



## Expanding from just HVAC to a total home assessment business

Anthony Johnson, Sr. started his plumbing, heating, and air conditioning business in 1982, a trade handed down to him from his father. A few years ago, they heard about home energy assessments and how Building Performance Institute (BPI) GoldStar contractors are trained, tested, and certified to use the house-as-a-system approach to help their customers reduce energy bills and improve the performance of their house. Now, A. Johnson Home Comfort, Inc. has BPI-certified technicians and plans to hire more to perform home energy assessments. Johnson, Jr. believed that adding this service would expand their business to include insulation, air sealing, installing windows, doors, and even some solar hot water systems.

It took about a year for the expanded services to catch on. “Last year, we grew by 50 percent. We’re on target to grow 60 percent this year,” said Anthony Johnson, Jr. He acknowledged that their work now is steadier now because they can close about half of their calls, compared to about one-third before. The energy assessment work also helps to attract better-quality employees.

### Good for customers, even better for business

Johnson, Jr. said, “Through the assessment process, we know exactly what is going on with a customer’s house,” he added. “This process helps customers make better decisions. After an assessment, most people are pretty insistent about moving forward.

He added, “Typically, after we install energy-conserving equipment, homeowners are so happy, they tell their neighbors and our phone rings. We end up with a customer for life. That’s why we like this business.”

### Get started

Visit [nyscrda.ny.gov/contractor-recruitment](http://nyscrda.ny.gov/contractor-recruitment) or call **1-866-NYSERDA** to learn how you can help your customers reduce their energy consumption and costs.



Anthony Johnson, Jr.

#### Situation

- Business limited to HVAC and plumbing
- Business growing slowly
- Only landed about 30 to 40 percent of the jobs they bid

#### Solutions

- Achieved BPI GoldStar recognition
- Added capabilities like insulation, air sealing, replacement windows and doors, and solar hot water

#### Benefits

- Energy assessments deliver constant stream of prospects
- Creates tremendous customer loyalty and lifetime relationships
- Wins about 50 percent of the jobs they bid
- Word-of-mouth from satisfied customers brings new customers

