

# ► The market is changing. Shouldn't you?

Become a qualified Home Performance contractor



**nyserda**  
Energy. Innovation. Solutions.

# Great news for your business. Contracting in New York isn't what it used to be.

You can drive yourself crazy trying to figure out exactly where the contracting market is headed. Or you can take opportunities as they come. Here's a big one:

**Participating in Home Performance with ENERGY STAR® will put your business at the head of the line to win energy efficiency contracting work in your area.**

**Home Performance with ENERGY STAR is a nationwide program** that promotes a building science-based approach to energy efficiency. In New York State it is administered by the New York State Energy Research and Development Authority (NYSERDA). The program's mission is to help New Yorkers make their homes more energy efficient by offering a variety of incentives.

Passage of the Green Jobs – Green New York Act of 2009 strengthened and expanded those incentives. They now include free or reduced-cost home energy assessments, low-interest financing and cashback incentives for qualified upgrades. Additional grants are available for income-qualified homeowners.

Home Performance with connects homeowners with contractors qualified to complete comprehensive energy efficiency upgrades. That's where you come in. **To qualify for incentives, consumers are required to hire participating Home Performance with ENERGY STAR co accredited by the Building Performance Institute (BPI).**

One of them could be you.

New Yorkers spend \$4 - \$6 million a month on Home Performance with ENERGY STAR contracting work.

Participating Home Performance with ENERGY STAR contractors tap directly into a large and rapidly expanding market. They bring in more jobs. They generate more revenue. And they have the credibility it takes to earn homeowners' trust and become a central energy efficiency resource in the long term.

## **Demand is high and getting higher.**

Participation in the program has been expanding each year, with no sign of slowing down. New York State is developing a new on-bill payment program in 2012. Homeowners will be able to pay back their loans through their utility bills, with monthly payments not to exceed 1/12 of the projected annual savings. If the house is sold before the loan is paid off, the balance transfers to the new homeowner.

On-bill payment is expected to significantly increase the demand for energy efficiency and make it easier for homeowners to tackle larger projects.

# HOW IT WORKS



## Get accredited by BPI

BPI sets the national technical standards for contractors in the building performance contracting trade. In addition to signing a program partnership agreement with NYSERDA, contracting companies must be accredited by BPI in order to join the Home Performance with ENERGY STAR program.

To get started, technicians on your team will need to earn

**Building Analyst (BA) Certification** covers the basics of building science, the home assessment process and the use of diagnostic and safety testing equipment.

**BPI Specialist Certification** includes four higher-level options: Envelope Professional, Heating Professional, Air Conditioning and Heat Pump Professional, and Manufactured Housing Professional.

BA certification is required before a technician can earn Specialist certification. BPI certification lasts for three years. All certification tests consist of a written and in-field component. Technicians may earn BA and Specialist certifications on the same day.

**BPI Accreditation** applies to a company and must be renewed

- Have at least one technician on staff who has both a BA and Specialist certification
- Carry liability and workers' compensation insurance
- Use a BPI qualified quality assurance system
- Perform all work to BPI standards and report on a semi-annual basis to BPI

## GET SUPPORT FROM THE VERY START

Becoming a participating Home Performance with ENERGY STAR contractor takes time, money and effort. NYSERDA offers financial support for the cost of eligible training and equipment you'll need to enter the program, plus additional incentives once you're in. Read about them in Step 6.



## STEP 2 Get outfitted

In addition to earning BPI accreditation, you'll need to purchase diagnostic equipment, including a blower door, computer software and other tools. You may also want to invest in equipment to help you complete energy efficiency projects like blowing in insulation. Home Performance contractors are eligible for financial incentives that help reduce equipment costs. See Step 6 to learn more.

**The whole-house concept is great, and the savings and comfort we achieve for our customers are spectacular. It comes down to being able to offer customers more services**

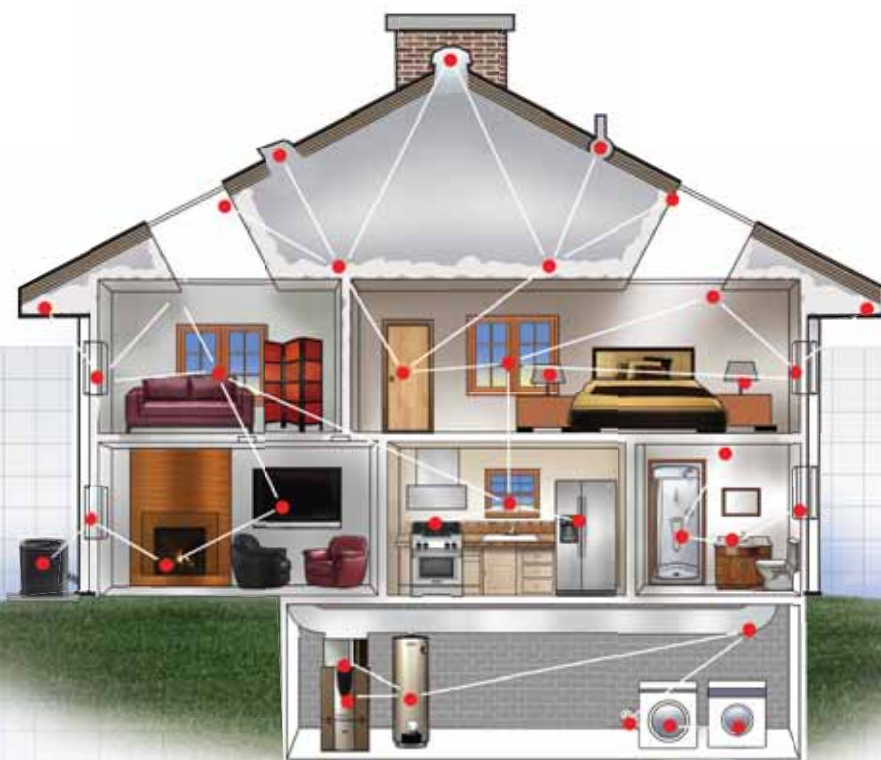
Home Performance with ENERGY STAR contractor,  
Western New York

## STEP 3 Enter the market

There are three primary ways Home Performance with ENERGY STAR contractors market themselves: through their sales staff, through NYSEERDA and through advertising and marketing communications.

1. Your sales staff will have an opportunity to cross-sell and upsell energy efficiency upgrades along with routine repairs and installations.
  - Every participating contractor is listed on NYSEERDA's website and in the consumer 1-877-NY-SMART hotline referral database, the primary resources for consumers to learn about the Home Performance with ENERGY STAR program.
- Participating contractors have access to cooperative advertising funds and consumer education materials.

You could experience increased demand for energy efficiency services driven by NYSEERDA's considerable annual investment in market outreach to homeowners throughout New York—through TV and radio ad campaigns, direct mail, events and online marketing.



**FIXING ENERGY EFFICIENCY PROBLEMS AT THE ROOT.** The “house-as-a-system” concept is at the core of every Home Performance with ENERGY STAR qualified project. Participating contractors analyze the interrelated factors that affect the energy efficiency of each customer's home, then offer solutions to address problems in their entirety. For contractors, that means a wider scope of work and more significant projects. For consumers it means verifiable, lasting value.

## STEP 4 Perform comprehensive home energy assessments

The comprehensive home energy assessment is a top-to-bottom examination of a home's energy efficiency performance. For consumers, this is the critical first step in the energy efficiency upgrade process—and a requirement to access attractive NYSERDA incentives. For contractors, the home assessment is a direct connection with potential customers already interested in energy efficiency. NYSERDA pays contractors the full cost of the assessment for most homes. Successful contractors approach the assessment as a sales opportunity.

## STEP 5 Do the work

At the conclusion of every home assessment, you will provide your customers with a report explaining the energy efficiency performance of their home. This report becomes a customized, prioritized roadmap for a range of improvements. Instead of one-shot work on a single aspect of your customers' homes, you'll develop long-term relationships where you provide genuine solutions to problems. In terms of revenue and customer satisfaction, that's a big difference.





## Reap the benefits

The payoff to becoming a Home Performance with ENERGY STAR contractor goes beyond an expanded service offering, more leads and more profit. The program includes built-in incentives, so participating contractors can see an immediate return on investment.

Home Performance contractor incentives include:

### **Advanced Modeling Incentives**

Earn a reimbursement of five percent of the value of eligible measures installed, up to \$500.

### **General Contractor/Referral Incentives**

Refer work to another Home Performance contractor and earn an incentive worth two percent of the price of eligible measures the subcontractor installs, up to \$400 per project.

### **Diagnostic Equipment Incentives**

Join the program or expand to a new region and you can earn a one-time reimbursement of 20 percent of the cost of eligible diagnostic equipment purchases, up to \$4,000.

### **Cooperative Advertising Incentives**

Join the program and meet specified spending and production levels and you'll qualify to have a percentage of approved advertising costs paid for by NYSERDA.

### **BE A TRUSTED PARTNER—NOT JUST THE NUMBER YOUR CUSTOMERS CALL WHEN SOMETHING BREAKS.**

When your company earns BPI accreditation and participates in the Home Performance with ENERGY STAR program, you're letting potential customers know that your work stands up to the highest standards. You're establishing yourself as a business that provides genuine value and comprehensive solutions, not quick fixes. You're setting yourself apart in terms of quality, capability and commitment to energy efficiency. There's a difference, and consumers will know it.

### **Comprehensive Home Assessment Reimbursement**

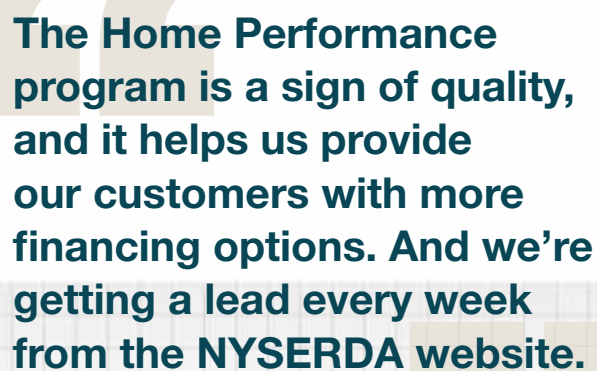
- Offer your customers free or reduced-cost home assessments, because you'll be a contractor reimbursed by NYSERDA
- Receive up to \$250 for assessing a typical single-family home
- Receive up to \$400 for assessing larger homes or

### **Training Tuition Reimbursements**

Tuition reimbursement is available to participating contractors for eligible courses.

### **BPI Certification and Accreditation Reimbursements**

- Partial reimbursements for the cost of new and renewal accreditation
- Partial reimbursements for written and field certification exam fees for those completing new certifications



**The Home Performance program is a sign of quality, and it helps us provide our customers with more financing options. And we're getting a lead every week from the NYSERDA website.**

Home Performance with ENERGY STAR contractor,  
Central New York

# What's good for New Yorkers is good for New York contractors

In New York State, the Home Performance with ENERGY STAR program is supported by Green Jobs – Green NY, a statewide effort to strengthen communities through energy efficiency. The premise of Green Jobs – Green NY is that it's good for all of us—the people, the economy, the planet—if homeowners can stop wasting energy and money.

For Home Performance contractors, Green Jobs – Green NY plays an important role, providing key support in several ways.

## **Developing the clean energy workforce**

Green Jobs – Green NY supports programs throughout the state that offer a full range of energy efficiency and solar thermal workforce training, including entry-level skill-building, career pathways, on-the-job-training, internships, apprenticeships and advanced certifications. Green Jobs – Green NY benefits also apply to individual

learners, who are eligible for tuition reimbursements. So when you commit to the energy efficiency contracting marketplace, you can count on having access to skilled workers capable of delivering excellent service.

## **Incentives that increase demand**

Green Jobs – Green NY plays an important role in stimulating the market for energy efficiency contracting. The initiative funds low-interest financing to help homeowners afford energy upgrades and pays contractors to perform comprehensive home energy assessments at little or no cost to consumers.

Green Jobs – Green NY is also working with community-based organizations to aggregate energy efficiency work in underserved neighborhoods. Home Performance contractors will be able to access new bundled sales opportunities in return for favorable pricing.



“Participating in the Home Performance with ENERGY STAR program has helped us grow our business by opening up new product lines that we weren’t offering before. Now we can take a standard sale and expand it to include insulation, air sealing, ventilation, etc. We are doing approximately 40 home assessments per month right now and closing business on about 85% of them.”

Home Performance with ENERGY STAR contractor,  
Central New York



Take the next step! Call 1-877-NY-SMART or visit [nyserda.ny.gov/contractor-recruitment](http://nyserda.ny.gov/contractor-recruitment)

When you call, be sure to ask about additional opportunities to participate in New York’s ENERGY STAR Homes Program for new construction. Many BPI accredited Home Performance with ENERGY STAR contractors also participate as Home Energy Raters in this program—it’s another vehicle to grow your business.




NYSERDA’s Home Performance with ENERGY STAR program offers homeowners a comprehensive, whole-house approach to improving energy efficiency and home comfort while saving money. Energy assessments and upgrades are conducted by a participating Home Performance contractor accredited by the Building Performance Institute (BPI). Income-qualified homeowners are eligible for additional incentives to make energy improvements.



Participate in Home Performance with ENERGY STAR and take advantage of funding for comprehensive home energy assessments and low-cost financing for energy upgrades through Green Jobs – Green NY. Green Jobs – Green NY is a statewide effort to strengthen our communities through energy efficiency. It enables New Yorkers to make a significant difference in our homes, businesses and neighborhoods—making them more comfortable, more sustainable, and more economically sound. Green Jobs – Green NY is administered by NYSERDA and made available by the Green Jobs – Green New York Act of 2009.

**About NYSERDA.** New York State Energy Research and Development Authority (NYSERDA), a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce their reliance on fossil fuels. NYSERDA professionals work to protect our environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York since 1975.

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