>



ACCREDITED CONTRACTOR  
www.bpi.org



**Don't let just anyone work on your home.**

<INSERT COMPANY NAME> is accredited by the Building Performance Institute. Hire us and know the job will be done right the first time. A comprehensive home assessment—including an energy audit—will identify the root cause of the problem and help prioritize repairs. When the work is done, a second test ensures it was done right. You get additional peace of mind with a third-party verified quality assurance program. Your home will be more comfortable, safer, healthier and more durable. Your energy bills will be lower.

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# Customizable Yellow Pages Ad

BPI Yellow Pages Ad - black and white  
Small (1.9375"x2.3125")

customize bullets  
to reflect what  
company does. For example:

- Comfort Problems
- Mold & Mildew
- Poor Indoor Air Quality
- High energy bills

Get the job done right the first time.  
Call a BPI Accredited Contractor.

**company name**  
**(555) 123-1000**

- what you do
- what you do
- what you do
- what you do



[www.yourwebsite.com](http://www.yourwebsite.com)

ALL FONTS USED ARE HELVETICA, except for the logo  
Refer to this example as a guide for proper placement of all copy  
This advertisement is set up to run in one colour format (Black)



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# Customizable Lawn Signs

Get the job done right. Call a BPI Accredited Contractor.

**Company Name**  
**(###) ###-####**  
**www.yourwebsite.com**



Raising the bar in home  
performance contracting

Training.  
Accreditation.  
Quality Assurance.



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# Neighborhood Door Hangers



**HEALTH AND SAFETY, DURABILITY, ENERGY EFFICIENCY • COMFORT**

**BPI Accredited  
Contractors get it done  
right—the first time.**

We deal with home performance issues like:

- Comfort Problems
- Mold and Mildew
- Poor Indoor Air Quality
- High Energy Bills

**We're in your neighborhood.  
Ask us what we can do for you.**

<CONTRACTOR INFORMATION>

 Raising the bar in  
home performance  
contracting.  
[www.bpi.org](http://www.bpi.org)

customized by  
contractor



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# ***What's In It For Me for Contractors?***

- Brand Recognition – Differentiation
- Access to Resources
  - Educational
  - Business Training
  - Marketing Outreach
- Independent, 3<sup>rd</sup> Party Quality Assurance
- Feedback on Best Practices



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# Summary of the Value Proposition

## SALES BENEFITS

- Offer customer complete solutions
- HP uses a systematic approach
- Expand your scope of services
- Improve your closing rates
- Be selective about projects
- Perform larger value projects
- Offer competitive financing

## Examples

NY: Average Project = \$8,500  
CA: Average Project = \$12,000

## OPERATIONAL BENEFITS

- Differentiate business
- Reduce staff down time
- Retain high quality staff
- Identify qualified staff to hire
- Minimize call back costs
- Fewer customer complaints
- Manage your risk
- Customer satisfaction/referrals
- Increased profitability
- Ability to sleep, knowing you did it right, the first time



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# This Is Too Expensive!

*“I don’t have the time or resources to invest in these kinds of systems.”*

BPI’s combined Accreditation/QA fee is \$.003 for every dollar of revenue.

Accreditation/Quality Assurance adds about \$15 to the average \$5,000 job.



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