





CERTIFIED ENERGY EXPERT®
TRAINED. TESTED. TRUSTED.

COLLABORATE TO ACCELERATE

2024 NATIONAL MEETING

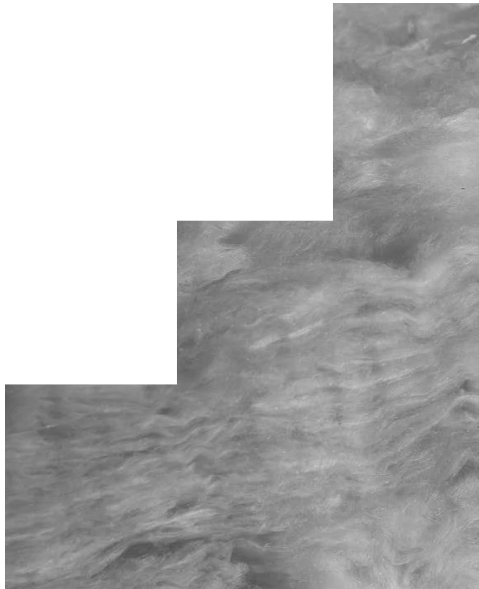
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THE RIGHT RETROFIT STRATEGY

Retrofit work can help to yield higher margins and bring in a continual cash flow for your business. But to succeed in this space, you must first have the right strategy in place.

To set your business up for success, it's critical to have standardized processes —from getting leads to gathering customer reviews.[1]

[1]Not a guarantee of customer leads or profits.





GENERATING RETROFIT LEADS

Update your business practices to specifically attract homeowners and establish trust.

Market your business consistently to distinguish yourself and build upon your professional reputation. Ways to start include:

- **Truck wraps** for a consistent brand presence
- **Direct mailers** to reach homeowners
- **Yard signs & Door Hangers** to increase brand awareness
- **Homeowner-facing sell sheets** on topics like the Inflation Reduction Act (IRA) tax rebates and the advantages of reinsulating



GENERATING RETROFIT LEADS

- **Update your website** to make it homeowner focused
- **Use social media** to reach homeowners
  - > Facebook Page
  - > YouTube Page
  - > LinkedIn Page
  - > Instagram Page (if you regularly have photos and videos to feature)
- **Local Home Shows** face-to-face access to homeowners
- **Door knocking with appointment setters**
- **Collaboration/cross-selling with other trade contractors** (e.g., roofers, HVAC)
- **Third party websites** (BBB, Angi, Home Advisor, Next Door, Yelp)



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GENERATING RETROFIT LEADS

- **Google Search Ads**

  > Consumers who are seeking out your services
  > Pay-Per-Click (PPC) advertising through Google Ads
  > Search, Display & Remarketing Ads

- **Google Reviews**

  > Request online customer reviews
  > Third party reviews are valuable
  > Average consumer reads 10 reviews before feeling able to trust a business
  > Use Google Review Cards

AFTER IMPLEMENTING GOOGLE REVIEW CARDS, ENERSOL'S 5-STAR REVIEWS JUMPED FROM 12 TO 166!

CUSTOMERS SAY THOSE REVIEWS PLAY A BIG ROLE IN THEIR DECISION TO CHOOSE ENERSOL.





KNOW WHERE YOUR LEADS COME FROM

- **Use a dedicated phone number**

  > Grasshopper (www.grasshopper.com)
  > Call Tracking Metrics (calltrackingmetrics.com)
  > Search, Display & Remarketing Ads

- **Ask every potential customer how they found you**

  > Document this info



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KNOW YOUR COSTS

TOOL	RECURRING COST LOW	RECURRING COST MEDIUM	RECURRING COST HIGH	TARGET COST/LEAD	TARGET ACQUISITION	NOTES
Google Ads	$500.00	$100.00	$5,000.00	$100.00	$300.00	Average ROI: 2X
Referrals	$25.00	$50.00	$100.00	$50.00	$200.00	Knock on 6 Close Doors
Home Advisor/Angie	$0	$0	$0	$75.00	$450.00	High Vol & Low Quality
Facebook/Instagram	$100.00	$250.00	$500.00	$100.00	$350.00	Drive Quaility Leads
Yelp	$500.00	$750.00	$2,500.00	$100.00	$300.00	High CNV, Cheap Clicks
Next Door	$0	$0	$0	$0	$0	Post Free, BIZ Gets Tagged



MANAGING YOUR LEADS

- **LEAD SCRUBBING**

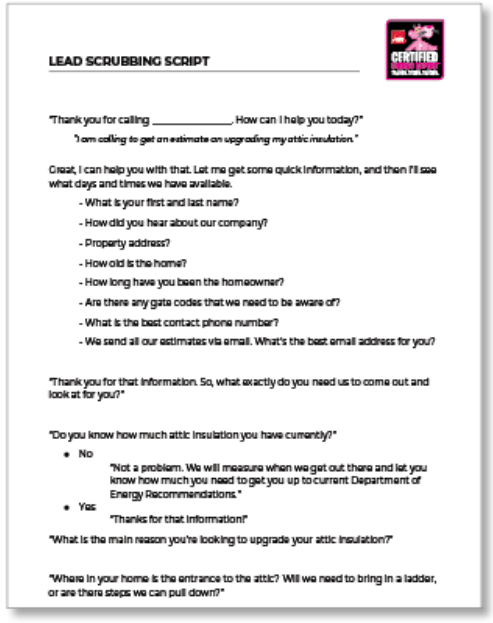
  > Is this customer looking for a product or service we offer?

  > Do they live in our service area?

  > Are they the homeowner?

  > Will they be home for the appointment?

- **Use Lead Scrubbing Script**



LEAD SCRUBBING SCRIPT

"Thank you for calling _____, How can I help you today?"

"I am calling to get an estimate on upgrading my attic insulation."

Great, I can help you with that. Let me get some quick information, and then I'll see what days and times we have available.

- What is your first and last name?
- How did you hear about our company?
- Property address?
- How old is the home?
- How long have you been the homeowner?
- Are there any gate codes that we need to be aware of?
- What is the best contact phone number?
- We send all our estimates via email. What's the best email address for you?

"Thank you for that information. So, what exactly do you need us to come out and look at for you?"

"Do you know how much attic insulation you have currently?"

- No
  "Not a problem. We will measure when we get out there and let you know how much you need to get you up to current Department of Energy Recommendations."
- Yes
  "Thanks for that information!"

"What is the main reason you're looking to upgrade your attic insulation?"

"Where in your home is the entrance to the attic? Will we need to bring in a ladder, or are there steps we can pull down?"

BLAZEO (FORMERLY APEXCHAT)

24/7 Live Chat

- Available on your website, SMS Text-to-Chat and can also be integrated with Facebook Messenger & Google Business Profile Chat
- Increased website engagement
- Custom 24/7 service
- Pay per lead pricing
- Exclusive pricing for Certified Energy Expert Members
  - $100 one-time set-up fee
  - $12 per qualified sales lead

Voice Call Center Services

- Both inbound and outbound calling services
- Custom 24/7 service
- Capture vital information and qualify phone leads
- Certified Energy Experts receive 15% discount on standard pricing

Get Started or Learn More

https://try.apexchat.com/owenscorning/





MAKING THE SALE

- **In-home consultation**

  > **Warm-Up** (Get to know the homeowner)

  > **Presentation 1** (Use the customizable CEE Presentation)

  > **Measurement & Inspection** (Take Photos)

  > **Presentation 2** (Products, Warranty & Estimate)

  > **Ask for the business** (IRA Tax Credits & Financing)



We've developed an in-home customizable sales tool to help you sell your value to a homeowner. You can find it on the OCConect™ portal.



TELLING THE CEE STORY

- **TRAINED** to optimize comfort
- **TESTED** for proven performance
- **Backed by a TRUSTED leader**

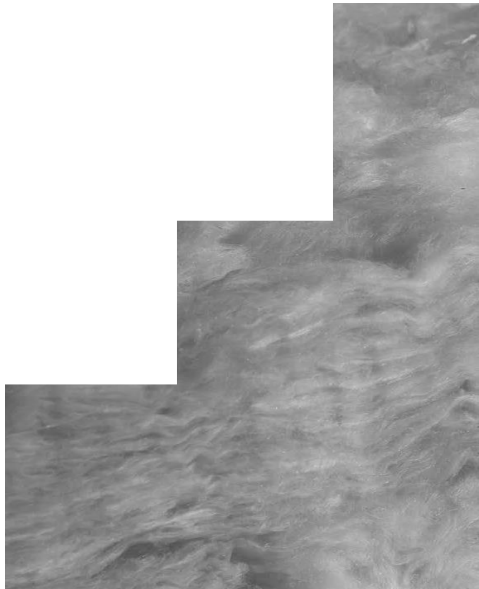
> Knowledge
> Licensing
> Quality
> Warranty
> Integrity
> Ethics
> Workmanship
> Recognized

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LIMITED LIFETIME WARRANTY

SELLING BEYOND PRICE

- **Define your difference** – show your customers how you're different—and how that can help them.
- **Get personal** – follow up on bids and demonstrate a personal commitment to the work
- **Emphasize your expertise** – CEE professional training is a major differentiator
- **Promote your productivity** – Owens Corning® PINK® Fiberglas™ insulation is proven, quick to install, helping homeowners to enjoy the improvedcomfort of their home faster
- **Walk through the warranty** – you offer an exclusive limited lifetime warranty on workmanship PLUS a limited lifetime warranty on the product itself
- **Spotlight safety and sustainability** – PINK® Fiberglas™ is GREENGUARD certified for indoor air quality, free of chemical fire retardants and made with renewable electricity.





THE INSTALLATION PROCESS
BEST PRACTICES

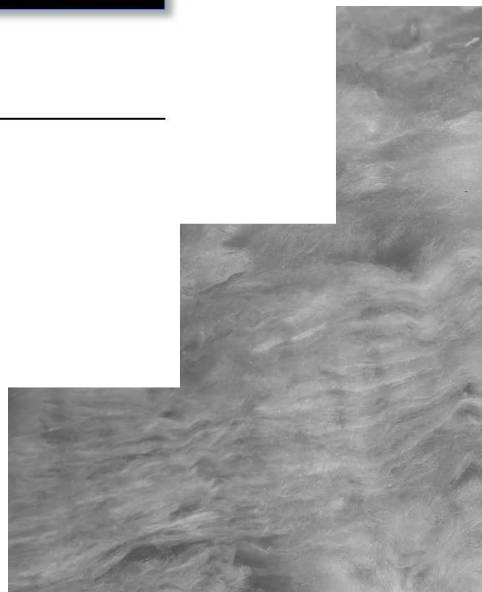
Many contractors have one crew who is fully dedicated or trained to install in retrofit applications. Here are a few best practices for before, during and after the installation process.

THE INSTALLATION PROCESS
BEFORE INSTALL

- Share the **"CEE "What to Expect" video** with the homeowner
- Professionally **brand your trucks**
- **Set the expectation** that all employees must be extremely careful, clean and courteous
- Equip your trucks with **cleaners, disinfectants and a shop vac** for crews, including floor coverings
- **Train crews** on OSHA guidelines
- Instruct your crew on how to conduct **pre- and post-work inspections**



"CEE What to Expect" Video
Length: 2:27



THE INSTALLATION PROCESS
DURING INSTALL

- Keep the home you're working in as **clean as possible**
- **Designate one team member** to be the point of contact with the homeowner.
- Ask the homeowner if you can **place a yard sign** while you're on site
- **Knock on surrounding neighbors' doors,** offering to set up free estimates.



Site sign



THE INSTALLATION PROCESS
AFTER INSTALL

- **Review completed work** with homeowner
- **Collect payment** and make sure homeowner is satisfied
- Equip your crews with **Google review cards**
- Implement a **customer referral program**
- **Ask for reviews and referrals**



Google Review Card

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Consumer Financing Made Easy

SERVICEFINANCECOMPANY,LLC
A subsidiary of Truist

Service Finance offers a fast, simple, and paperless process to make financing easy.

With some of the lowest monthly payments available, Service Finance can help make your projects more affordable!

Service Finance Company, LLC specializes in providing contractors with flexible finance options for their customers. With more than **80** different loan options available, Service Finance makes it easy to find the right loan program for your customers.

Let us show you how our finance program can help your business grow!

Enroll Today by visiting:
https://enroll.svcfin.com/CFE

PROGRAM HIGHLIGHTS

- **80+** finance plans
- Down to **580** FICO® Score
- Unsecured
- Fast approvals with our industry-leading mobile app
- Larger average ticket sales
- Finance insurance deductibles
- No hidden credit card fees
- Easy funding, no COC required
- Paperless process, no sales slips



QUEST A PRICING MATRIX TODAY!

New to financing? Service Finance provides training to help you sell higher margin jobs with financing.

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877-661-6793

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CUSTOMIZED MARKETING SUPPORT

Co-branded Collateral



Truck Graphics



Digital Ads



Co-branded Window Cling

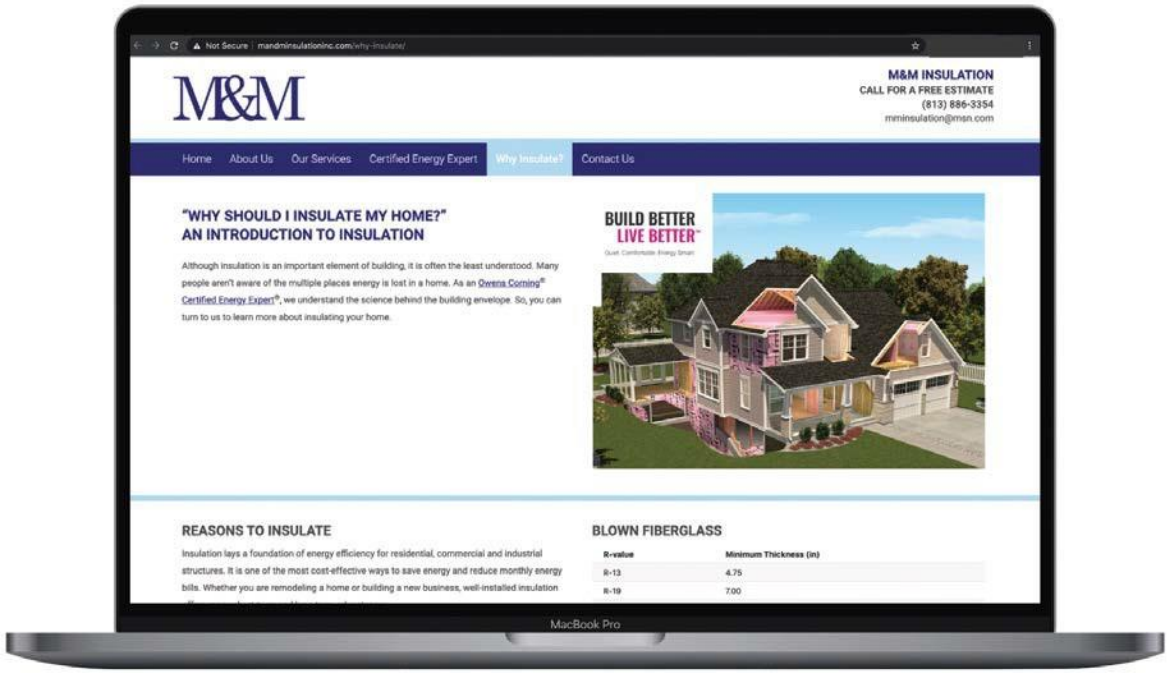


Electrical Box Stickers



CUSTOMIZED MARKETING SUPPORT

- Customized websites
- Interactive 'Material Difference Home'
- IRA Tax Credit Materials
- CEE videos to support you
- Homeowner-facing materials
- On-line ads



Custom website with 'Material Difference Home'



MAKING HOME A BETTER PLACE TO BE.

The CEE Team and Owens Corning® are here to support you in your Retrofit business. If you have an idea we haven't covered give us a call, we'd love to talk with you.


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QUESTIONS?