



# Who's Buying High Performance Homes & How Can You Target Them?

Peter Troast, Founder & CEO

*RESNET Conference, Scottsdale, AZ  
February 29, 2016*

# Peter Troast

## Founder/CEO of Energy Circle

Linked In: Peter Troast

Twitter: @EnergyCircle

G+: Energy Circle

Facebook: Energy Circle

## Volunteer/Pro Bono

Efficiency First

Home Performance Project

Home Performance Coalition

1000 Home Challenge

Mallett Deep Energy Retrofit



# The Energy Circle Sandbox

## **350+ High Performance Building Businesses**

builders/remodelers, raters, auditors, architects, HP contractors, HVAC, non-profits

## **49\* States**

## **3.2 Million Web Visitors**

## **Thousands of Leads**

## **64,000 Tracked Search Terms in HP**

## **Lots and lots of experiments**

## **\$787+ million in Performance Building Work**

# What We'll Discuss

- 1 The Marketing Challenge in 2016**
- 2 What to Call High Performance Homes: The Language Challenge**
- 3 Some Data (such as it is)**
- 4 High Performance Home Buying Process**
- 5 The Center of Your Marketing: Your Website**
- 6 New Tactics in 2016**





# **MARKETING IS CHANGING**

(duh)

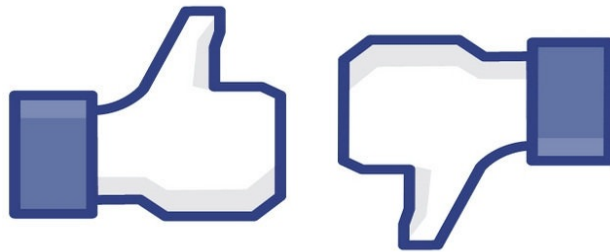


# 200 Million



NATIONAL  
DO NOT CALL  
REGISTRY

# Peak



**facebook**

# YAHOO!

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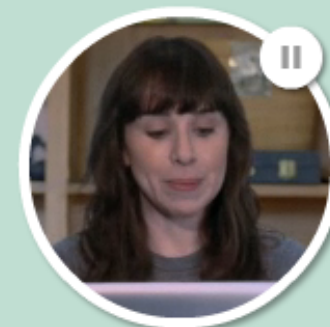
## YAHOO! SITES

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## VENZA. KEEP ON ROLLING.

click on play icon for more videos

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- Conservative anger threatens to derail GOP debt plan in House
- Oslo police begin releasing names of massacre victims

[VIDEO PICKS](#)

# The “Uberization” of Home Services









# **So What's It All Mean for Builders and Contractors?**






**How People Buy in 2016**

# Realize a Need



 Everything

 Images

 Videos

my house is too|hot

my house is too **hot**

my house is too **small**




my house is too **humid**

my house is too **big**

my house is too **cluttered**

About 337,000,000 results (0.33 seconds)

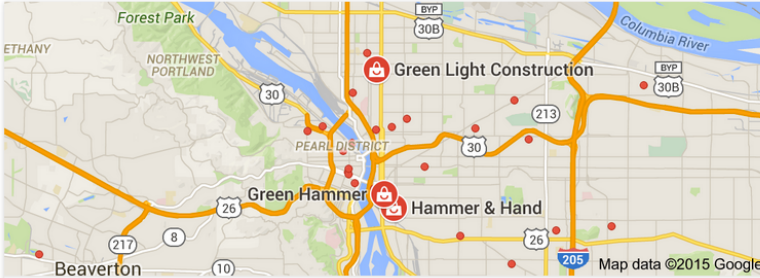
# Search for a Contractor





[Web](#) [Shopping](#) [Maps](#) [News](#) [Images](#) [More ▾](#) [Search tools](#)

About 1,640,000 results (0.34 seconds)



[Prutting & Company - prutting.com](#)  
**Ad** [www.prutting.com/](http://www.prutting.com/) ▾  
Design led **Construction, Renovation Portland, OR**





**Green Hammer**  
No reviews · General Contractor  
1323 SE 6th Ave · (503) 804-1746  
Opens at 8:00 am


 Website  Directions

**Green Light Construction**  
3 reviews · General Contractor  
4705 NE Mallory Ave · (503) 515-2315  
Open until 5:00 pm

 Website  Directions

**Hammer & Hand**  
4.5 ★★★★★ (35) · General Contractor  
1020 SE Harrison St · (503) 232-2447  
Opens at 8:00 am

 Website  Directions

 [More green contractors](#)

[Green Hammer: Green Building Portland Oregon | Passive ...](#)  
[www.greenhammer.com/](http://www.greenhammer.com/) ▾

**Ads**  
**General Contractors in OR**  
[www.contractorconnection.com/Oregon](http://www.contractorconnection.com/Oregon) ▾  
Remodel, Additions & Special Needs.  
3-Year Workmanship Warranty!

**General Contractor**  
[www.homeadvisor.com/Contractors](http://www.homeadvisor.com/Contractors) ▾  
4.8 ★★★★★ rating for homeadvisor.com  
Find 5-Star Local **Contractors**  
Backed By 24/7 Project Support!

**Local General Contractors**  
[www.gencontractors.com/](http://www.gencontractors.com/) ▾  
Top **Contractors** at the Best Price.  
Get Free Quotes From Licensed Pros!



**Repair or Renovation**  
[plus.google.com/GeneralContractor](http://plus.google.com/GeneralContractor) ▾  
A-1 **Construction** can handle  
your project. Free estimate.

**Angie's List™ Reviews**  
[www.angieslist.com/contractors](http://www.angieslist.com/contractors) ▾  
(866) 907-5478  
Browse Detailed Reviews & Ratings  
Of **Contractors** In Your Area!

**Contractors Portland, Oregon**  
[www.yellowpages.com/contractors](http://www.yellowpages.com/contractors) ▾  
Search Thousands of Great Roofers  
in Your Area at YellowPages.com.

**Green Building Contractor**  
[www.sundowndevelopmentbuilding.com/](http://www.sundowndevelopmentbuilding.com/) ▾  
**Green Contractors** In Portland.  
Contact Us Today.  
📍 13215 SE Mill Plain Blvd Suite C-8461


# Investigate Options


 what is a net zero home 

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About 115,000,000 results (0.44 seconds)

**NetZero Wireless for All - Your Choice in Wireless Service**  
 [www.netzero.net/Wireless](http://www.netzero.net/Wireless) ▾ (866) 333-0718  
No Contract Plans From \$9.95/Month!  
50% Off Device Promotion · Fast, Safe & Secure · No Contract Required

**What is Net Zero Energy? - alcse.org**  
 [www.alcse.org/](http://www.alcse.org/) ▾  
Understanding **Net Zero** Energy sustainable energy resources & info

The U.S. Department of Energy defines a **net-zero** energy **home** as one that uses about 60 to 70 percent less energy than a conventional **home**, with the balance of its energy needs supplied by renewable technologies. Essentially, it is a **home** that sustains itself – energywise.

**What Is Net-Zero? | InVision Zero Home**  
[www.invisionzerohome.com/netzerohome/](http://www.invisionzerohome.com/netzerohome/)

*Feedback*

**Net-Zero - Green Homebuilder**  
[greenhomebuildermag.com/spring-11-44.php](http://greenhomebuildermag.com/spring-11-44.php) ▾  
**Net-Zero** homes produce solar energy during the day feeding excess to the grid and then use energy from the grid at night. First and foremost, remember this mantra — reduce before you produce.

**What's the real problem with Net-Zero homes? : TreeHugger**  
[www.treehugger.com](http://www.treehugger.com) ▾ [Design](#) ▾ [Green Architecture](#) ▾  
Oct 31, 2014 - Image above: Zero Home is first **Net-Zero** certified **home** in Utah. In a recent post I asked Is a **net-zero** energy building really the right target?

**Zero Net Energy Homes: Zero Homes & Green Homes ...**  
[www.zerohomes.org/](http://www.zerohomes.org/) ▾  
Information on **Zero Energy Homes** and **Zero Net Energy Homes**. Discover the Future of Sustainable Green Homes.

Data from Google External Keyword Tool on 11.14.11

# Ask our Friends

The image is a screenshot of a Facebook News Feed. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Profile, and Account. The left sidebar shows the user's profile (Peter Troast) and various shortcuts like Messages, Events, Friends, Pages, Groups, and Apps. The main News Feed area displays several posts. A video overlay is prominently featured in the center-right of the screen, showing a man speaking. The video has a blue header with the name 'Robert C Farnham' and a close button. The video content shows a man in a blue shirt speaking, with the text 'September 5' and 'Hey Peter... I have some Vermont friends who are asking questions about saturated insulation issues related to flooding from Irene. I'd like to bring you into the conversation if your think you have ideas. Is this something I could interest you in getting involved with?' overlaid on the video.

facebook

Search

Home Profile Account

Peter Troast  
Edit My Profile

FAVORITES

- News Feed
- Messages 69
- Events 3
- Friends

PAGES

- Energy Circle 1
- Mallett Deep Energy Retr...

GROUPS

- Community Mana... 20+
- I love Jack Russells 20+
- Create Group...

APPS

- Ads
- Marketplace 5

News Feed

Top News · Most Recent 300+

Update Status Add Photo Ask Question

What's on your mind?

Upcoming Events See All

Bow Street Market  
Check out Flight 317's p  
[http://www.youtube.com/data\\_player](http://www.youtube.com/data_player)  
4 · Like · Commer

Chris Muldaur  
Should go to bed, but th  
Like · Comment · 5 h

Tracey O'Donnell M  
View all 6 comment

Byrd Baldwin A  
game!!  
4 hours ago · Lil

Chris Muldaur I  
maybe you are r  
4 hours ago · Lil

Write a comment...

Mark Halloran  
Honoring and remember

Robert C Farnham

September 5

Hey Peter... I have some Vermont friends who are asking questions about saturated insulation issues related to flooding from Irene. I'd like to bring you into the conversation if your think you have ideas. Is this something I could interest you in getting involved with?



# Turn to Social Media: Blog Sites

[Home](#) » [Community](#) » [Energy efficiency and durability](#)

## What is better - roof vents without soffit vents or change to an unvented assembly?

Helpful?  
0  
[Sign in to vote](#)

I'm back after having met with the architect and asked about the soffit venting.

We're designing a home in Southern California (hot dry / mixed dry climate) - the architect is calling for an unconditioned attic, insulation on the attic floor at the ceiling, but fire codes in this wildfire prone part of the world now ban soffit vents of any kind, effectively requiring boxed or sealed eaves. The architect has drawn in a bunch of roof vents that apparently are permitted, but it makes me wonder how effective those can actually be, if they're halfway up the roof, and they're not every sixteen inches.

Might we be better switching to an unvented roof assembly? We are already planning on using radiant barrier sheathing on the roof sheathing to reduce the attic temp in summer. Could we put 2 inches of poly-iso foam on the inside of the roof rafters and ditch the vents?

Most years, we get only 4-5 nights that dip below freezing. But I know that unvented roof assemblies need to be designed not to accumulate moisture that can condense.

Thanks in advance.

ASKED BY SEAN MCLOUGHLIN  
POSTED MON, 11/07/2011 - 16:59  
EDITED TUE, 11/08/2011 - 15:58

TAGS: **ENERGY EFFICIENCY AND DURABILITY**

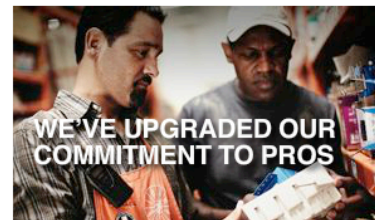
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**8 Answers**

[oldest to newest](#) [Save settings](#)


1. I'm not exactly sure what you mean by clipped soffit but this may work. Since you say "virtually no soffit" does that mean that there is some soffit? As long as you have a 1" minimum soffit and a fascia boards you can install Cor-a-vents, strip vent - can install directly behind the fascia board if you want or behind the bedmould/crown mould if you do have a small soffit.


Helpful?  
0  
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**Or get complete access to Green Building Advisor** with our **FREE 10-day Trial**

**Join the best green building conversation on the web**

# Turn to Social Media: Twitter



**@mickeyfitch**

Mickey Fitch

**@focusonenergy** How do I schedule an energy audit for our home we just bought in Superior?

19 hours ago via web

☆ Favorite ↻ Retweet ↩ Reply



**@shahid**

Shahid Sarker

Wish my room weren't so cold.  
Poor insulation in this old house.

5 Nov via Twitter for iPhone

☆ Favorite ↻ Retweet ↩ Reply

# Turn to Communities: Q&A



**Quora**  Home <sup>1</sup>

Solar Panels New Homes Buying a Home Solar Energy Homeowners [Edit](#)


**Are solar panels worth the cost for homes?** [Edit](#)

[Add Question Details](#)  
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4 Answers • [Create Answer Wiki](#)





**Paul Reid, I run a small energy efficiency start...**  
1 vote by Elaine B. Coleman




Obviously location is key, irradiance levels, shadow analysis, building orientation etc. but even if all are favourable in the UK it only makes sense financially if you utilise the Feed-In Tariff. As much as I love the concept of PV the commercially available panels here are at best 14/15% efficient and installation costs are still too high. I look forward to developments at Hypersolar, Nanosolar etc..

[Add Comment](#) • [Thank](#) • [Flag](#) • May 30, 2011





**Tony Wahl, Tony is the Lending Information Exper...**





Entirely depends on the rebates and tax incentives available to you. Solar is not yet cost competitive with other sources of electricity.

[Add Comment](#) • [Thank](#) • [Flag](#) • Jun 8, 2011



**Milton Bern**



Sure is. It depends on certain factors, but just about everyone can benefit from it. That's if you use a good company....I got mine from Arosa Energy and they got me lots of great rebates and so it was really worth it for me.  
<http://www.arosaenergy.com/> 



# Dig Into Every Detail Available



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OUR COMMITMENT TO YOU  
TESTIMONIALS  
MEET THE TEAM



I founded Byggmeister in August of 1983. Our first clients hired us not because of our experience (we didn't have any) but because we were friendly, articulate, thorough, and easy to have around. That counted for a lot then.

# Finally...Buy (Convert to Sale)









# Choosing the High Performance Path

*“Best Builders?”*

*“Process?”*

*“Passive House?”*

*“Net Zero?”*

*“Cost?”*



# The Language Challenge

NAMES	CERTIFICATIONS	↔ "BRANDS"
Green	Energy Star	Passive House (Haus)
Sustainable	LEED	Net Zero
Low Energy	NAHB	Deep Energy Retrofit
Healthy Home	Energy Fit	Pretty Good House
High Performance		

# Do We Have an “Energy” Crisis?



*"I'm right there in the room, and no one even acknowledges me."*



# **TREND DATA**

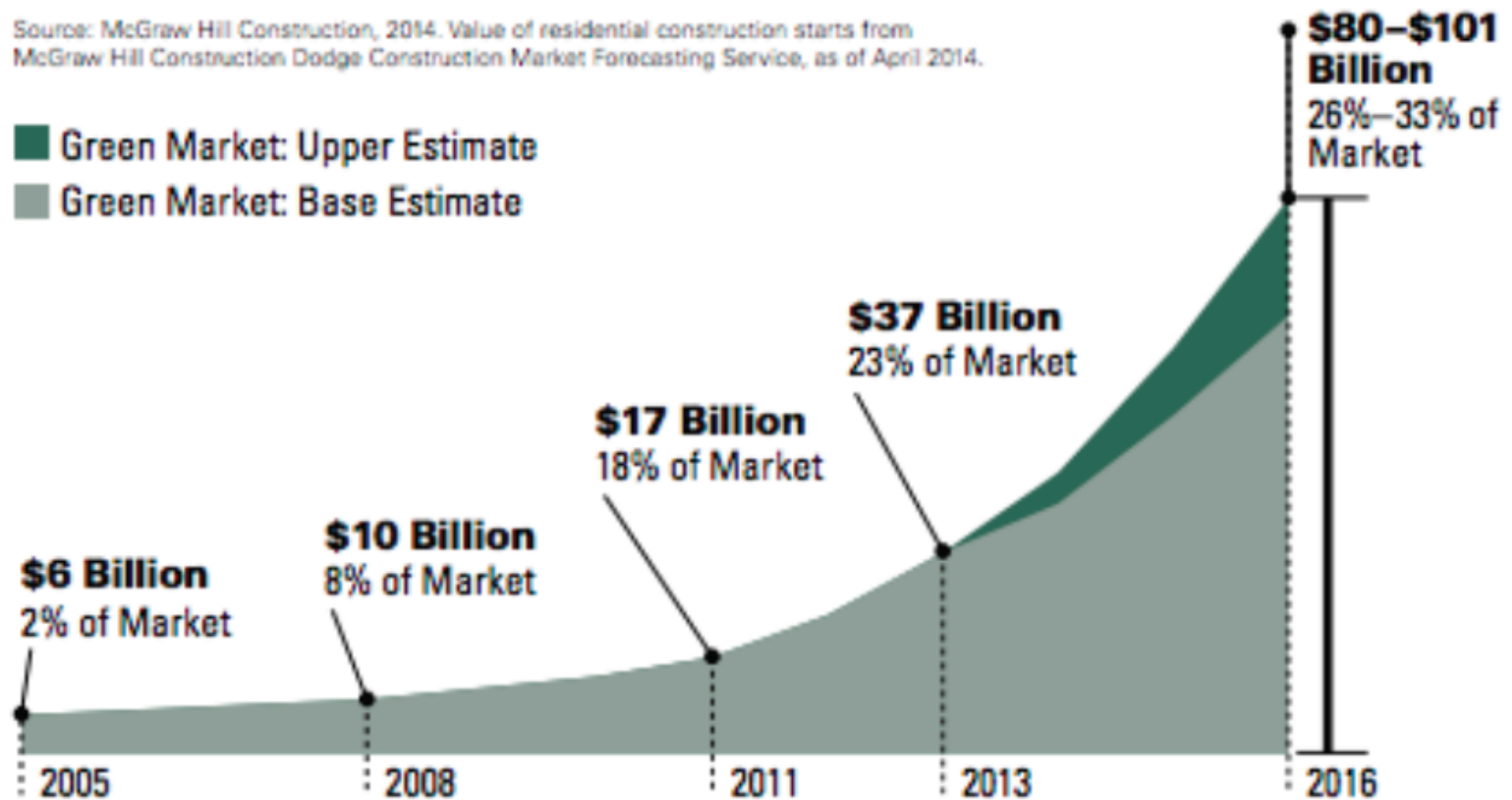
(possibly random)

# Big Market?

## U.S. Single Family Housing Green Residential\* Market (Billions of Dollars)

Source: McGraw Hill Construction, 2014. Value of residential construction starts from McGraw Hill Construction Dodge Construction Market Forecasting Service, as of April 2014.

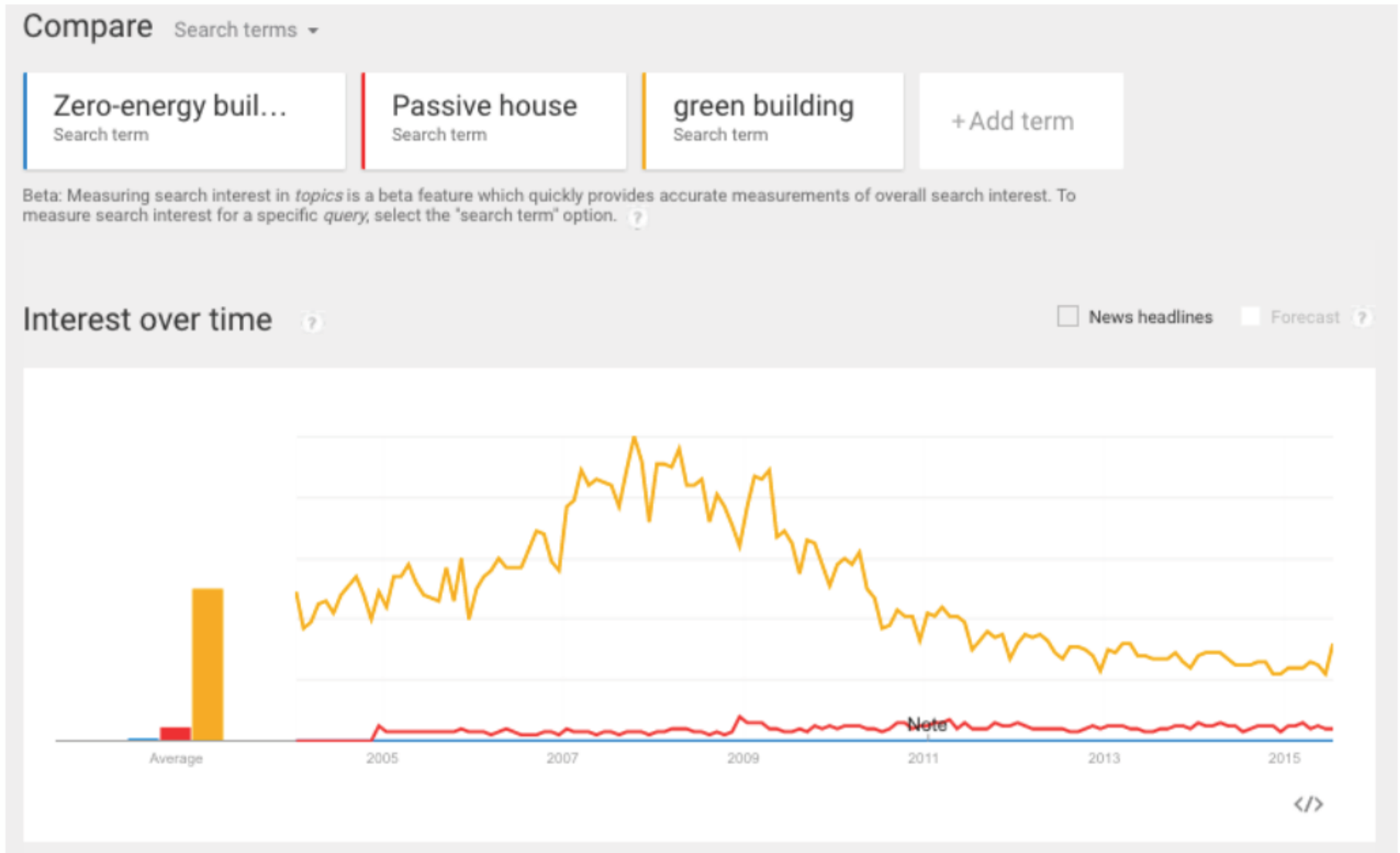
- Green Market: Upper Estimate
- Green Market: Base Estimate



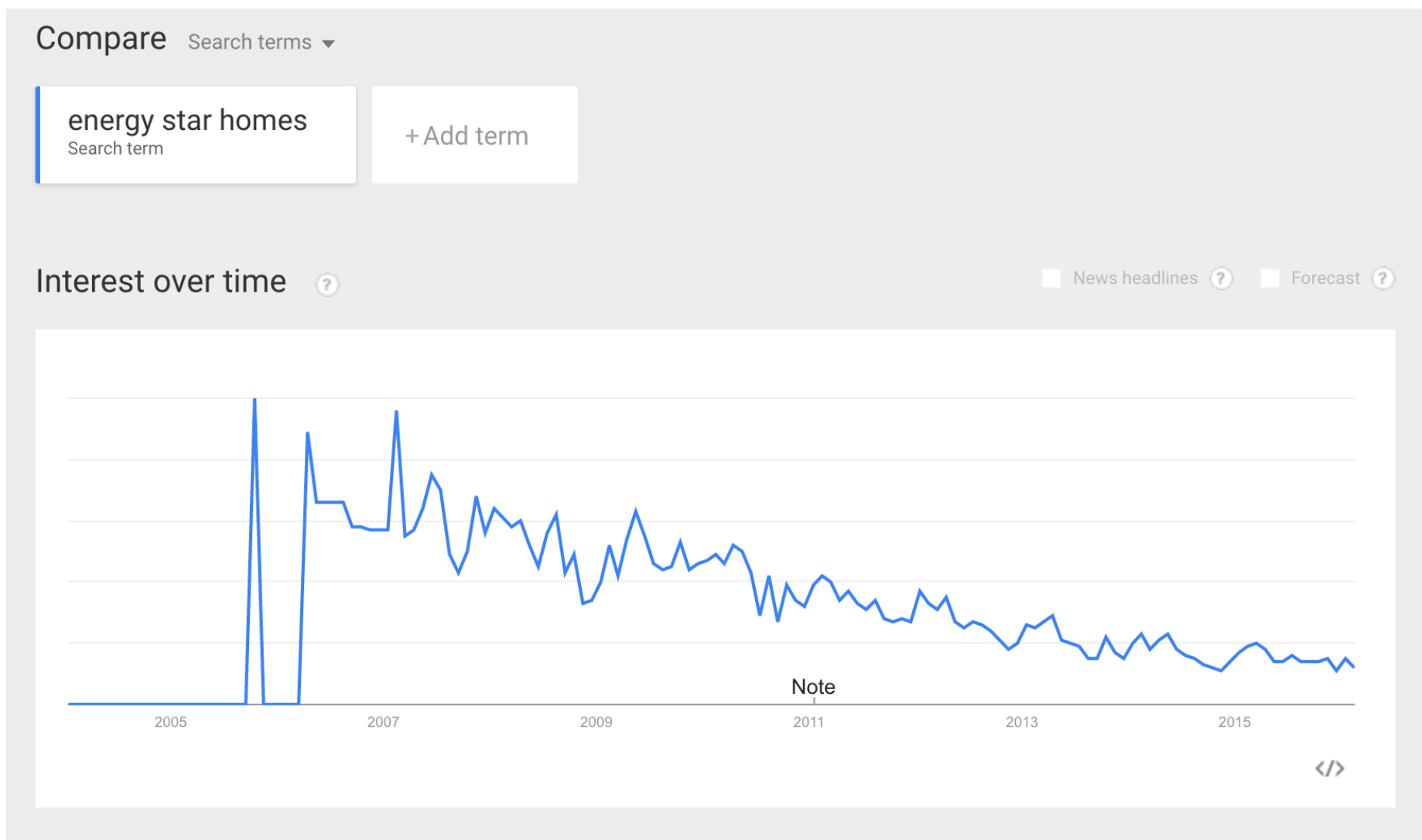
\*MHC defines a green home as one that is either built to a recognized green building standard or an energy- and water-efficient home that also addresses indoor air quality and/or resource efficiency.



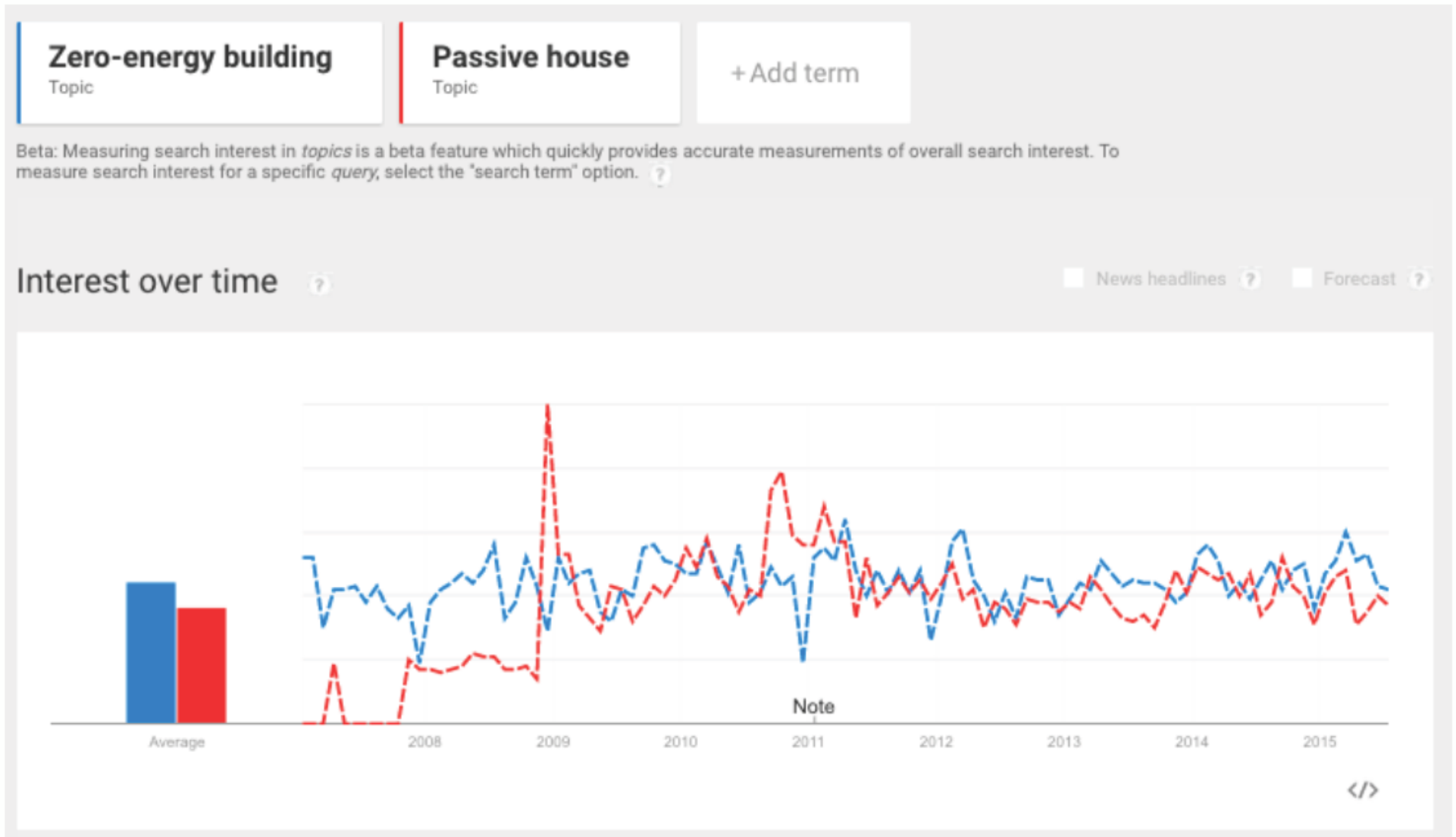
# Fading Green?



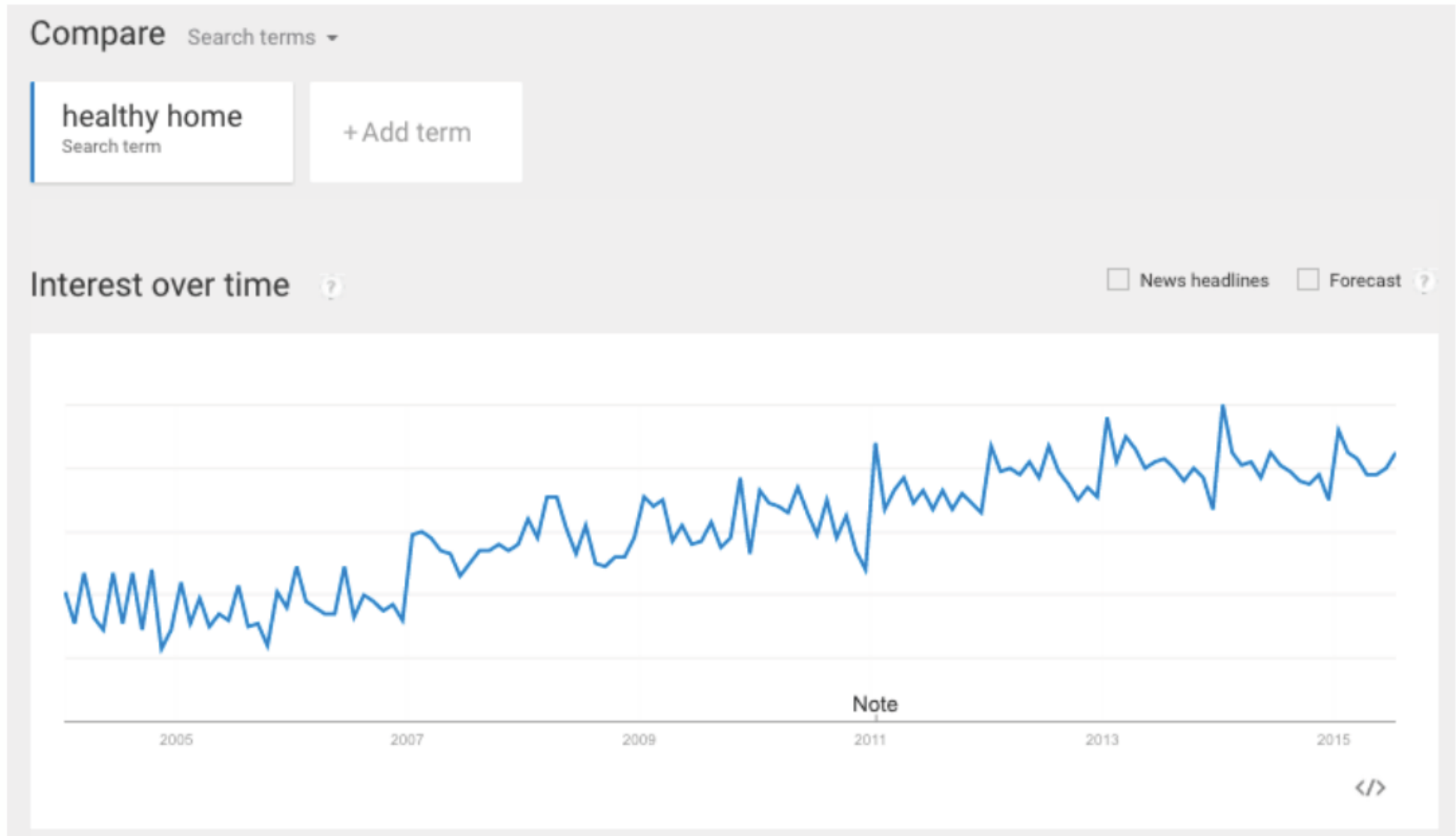
# Wither Energy Star Homes?



# Net Zero vs Passive House (topics)



# “skate to where the puck is going to be”



# PATH TO ZERO IN THE U.S. AND CANADA



January 2016



408

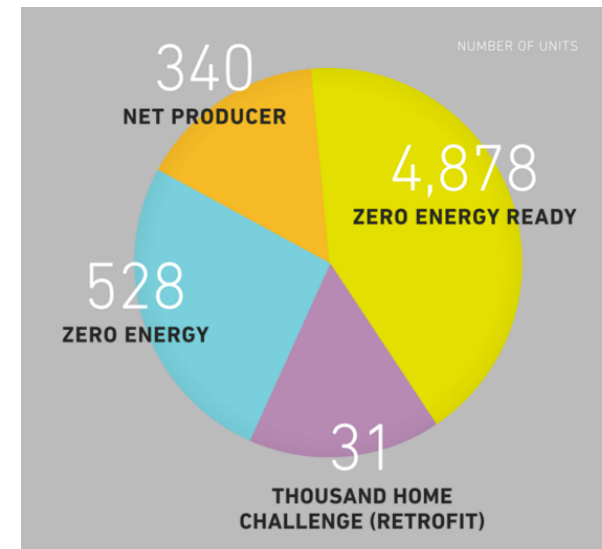
PROJECTS

3,339

BUILDINGS

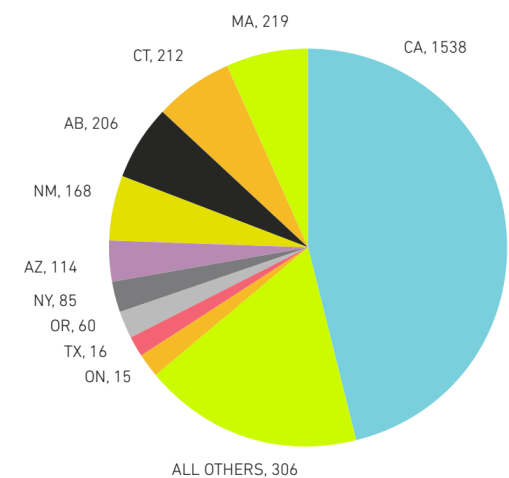
6,177

UNITS

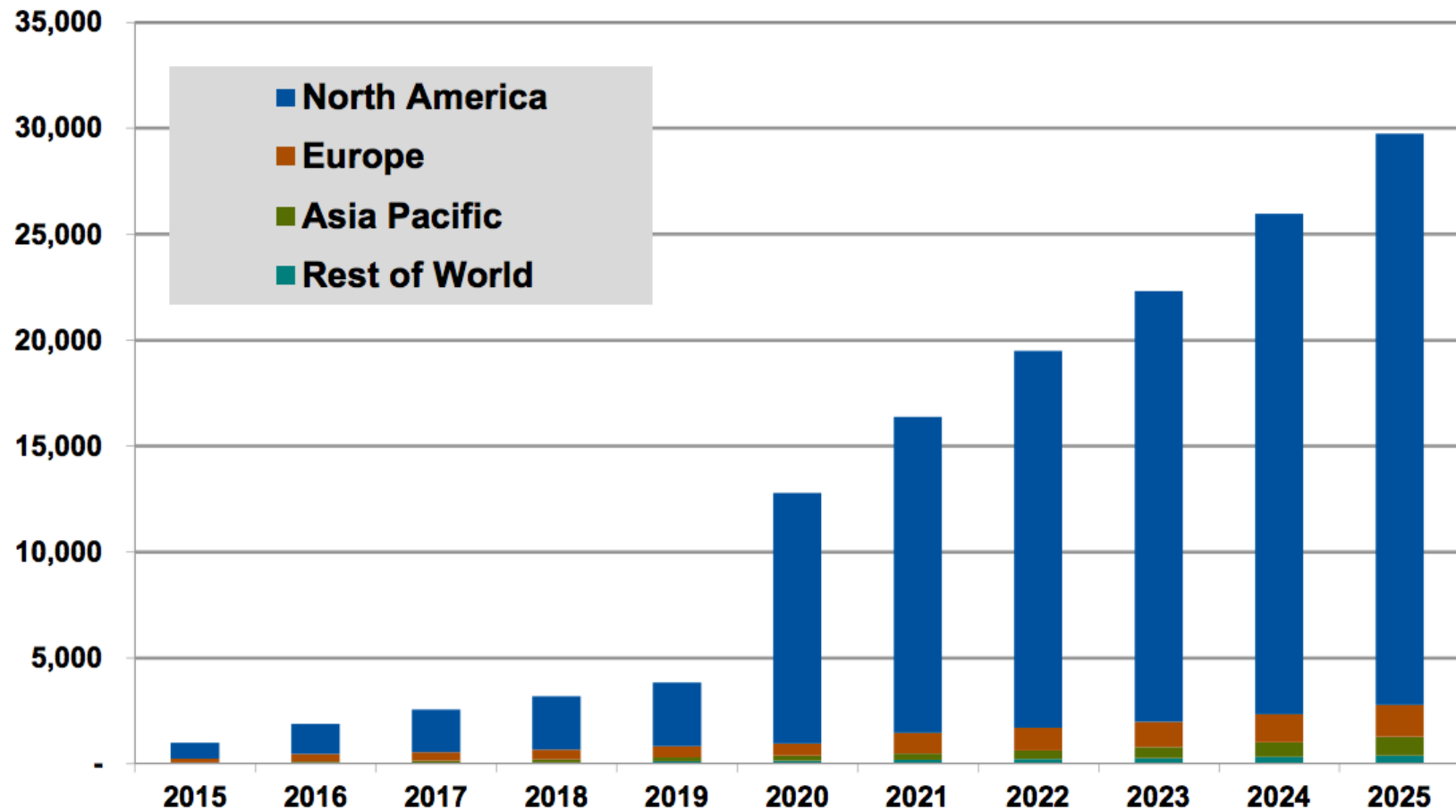


## TOP 10 STATES BY NUMBER OF BUILDINGS

EXHIBIT 6



**Chart 1.1**      **Total ZNEH Units by Region, All Categories, World Markets: 2015-2025**



(Source: Navigant Research)

**US CAGR 43.1%**

**December 2015**

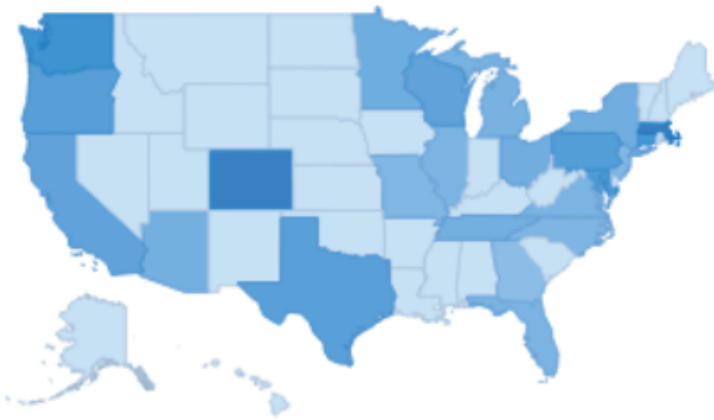
# Net Zero Geographies

## Regional interest ?

Zero-energy build... Passive house

Subregion | Metro | City

Worldwide > United States



Massachusetts	100	<div><div></div></div>
Colorado	98	<div><div></div></div>
District of Columbia	82	<div><div></div></div>
Washington	77	<div><div></div></div>
Connecticut	73	<div><div></div></div>
Maryland	67	<div><div></div></div>
Pennsylvania	66	<div><div></div></div>

View change over time ?

</>

</>

# Net Zero Variations

Queries	<div>TopRising</div>	
zero energy	100	<div><div></div></div>
net zero	85	<div><div></div></div>
zero net energy	40	<div><div></div></div>
zero energy homes	25	<div><div></div></div>
net zero homes	25	<div><div></div></div>
zero energy home	25	<div><div></div></div>
net zero home	15	<div><div></div></div>

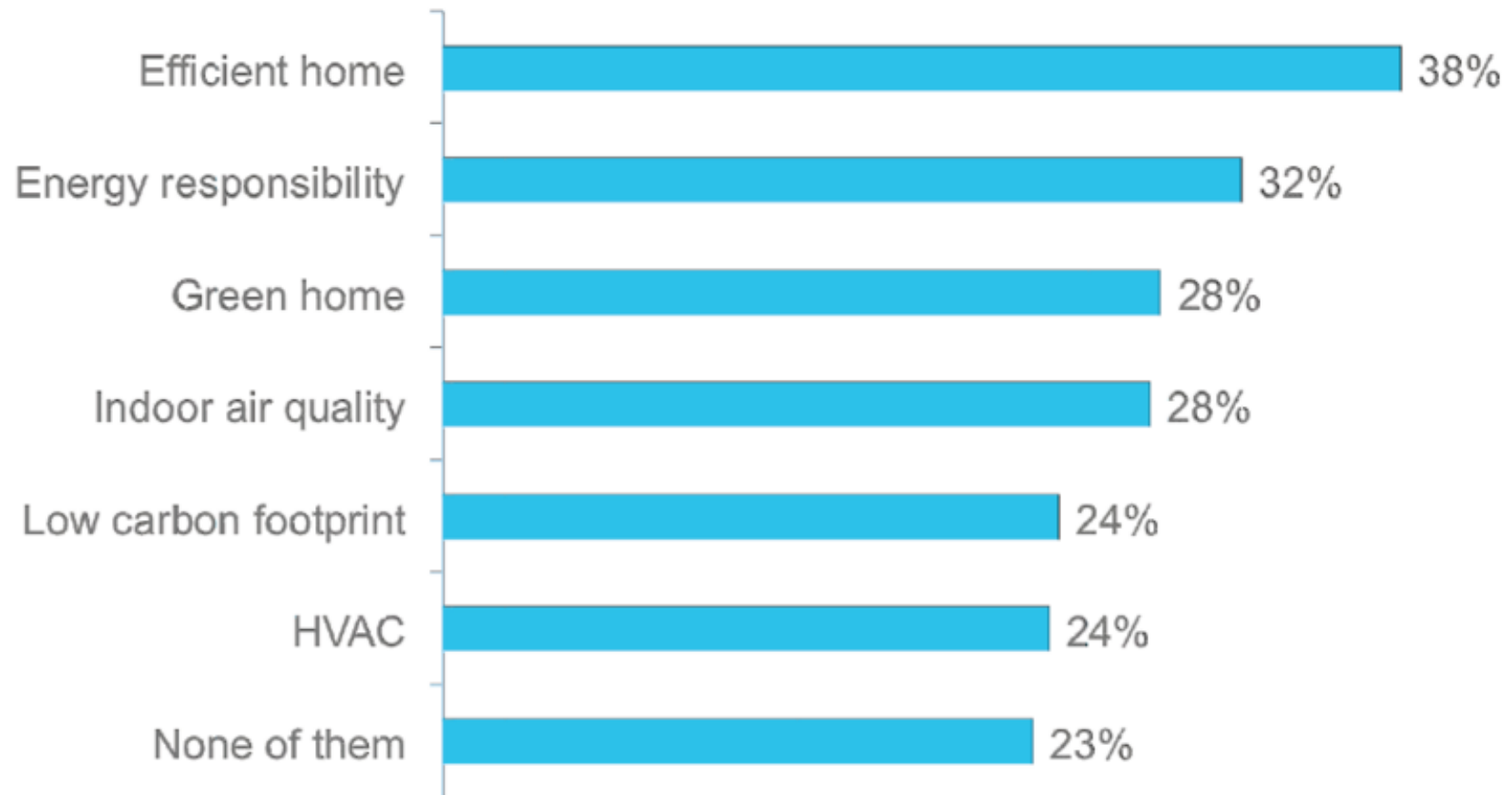


# Passive House Variations

Queries	<div>TopRising</div>	
passive house	100	<div><div></div></div>
passivhaus	25	<div><div></div></div>
passive home	15	<div><div></div></div>
passive homes	10	<div><div></div></div>
passive house institute	10	<div><div></div></div>
the passive house	5	<div><div></div></div>
passive houses	5	<div><div></div></div>



Terms or phrases you know you could confidently and correctly explain to a friend



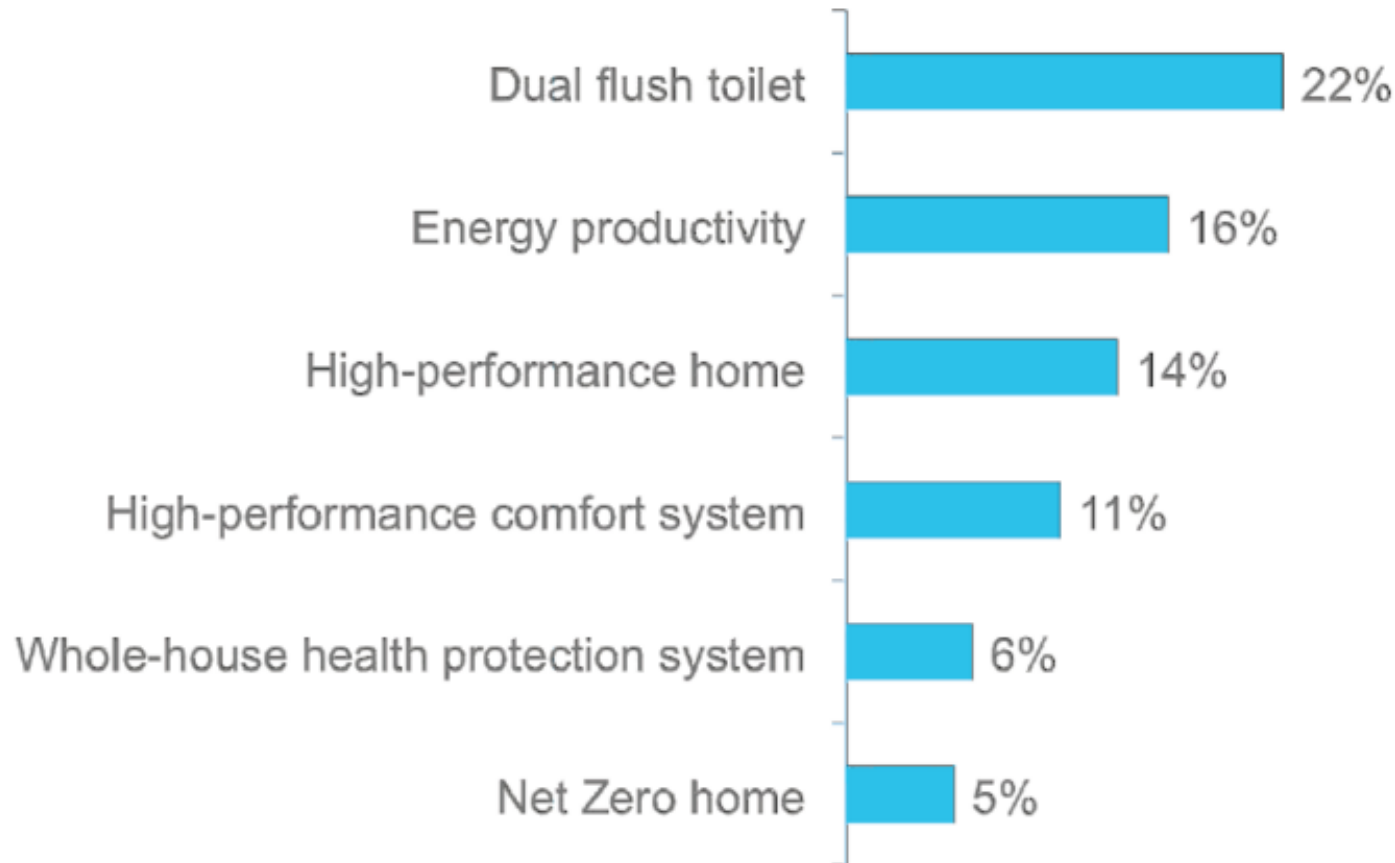
N=2,009

Source: Energy Pulse 2014

Gain a sustainable advantage

**Shelton**<sup>Grp</sup>

Terms or phrases you know you could confidently and correctly explain to a friend



N=2,009

Source: Energy Pulse 2014

Gain a sustainable advantage

**Shelton**<sup>Grp</sup>



# **SOME DEMOGRAPHICS**

(such as they are)

# High Performance Home Buyers

## AGE DEMOGRAPHICS

**Baby Boomers—Last Home Phenomenon**

**Gen X** (35-55 yrs)

**Millennials** (15-35 yrs)

## OTHER CATEGORIES

**Academics**

**Technologists (Engineers, Medical, Technology, Software)**

**Upscale/Wealthy**

**Green/Left Leaning**

**Health Focused**

**First Home**

# McKinsey Segmentation

## **Green Advocates**

"care about energy-saving behavior as a goal in its own right." Motivated by environmental factors. About 20% of the total population.

## **Disengaged Energy Wasters**

"don't care about saving energy or saving money." Not interested in the environment, and not interested in saving money. 20%.

## **Traditionalist Cost-focused Energy Savers**

motivated entirely by cost savings.

## **Home-Focused Selective Energy Savers**

motivated primarily by home improvement, which may involve a cost-savings or technological element.

## **Non-Green Selective Energy Savers**

happy to improve their homes' energy efficiency, as long as they don't have to think about it. "Set it and forget it."

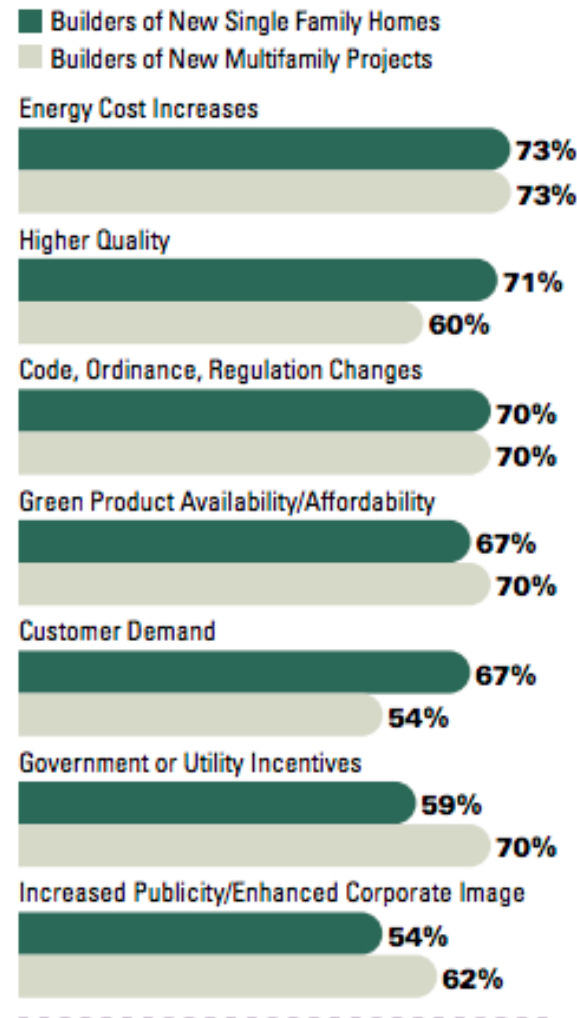
\*last 3 = 60%, not broken down



# Triggers

## Triggers for Green Building (According to Single and Multifamily Builders)

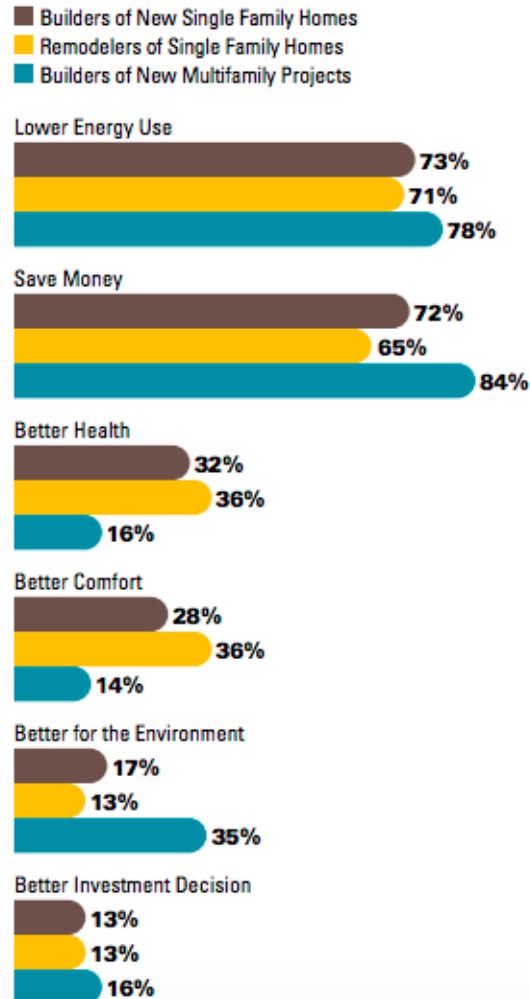
Source: McGraw Hill Construction, 2014



# Why Customers Request Green

## Reasons Why Customers Request Green Homes, Condominiums/ Apartments or Remodels

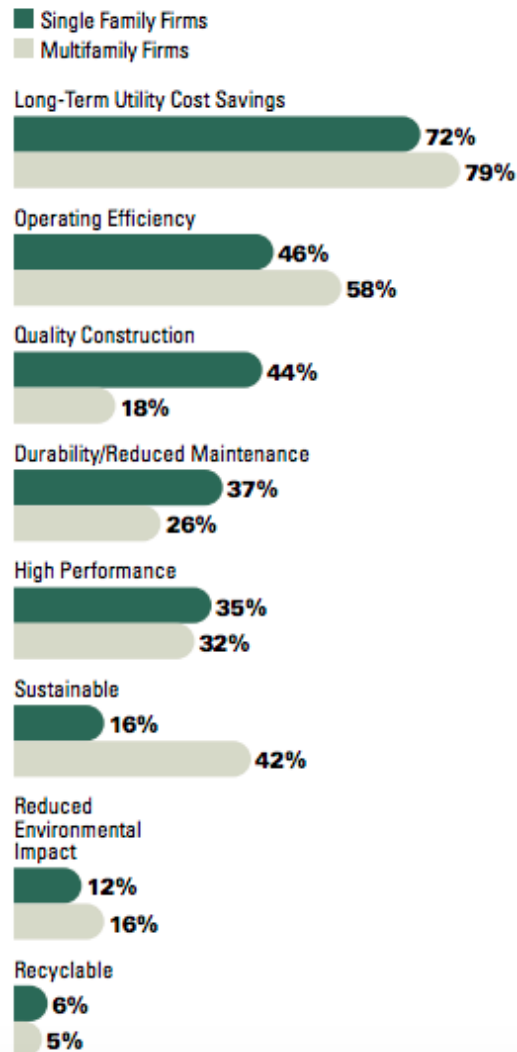
Source: McGraw Hill Construction, 2014



# What Builders Think Works

## Most Effective Terms When Communicating With Customers About Green Features

Source: McGraw Hill Construction, 2014

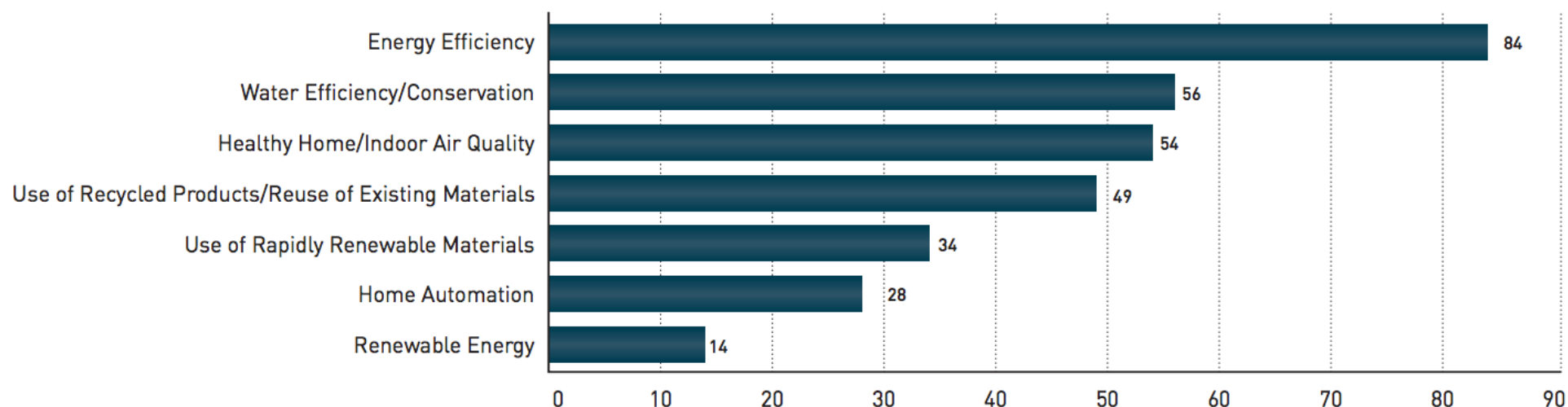


# Defining Sustainable: Builders

Figure 24

## Projects that Boost Energy Efficiency Remain the Most Popular Sustainable Improvements

Share of Contractors Reporting Installation of Environmentally Sustainable Projects (Percent)



Notes: Respondents were asked to select sustainable remodeling projects that their companies had installed over the previous year. Estimates are averages for the 2013:3, 2014:1, and 2014:3 surveys.

Source: JCHS/Farnsworth Group Survey on Environmental Sustainability Trends in Remodeling.

**Harvard Jt Center on Housing Studies  
Farnsworth Group Survey 2013/2014**



# **DESIGN FOR YOUR USERS**

(can they accomplish their goals?)

# User Centric Websites

Target	Needs	Goal
42 Year Old Professional Male (in tech)	Performance Data Transparency Detail	1. View Case Studies 2. Download Planning Worksheet



# User Centric Websites

Target	Needs	Goal
42 Year Old Professional Male (in tech)	Performance Data Transparency Detail	<ol style="list-style-type: none"><li>1. View Case Studies</li><li>2. Download Planning Worksheet</li></ol>
35 Yr Old New Mom	Eye Candy Health Worries	<ol style="list-style-type: none"><li>1. Surf your Gallery</li><li>2. Read your "Whole House Ventilation" Page</li><li>3. Attend Community Workshop</li></ol>

# User Centric Websites

Target	Needs	Goal
42 Year Old Professional Male (in tech)	Performance Data Transparency Detail	<ol style="list-style-type: none"><li>1. View Case Studies</li><li>2. Download Planning Worksheet</li></ol>
35 Yr Old New Mom	Eye Candy Health Worries	<ol style="list-style-type: none"><li>1. Surf your Gallery</li><li>2. Read your "Whole House Ventilation" Page</li><li>3. Attend Community Workshop</li></ol>
65 Year Old Retiring Couple	Cost Data Aging In Place Features Process	<ol style="list-style-type: none"><li>1. Read the "Predictable Home" blog post</li><li>2. Viewed "Elements of a Permanent Home" page</li><li>3. Sign up for site visit</li></ol>

# Personas

## Techie Tom

**Overall Goal:** To save energy and make his house more efficient because it's the smart thing to do, and (secondarily) because it's the right thing to do.

**Level of knowledge:** Very high. Knows what tools are out there, which are best. Up to date on consumer reviews and reports.

**Attitude toward shopping:** I want to buy from people like me, who know their stuff.

**Informational Sources:** Web - blogs, Twitter, Major Media, Green focused media, Renewable media

**What he wants:** I need more information than they have on their site - details, practical experience, proof that they are the experts, and the product will do what I need it to do.

**Motivation for efficiency:** Two-prongs: 1). it's just smarter living. 2). it's the right thing to do for the planet - and (3) soon, people are going to catch on to it, and efficiency is going to be the next big thing. He wants to be at the top of that wave.

**Age:** 35

**Profession:** Software developer

**Location:** Boston

**Personality:** Type A. Over- educated energy geek. Likes to feel engaged, to be a part of the process.

**Home Life:** Married. No kids.

**Hobbies/releases:** Mountain biking, long-distance running.



# Personas

## Heather the Greenie

**Overall Goal:** Wants to feel a part of the green community because those people seem cool, and throw good parties.

**Level of knowledge:** Low. Often falls under the spell of green-washing tactics, and "buys green" because it feels like what she should do. Some uncertainty because she's Republican and socially conservative. Not completely at ease with full-on Green.

**Informational Sources:** Reads People Magazine on the sly, reads Vanity Fair, husband Reads Economist, WSJ

**What she wants:** Heather tends toward immediacy - buys when she sees something in the store, or hears about something that is widely appreciated. She wants to buy from either the cheapest place or the recognizable leader in the field.

**Motivation for efficiency:** Green is the new Coach bag.

**Age:** 29

**Profession:** Former professional in banking industry, now a stay at home mom.

**Location:** Suburbs

**Personality:** Heather is extroverted and funny. She likes to be busy, and appreciates a pretty constant buzz of activity. She is smart, and likes to surround herself with bright and engaged people.

**Home Life:** Heather has 4 children and a black lab. They have two houses - a ski house and a house in the suburbs. During ski season, she feels like she is constantly schlepping between the two places. She'd like something, some how to feel her life could be simpler.



# Personas

## Last-home William

**Overall Goal:** Envisions a dream home in a beautiful location where he and his spouse can spend their retirement years living well, at low operational cost.

**Level of knowledge:** High, but willing to take new input. He has read as much as he can and understands the basic parameters. It's not his first time working with contractors or building a new home. If he trusts you, he'll listen and learn.

**Informational Sources:** Economist, local paper, reference books, trusted friends and family members, sometimes a blog or email newsletter.

**What he wants:** A great overall result. Executive decision-making power. A source of pride and a site for family reunions, now including grandkids. Freedom from high monthly bills. The ability to enjoy retirement, travel.

**Motivation for efficiency:** It's a soft investment. He knows it may not pay off entirely in his own lifetime, but he can afford it. The concept of home.



**Age:** 62

**Profession:** Doctor

**Location:** Suburbs or somewhat rural

**Personality:** Thoughtful, active and generally social, but likes his quiet time.

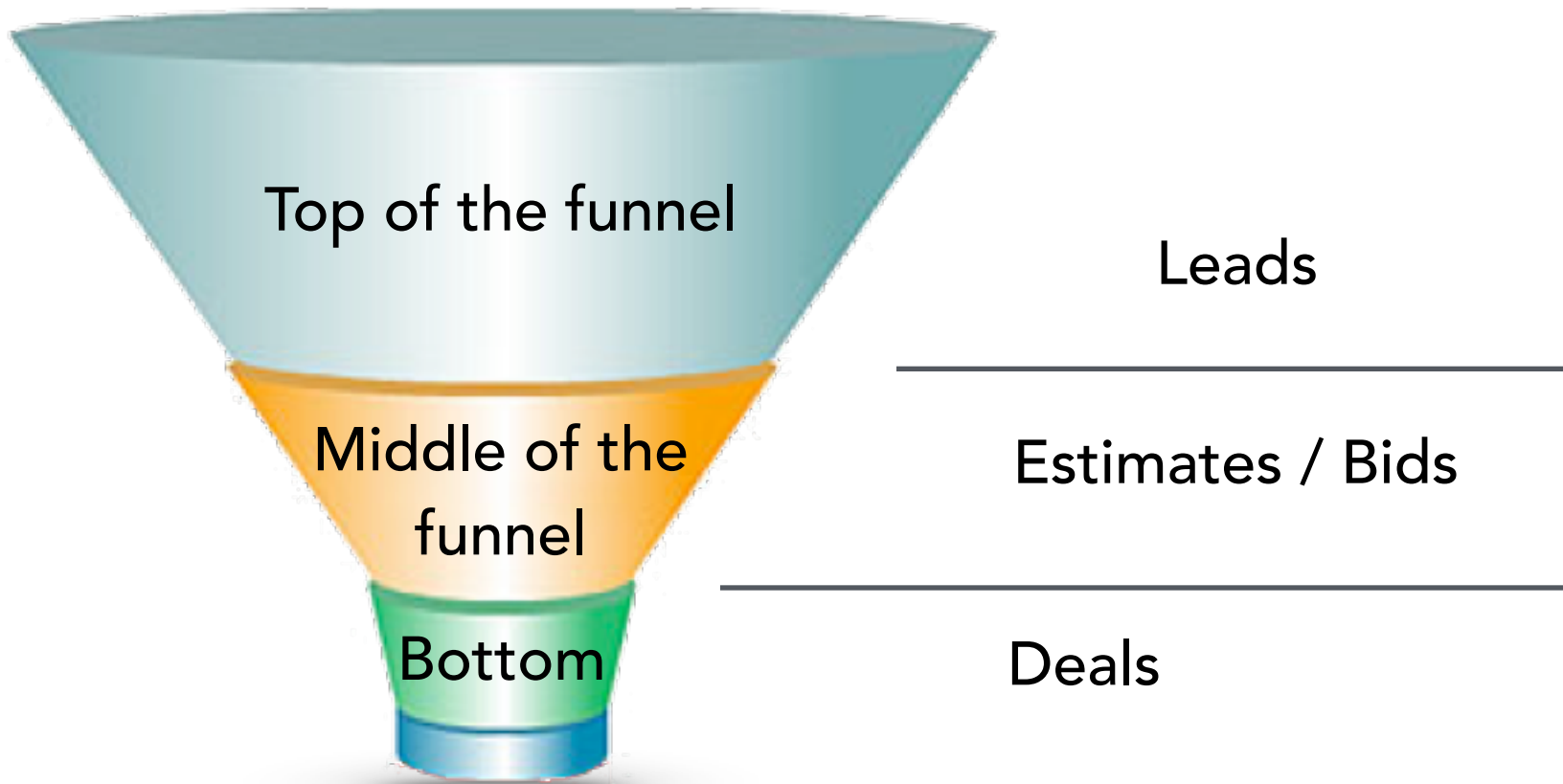
**Home Life:** William has seen his 3 kids through college. 2 of them are married and have homes of their own. The youngest has a job and her own place to live, although she has not completely solidified her finances yet. William and his spouse like to cook and go for walks together. They host a monthly revolving dinner party with about 10-12 friends, also babyboomers.



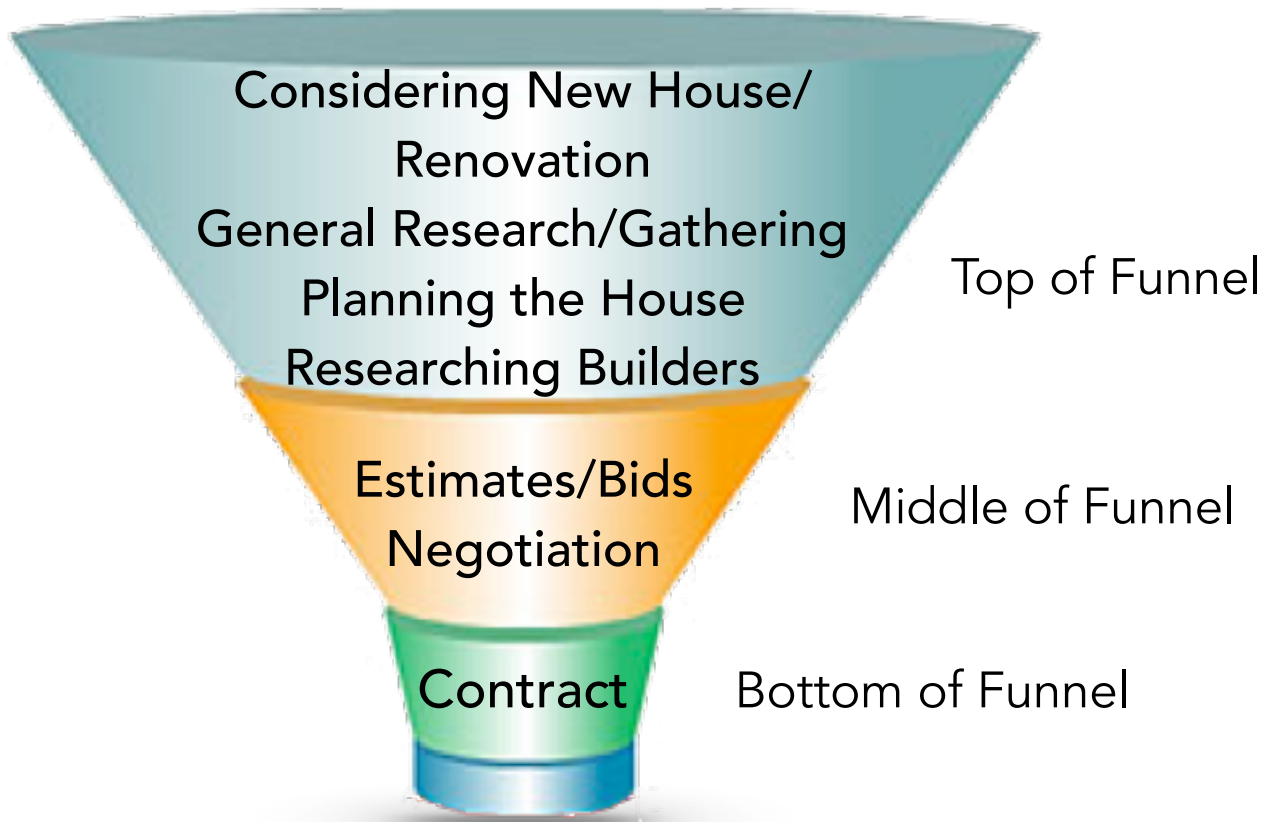


# **THE HIGH PERFORMANCE HOME BUYING PROCESS**

# Traditional Sales Funnel



# High Performance Home Sales Funnel





# **CRITICAL FEATURES OF HIGH PERFORMANCE BUILDER WEBSITES**

# 1

## Galleries

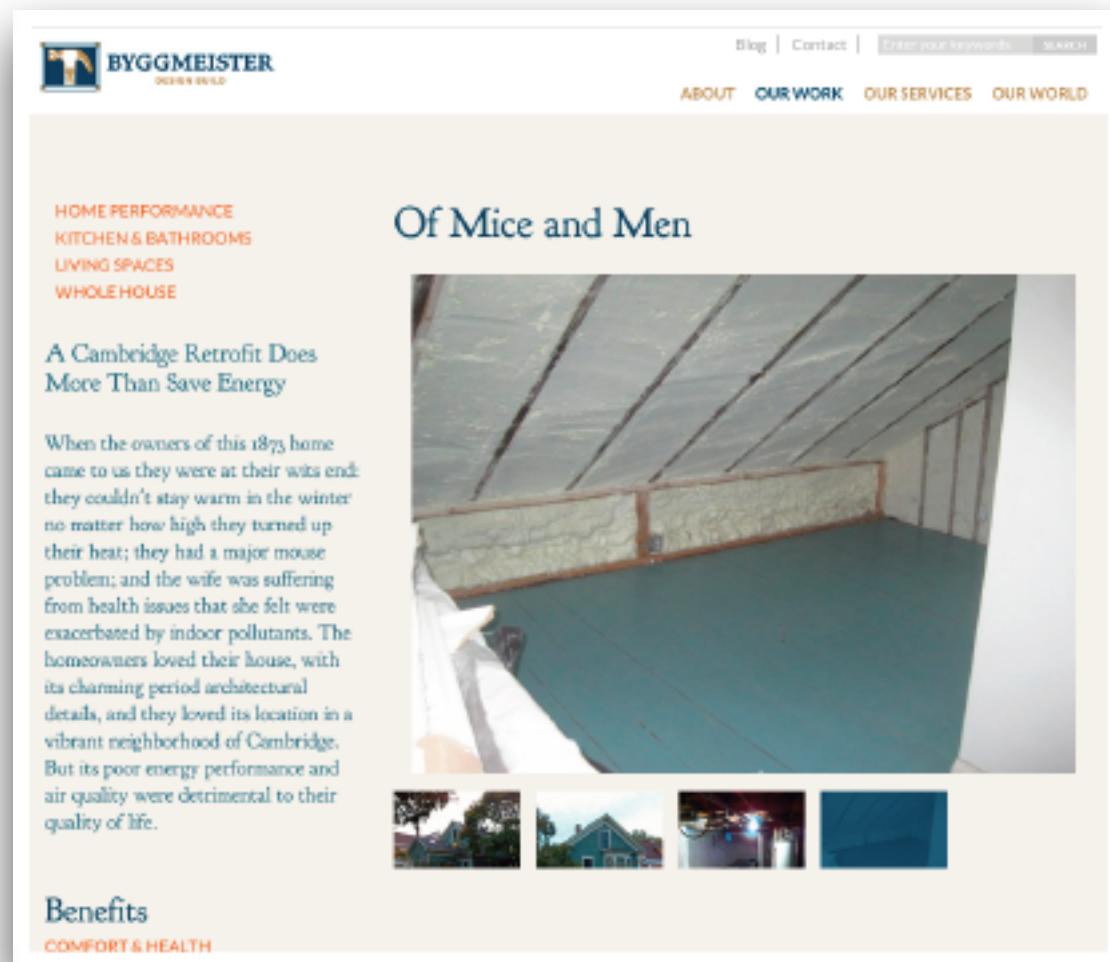
- Eye Candy is critical
- People want to dream
- Let them surf
- Quality images!





## 2 Case Studies

- The details
- Determine the right level of detail for the audience





## About Us / Working With Us

- Face it, people live in fear of bad contractor experiences
- Process
- Your company in the world - Community, Pro bono

### Are we a good fit for your project?

A high quality renovation isn't defined just by looks. It's defined by how well the workmanship holds up, how effectively the design accommodates your changing needs, and how efficiently your home operates over time. If you're looking for a contractor who's committed to the long term comfort and beauty of your home, we encourage you to [get in touch](#). Company founder and president, Paul Eldrenkamp, would be happy to speak with you.



## Content That Aligns With Search

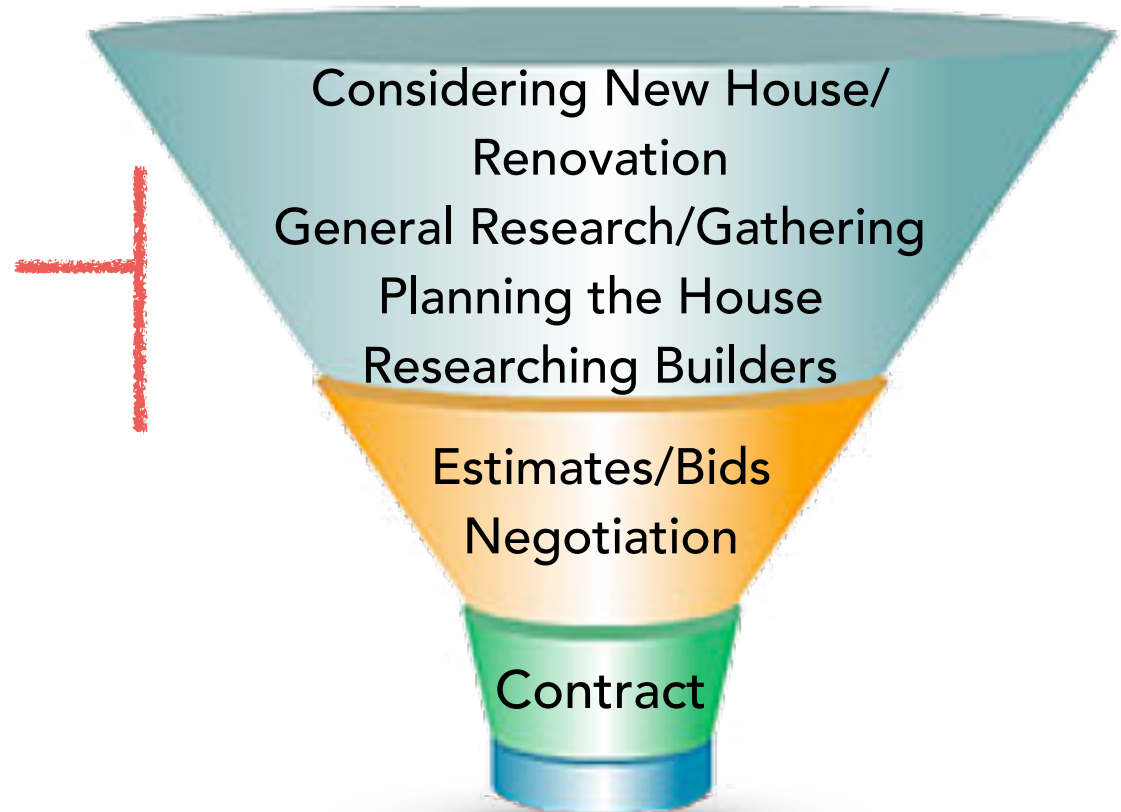
- Brands & Certifications (Passive, Net Zero, etc)
- Issues & Concerns (IAQ, Healthy Home, Ventilation)
- Technologies (Heat, Cool, HRV, Solar, Electric integration, Microgrid)
- Services & Deliverables (Remodeling, Deep Energy Retrofit, Kitchen, Bathroom, Addition)



# 5

## Multi-Stage Lead Capture

- Download a plan
- Attend a workshop
- Download Guide to Planning Your High Performance Home
- Attend open house
- Signup for Newsletter
- View online webinar






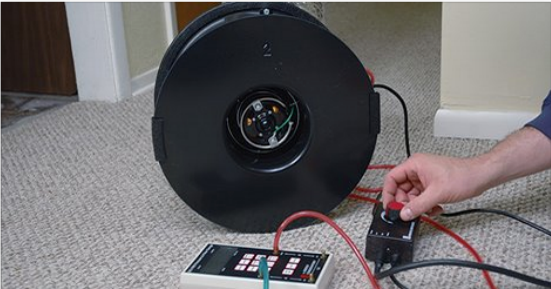
# **2016 MARKETING LANDSCAPE**

(the rise of Facebook, Houzz, Pinterest)

# Throttled Organic Reach

 **National Heating & Air Conditioning Co**  
Published by Jeremy Begley [?] · June 15 at 10:22am · \*

Residential duct testing is now a code requirement for new and retrofitted duct systems located in attics or unconditioned crawlspaces in Ohio and Kentucky. Here is a rundown of how it should be done.



**Duct Dynasty: Residential Duct-leakage Testing**  
Many professionals are wondering exactly what's involved in this test, the equipment that's needed, third-party testing, and how to pass these tests. Let's take a look at some of the basics for residential duct-leakage testing.  
ACHRNEWS.COM

22 people reached [Boost Post](#)

22 / 189

12%

 **Complete Home Evaluation Services**  
January 14, 2014 ·

Here's DeWitt's recent Letter to the Editor of the [Portland Press Herald](#). Shouldn't folks doing their own energy efficiency work, as long as it's verified, be eligible for incentives?



**Letter to the editor: Energy efficiency not just for the rich | The Portland Press Herald /...**  
Features news from the Press Herald and Maine Sunday Telegram. Serves southern Maine from Portland, Cape Elizabeth, Gorham, Falmouth to...  
PRESSHERALD.COM

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 **Energy Circle**  
Published by Ali Romano [?] · May 29 at 9:55am ·

Energy Circle is now a video studio! Stay tuned Build It Green



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79 / 1226

6%



# Amazing Targeting = Low Cost

 Search Facebook 

 Peter Home 20+    24 

Account: Peter Troast > Campaign: New Campaign

**Interests** ⓘ

Additional Entries

**Acute severe asthma**

**Asthma and Allergy Friendly**

**Asthma Awareness**

**Duct (HVAC)**

**Indoor air quality**

**Mold growth, assessment, and remediation**

**Mold health issues**

**Sick building syndrome**

Search interests | **Suggestions** | **Browse**

**Behaviors** ⓘ

Search behaviors | **Browse**

**Connections** ⓘ

Add a connection type ▼

**Audience Definition**

Your audience is defined.

**Audience Details:**

- Location:
  - United States: Oregon
- Interests:
  - Indoor air quality, Mold growth, assessment, and remediation, Mold health issues, Asthma and Allergy Friendly, Asthma Awareness, Acute severe asthma, Sick building syndrome or Duct (HVAC)
- Age:
  - 18 - 65+

Potential Reach: 4,700 people

# Mind Blowing Targeting

## Interests

Ventilation  
Sick Bldg Syndrome  
Mold Growth  
Radon Mitigation  
SEER  
ASHRAE Handbook  
R-Value  
SIPs  
HRV  
Allergen  
Thermal Comfort

## Behavioral

Length of Residence  
Recent Homebuyer  
New Mover  
Charities—Enviro  
Home Renovation  
Green Cleaners  
AOL email  
Gmail email  
Primarily Cash  
Watch Home Imp  
Shows

## Demographic

Expectant Parents  
Very Conservative  
Very Liberal  
Donate to Liberal  
Year Home Built  
Square Footage  
Home Value  
Life Event: Newly Moved  
Friends of Recently  
Moved  
Liquid Assets  
Net Worth

Spend less time worrying about your home's energy use.



### Free Home Energy Audit in Bellmore, NY

Our thorough home energy audit identifies whole home opportunities for energy savings. Plus, we make sure you're taking full advantage of NY and Long Island's amazing incentive and financing programs.

[Like](#) · [Comment](#) · [Share](#)

The Summer heat in New Jersey is just beginning.




### Is Your Home Too Hot?!

With offers like 0% interest for 36 months,

 Like

 Comment

 Share

Sponsored

Too much of a good thing





**Feeling Over-Solared?**

[Learn More](#)

24 Likes



 Like



 Comment

 Share




# Power of Pinterest


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 **Hammer & Hand** Follow 

### Kitchen Design

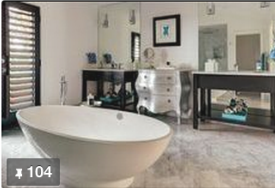


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### Bathroom Design




104




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### NW Modern Home Design




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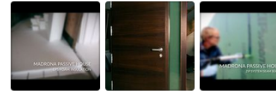


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### Passive House Design & Con...




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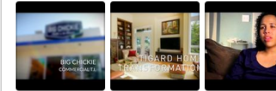


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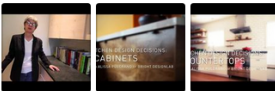


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### Design Decisions - Videos

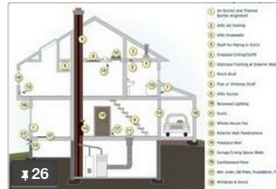


6




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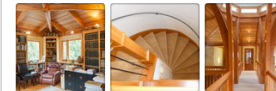


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### Nooks & Storage Ideas



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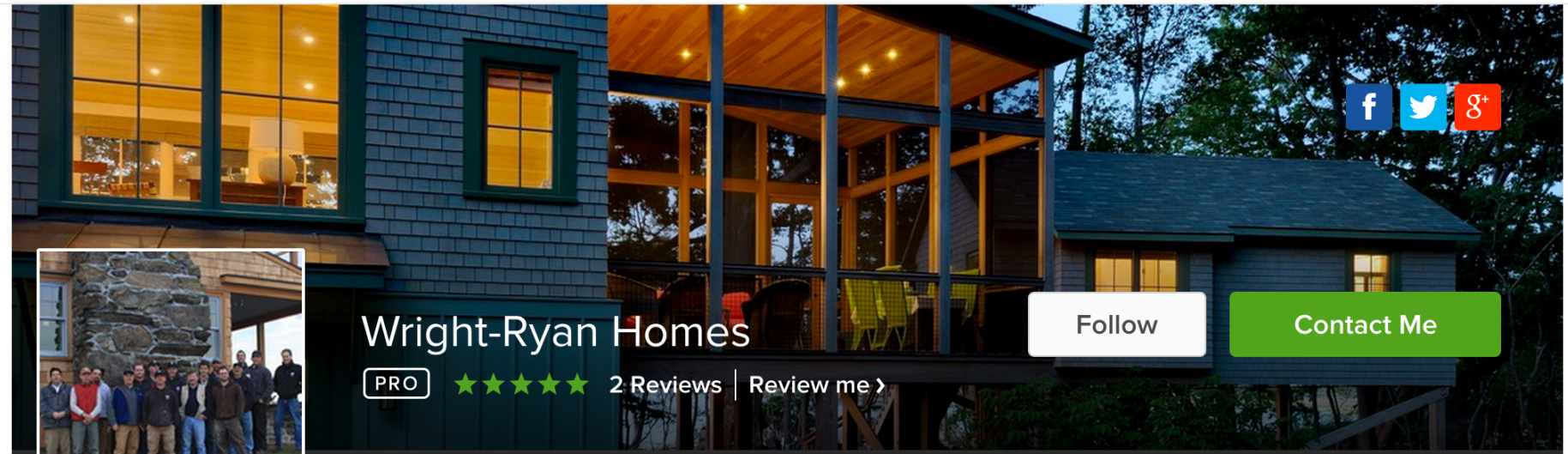
### Basement Remodeling



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Custom residential construction along the Maine coast has been a focal point of our work for thirty years. Our team understands the demands the coastal environment places on buildings and has developed considerable expertise in construction details and methods designed to withstand them. Wright-Ryan Homes has the distinction of having built more award winning projects than any other builder in the State.

We operate a millwork and cabinetshop producing high quality custom cabinetry,

[Read More](#)

### Cumberland County's Premier Home Builder



General Contractors



**Contact:** Allison Barton



**Location:** 10 Danforth Street  
Portland, ME 04101



# QUESTIONS?

Peter Troast

[peter@energycircle.com](mailto:peter@energycircle.com)

207.847.3644