



Marketing for Builders & Remodelers: How to Make Your Website Perform

Peter Troast, Founder & CEO

*Energy by Design, Duluth, MN
February 24, 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, architects, auditors/raters, 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)

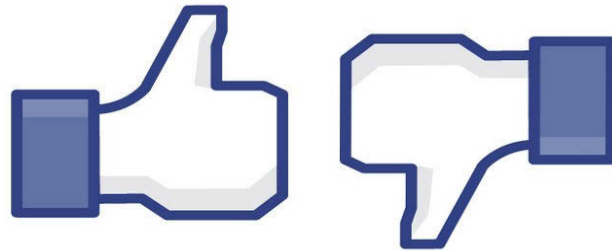


200 Million



NATIONAL
DO NOT CALL
REGISTRY

Peak



facebook

YAHOO! SITES

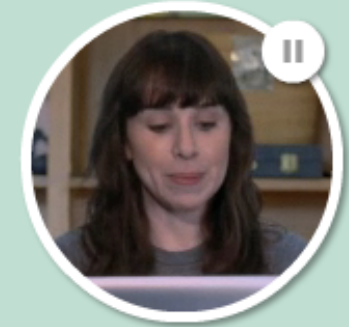


- Mail
- Autos
- Dating
- Finance (Dow Jones ↓)
- Flickr
- Games
- Health
- Horoscopes
- Jobs
- Messenger
- Movies
- omg!
- Real Estate
- Shine
- Shopping
- Sports

VENZA. KEEP ON ROLLING.

click on play icon for more videos

close >>



[SEE THE COMMERCIAL ON YOUTUBE](#) [LEARN MORE AT TOYOTA.COM](#)



[See the Toyota Venza - Ad Feedback](#)

- 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

 Porch

amazon services

 PRO
.com

 houzz

 HomeAdvisor

Angie's list.

thumbtack

 redbeacon

 SERVIZ
On-Demand Home Services



4-2393



407-246-2314

PHONEBOOKS
ONLY



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)

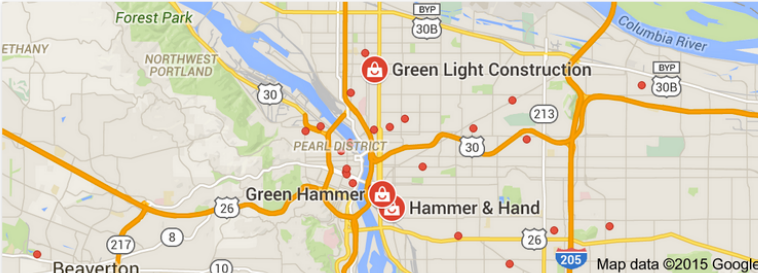
Search for a Contractor

Google 

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

About 1,640,000 results (0.34 seconds)


Prutting & Company - prutting.com
Ad 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/ 


Ads


General Contractors in OR
www.contractorconnection.com/Oregon 
Remodel, Additions & Special Needs.
3-Year Workmanship Warranty!



General Contractor
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/ 
Top **Contractors** at the Best Price.
Get Free Quotes From Licensed Pros!

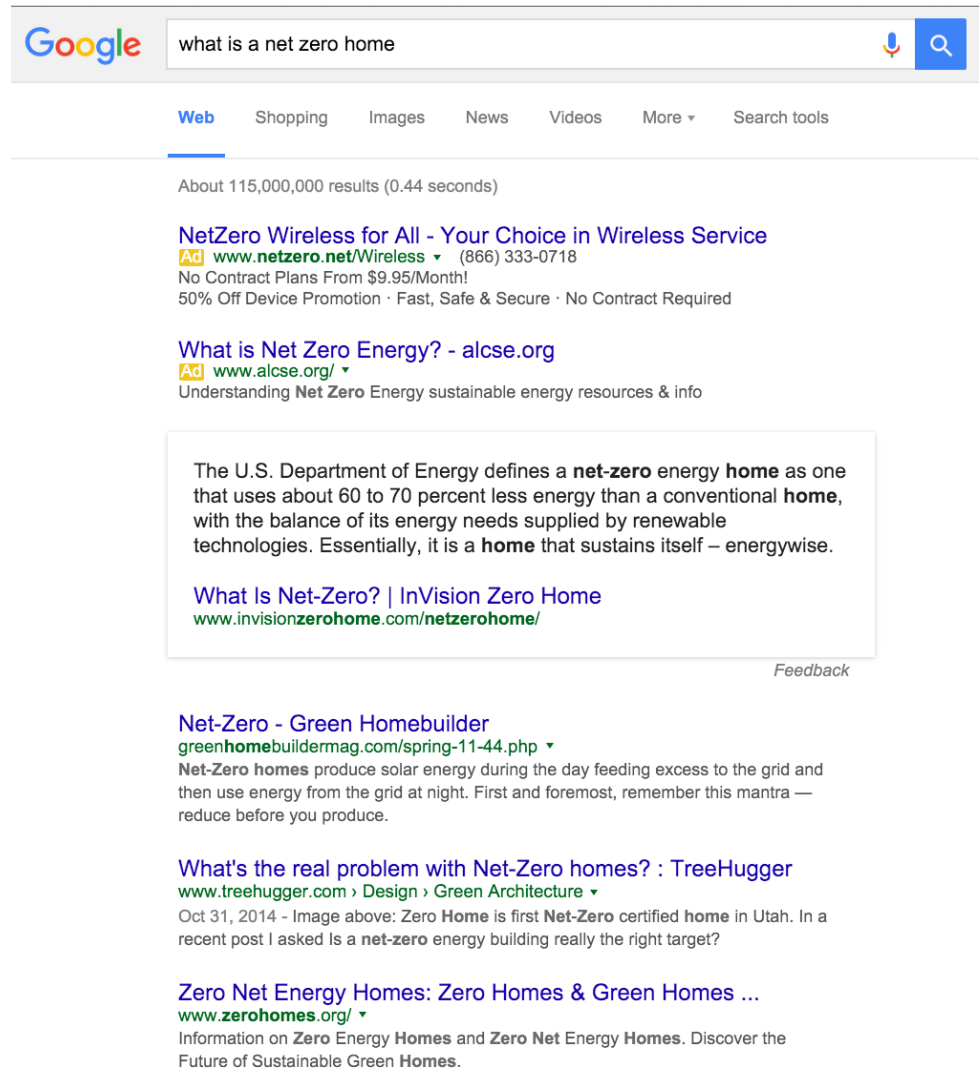
Repair or Renovation
plus.google.com/GeneralContractor 
A-1 **Construction** can handle
your project. Free estimate.

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

Contractors Portland, Oregon
www.yellowpages.com/contractors 
Search Thousands of Great Roofers
in Your Area at YellowPages.com.

Green Building Contractor
www.sundowndevelopmentbuilding.com/ 
Green Contractors In Portland.
Contact Us Today.
 13215 SE Mill Plain Blvd Suite C-8461

Investigate Options



The screenshot shows a Google search interface. The search bar contains the text "what is a net zero home". Below the search bar, there are navigation tabs for "Web", "Shopping", "Images", "News", "Videos", "More", and "Search tools". The "Web" tab is selected. The search results show "About 115,000,000 results (0.44 seconds)". The first result is an advertisement for "NetZero Wireless for All - Your Choice in Wireless Service" from www.netzero.net/Wireless, with a phone number (866) 333-0718 and promotional text: "No Contract Plans From \$9.95/Month! 50% Off Device Promotion · Fast, Safe & Secure · No Contract Required". The second result is an advertisement for "What is Net Zero Energy? - alcse.org" from www.alcse.org, with the text "Understanding Net Zero Energy sustainable energy resources & info". Below these ads is a text box containing a definition: "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." Below this text box is a link: "What Is Net-Zero? | InVision Zero Home" with the URL www.invisionzerohome.com/netzerohome/. To the right of this link is a "Feedback" link. The third result is "Net-Zero - Green Homebuilder" from greenhomebuildermag.com/spring-11-44.php, with the text "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." The fourth result is "What's the real problem with Net-Zero homes? : TreeHugger" from www.treehugger.com › Design › Green Architecture, dated Oct 31, 2014, with the text "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?". The fifth result is "Zero Net Energy Homes: Zero Homes & Green Homes ..." from www.zerohomes.org, with the text "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 shows 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 lists navigation options: News Feed, Messages (69), Events (3), Friends, Energy Circle (1), Mallett Deep Energy Retr..., Community Mana... (20+), I love Jack Russells (20+), Create Group..., Ads, and Marketplace (5). The main News Feed area shows a post from Bow Street Market with a video player overlay. The video player has a blue header with the name 'Robert C Farnham' and a date 'September 5'. The video content shows a man speaking, with the text '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. Below the video player, there are comments from Tracey O'Donnell M and Byrd Baldwin A, and a 'Write a comment...' input field. The video player also shows a 'Like' button and a 'Comment' button.

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 M'CLOUGHLIN
POSTED MON, 11/07/2011 - 16:59
EDITED TUE, 11/08/2011 - 15:58

TAGS: ENERGY EFFICIENCY AND DURABILITY

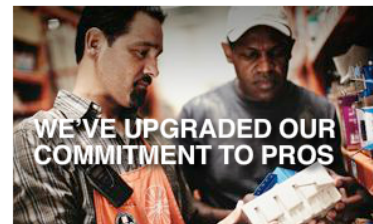
 PRINTER-FRIENDLY  SHARE  EMAIL THIS PAGE

8 Answers

oldest to newest

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
Sign in to vote



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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 Search Questions, Topics and People Home

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/> 

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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

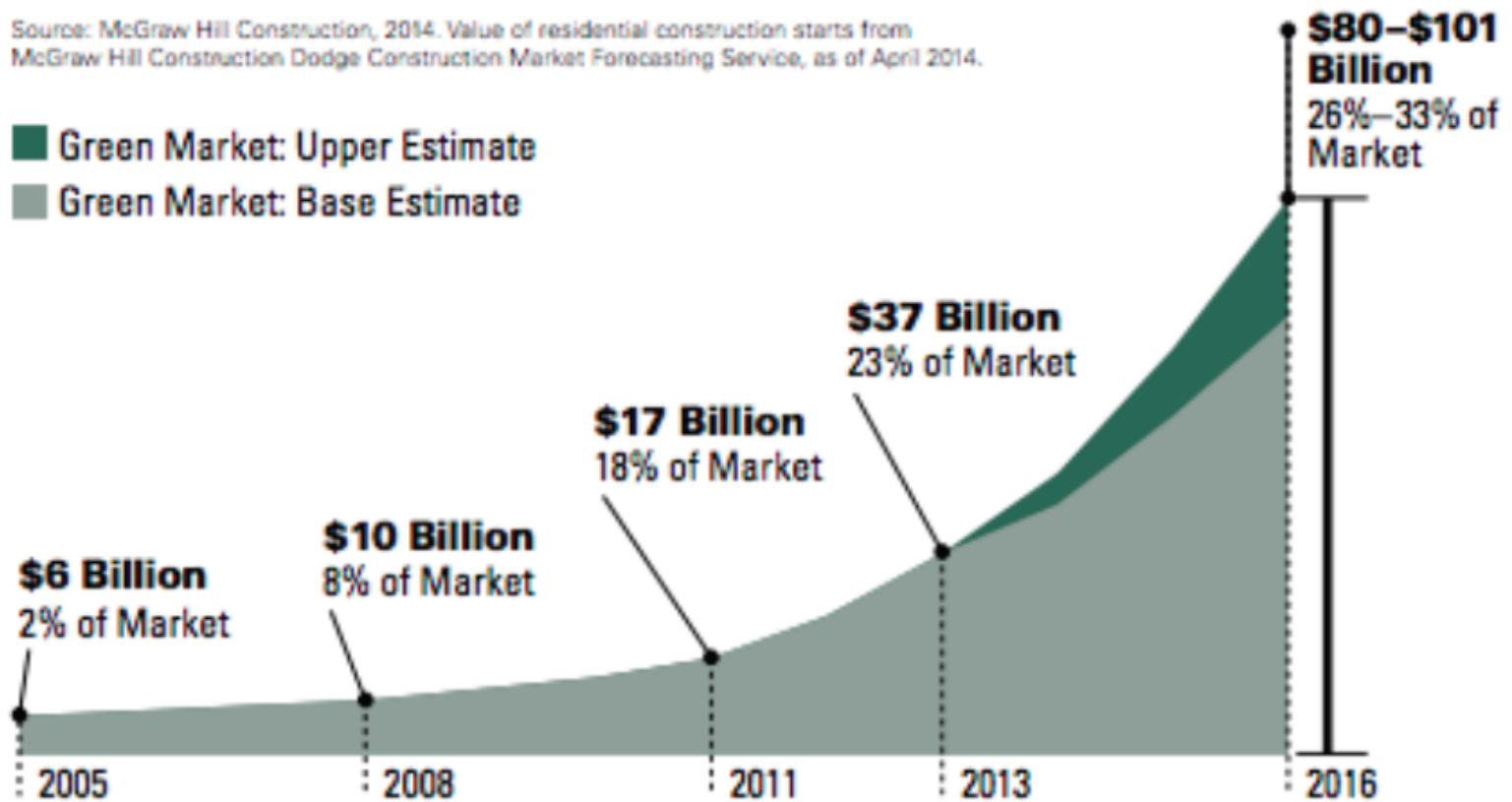
(possibly random)

Big Market?

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

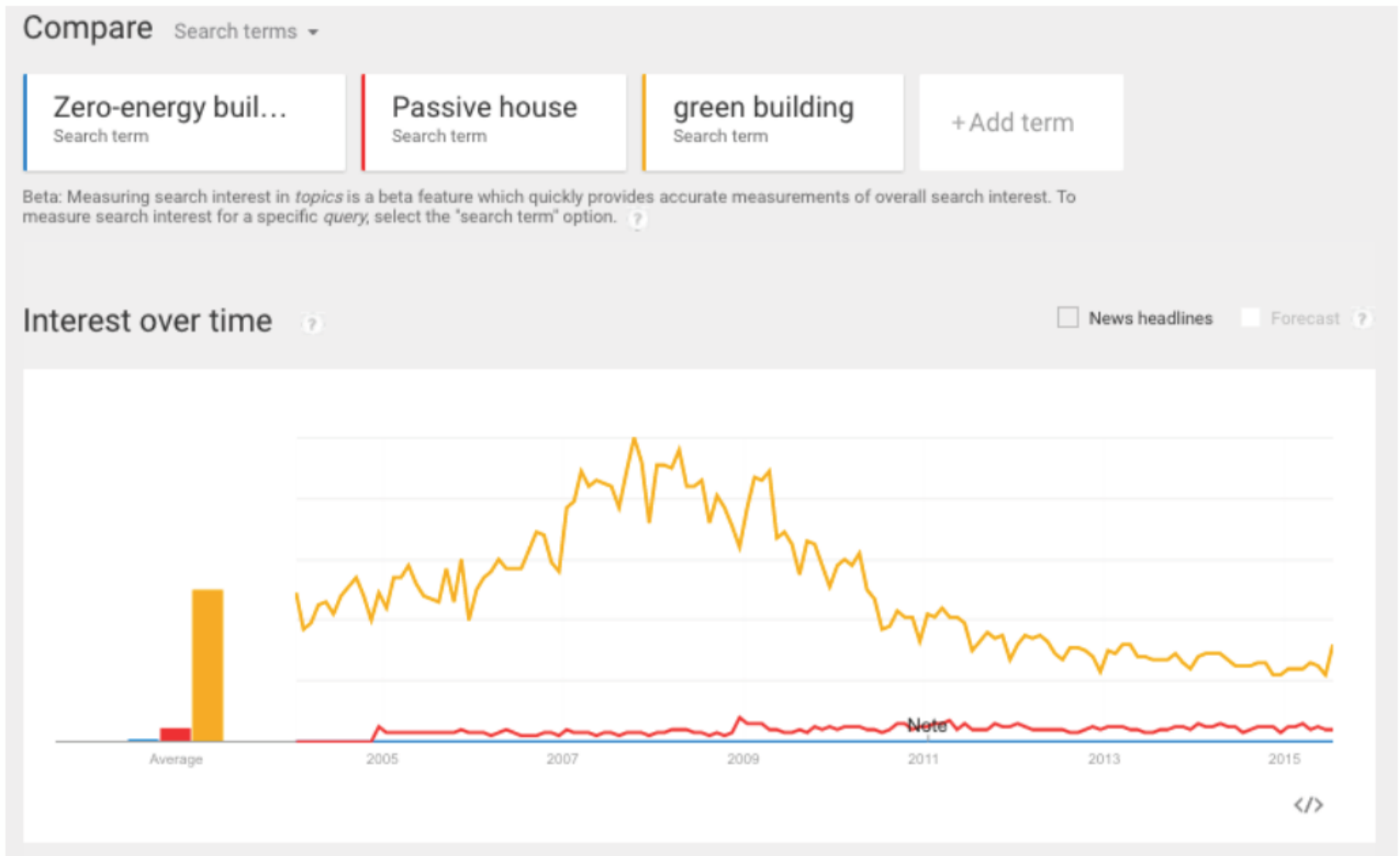
Source: McGraw Hill Construction, 2014. Value of residential construction starts from McGraw Hill Construction Dodge Construction Market Forecasting Service, as of April 2014.

- 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?



Net Zero vs Passive House (topics)

Zero-energy building

Topic

Passive house

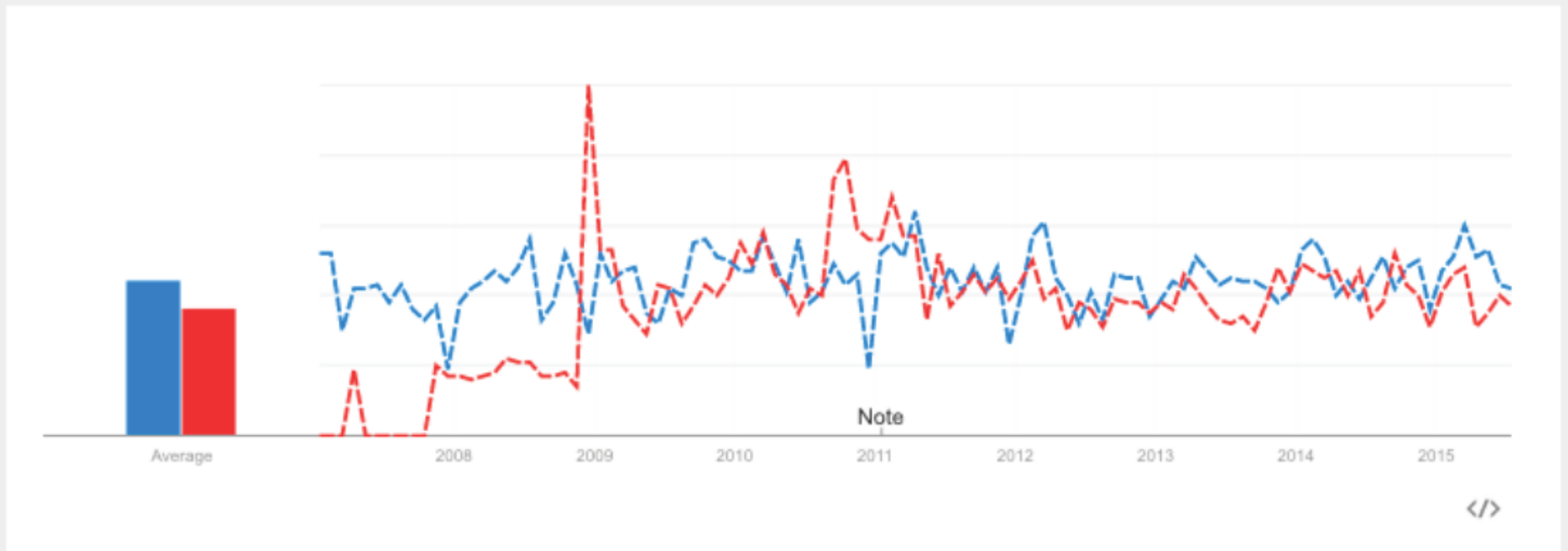
Topic

+ Add term

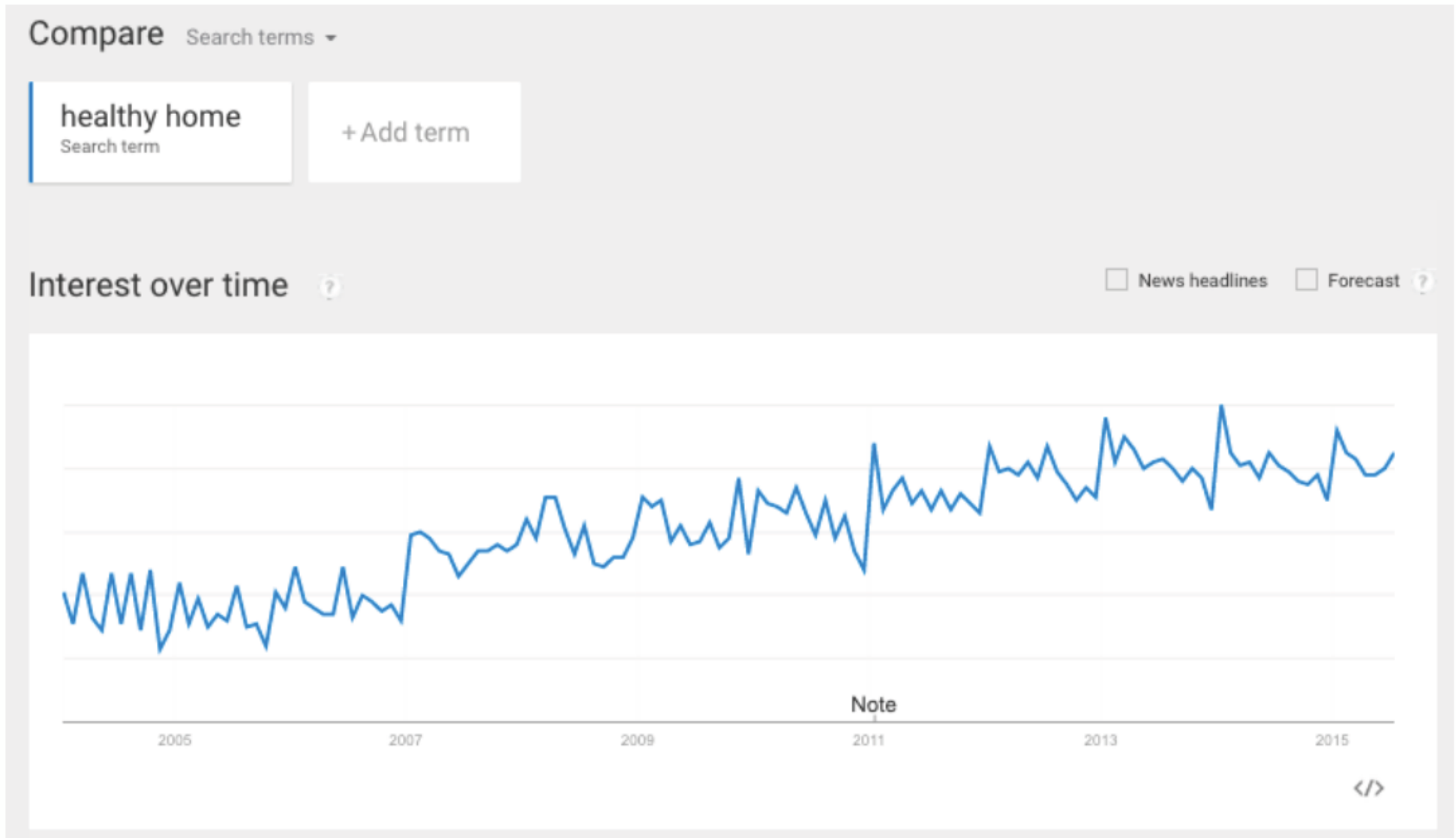
Beta: Measuring search interest in *topics* is a beta feature which quickly provides accurate measurements of overall search interest. To measure search interest for a specific *query*, select the "search term" option. ?

Interest over time ?

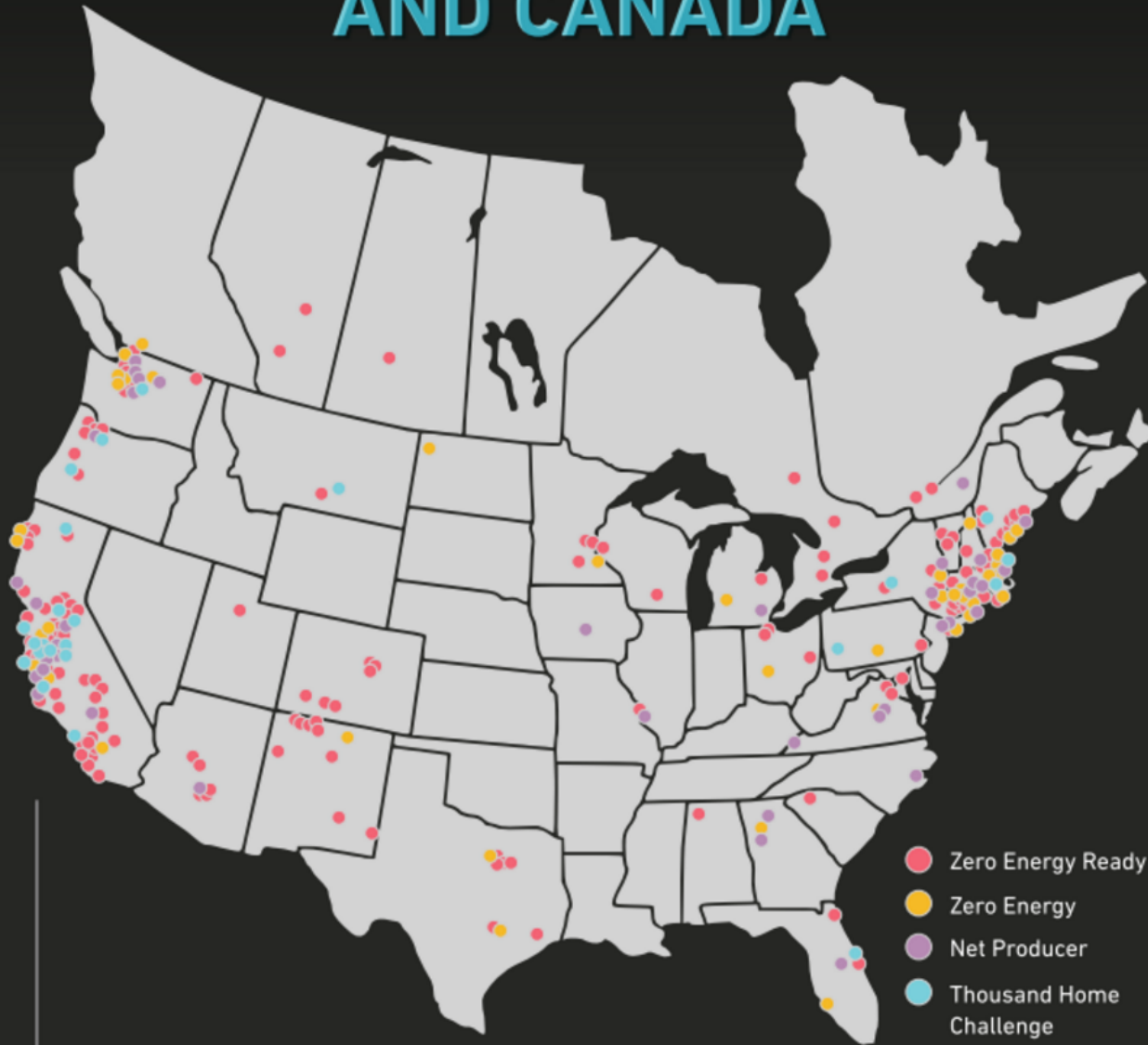
News headlines ? Forecast ?



“skate to where the puck is going to be”



PATH TO ZERO IN THE U.S. AND CANADA



408

PROJECTS

3,339

BUILDINGS

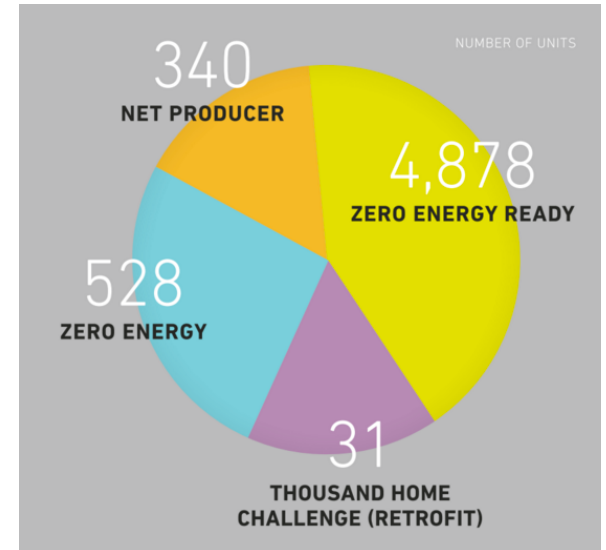
6,177

UNITS

- Zero Energy Ready
- Zero Energy
- Net Producer
- Thousand Home Challenge



January 2016



TOP 10 STATES BY NUMBER OF BUILDINGS

EXHIBIT 6

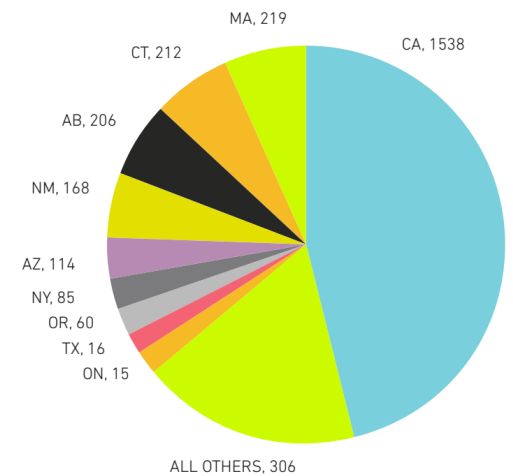
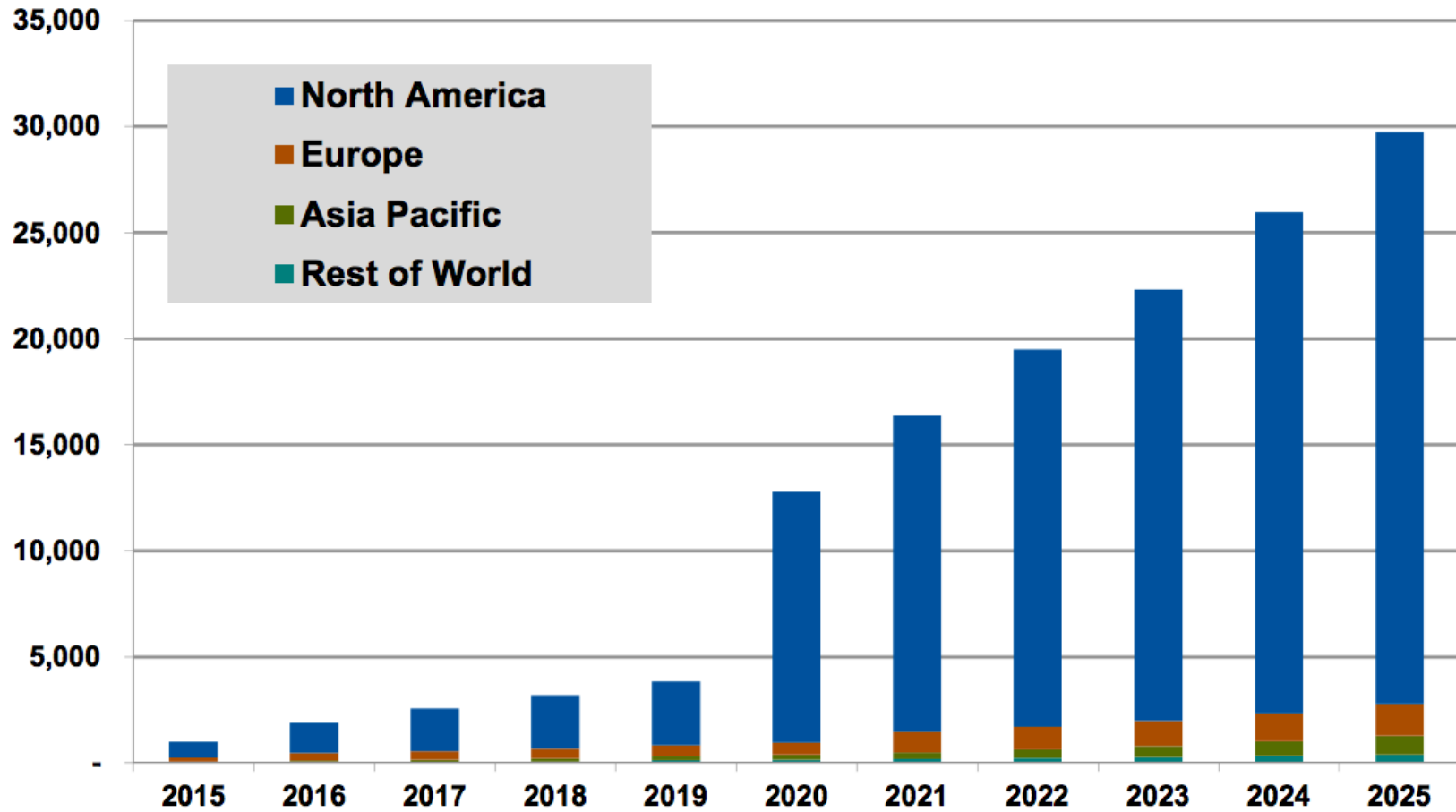


Chart 1.1 Total ZNEH Units by Region, All Categories, World Markets: 2015-2025



(Source: Navigant Research)

US CAGR 43.1%

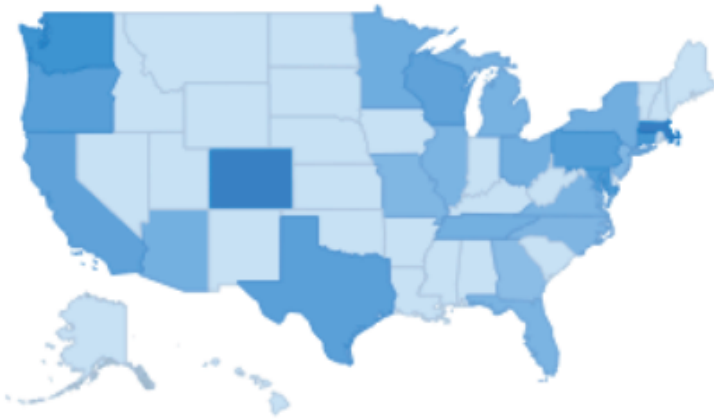
December 2015

Net Zero Geographies

Regional interest ?

Zero-energy build... **Passive house**

Worldwide > United States



Subregion | **Metro** | City





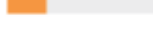
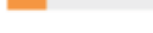
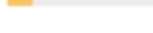
Massachusetts	100	<div style="width: 100%;"><div style="background-color: red; height: 10px;"></div></div>
Colorado	98	<div style="width: 98%;"><div style="background-color: red; height: 10px;"></div></div>
District of Columbia	82	<div style="width: 82%;"><div style="background-color: red; height: 10px;"></div></div>
Washington	77	<div style="width: 77%;"><div style="background-color: orange; height: 10px;"></div></div>
Connecticut	73	<div style="width: 73%;"><div style="background-color: orange; height: 10px;"></div></div>
Maryland	67	<div style="width: 67%;"><div style="background-color: orange; height: 10px;"></div></div>
Pennsylvania	66	<div style="width: 66%;"><div style="background-color: orange; height: 10px;"></div></div>

▶ View change over time ?

</>



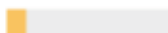
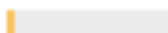
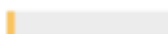
</>

Net Zero Variations

Queries	Top	Rising
zero energy	100	
net zero	85	
zero net energy	40	
zero energy homes	25	
net zero homes	25	
zero energy home	25	
net zero home	15	

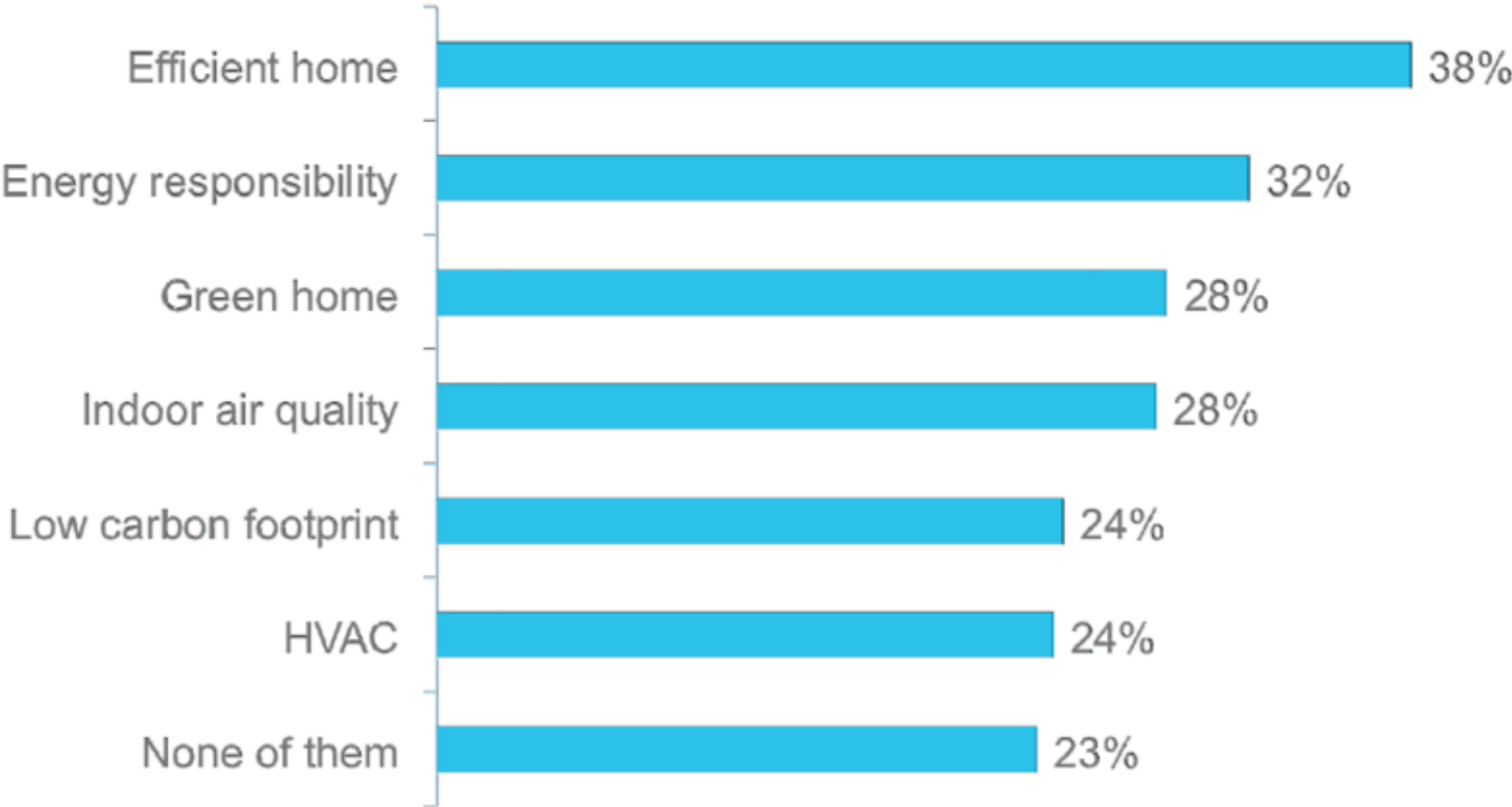


Passive House Variations

Queries	Top	Rising
passive house	100	
passivhaus	25	
passive home	15	
passive homes	10	
passive house institute	10	
the passive house	5	
passive houses	5	



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



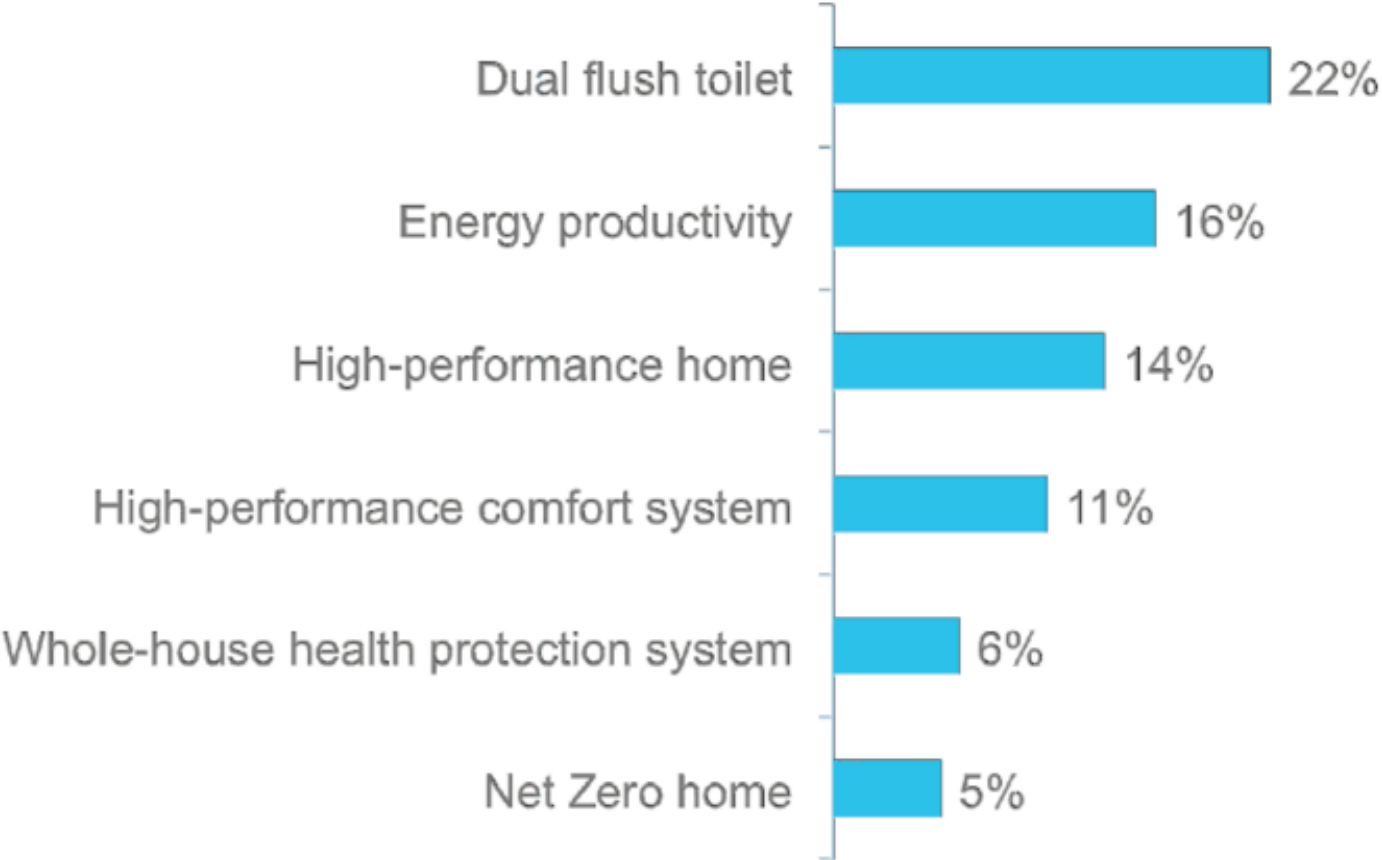
N=2,009

Source: Energy Pulse 2014

Gain a sustainable advantage



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





SOME DEMOGRAPHICS

(such as they are)

High Performance Home Buyers

- **Baby Boomers—Last Home Phenomenon**
- **Millennials**
- **First Home**
- **Upscale Families**
- **Academics**
- **Technologists (Engineers, Medical, Technology, Software)**
- **Green/Left Leaning**
- **Health Focused**

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

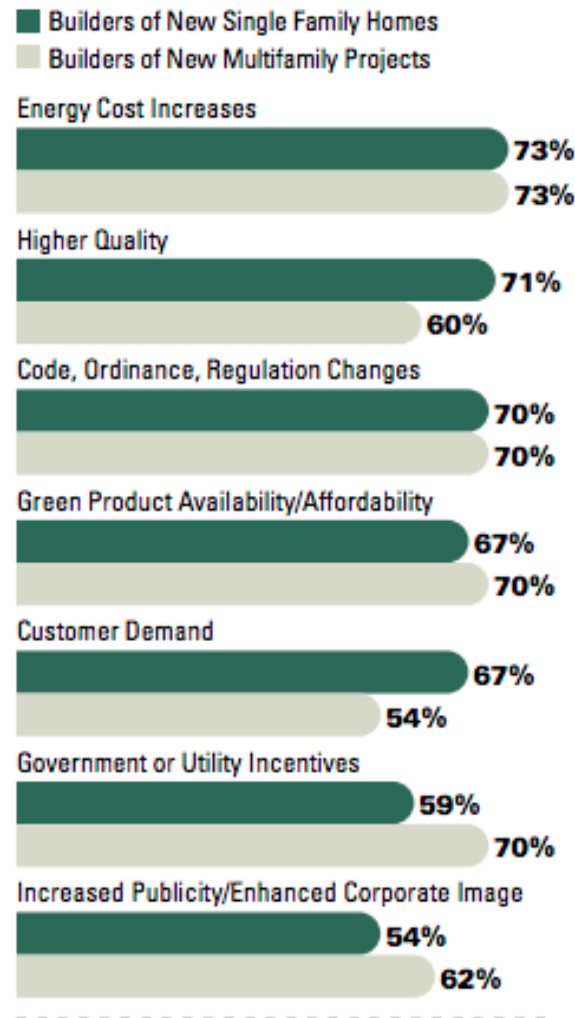
happy to improve their homes' energy efficiency, as long as they don't have to think about it. "Set it and forget it."

*last 3 = 60%, not broken down

Triggers

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

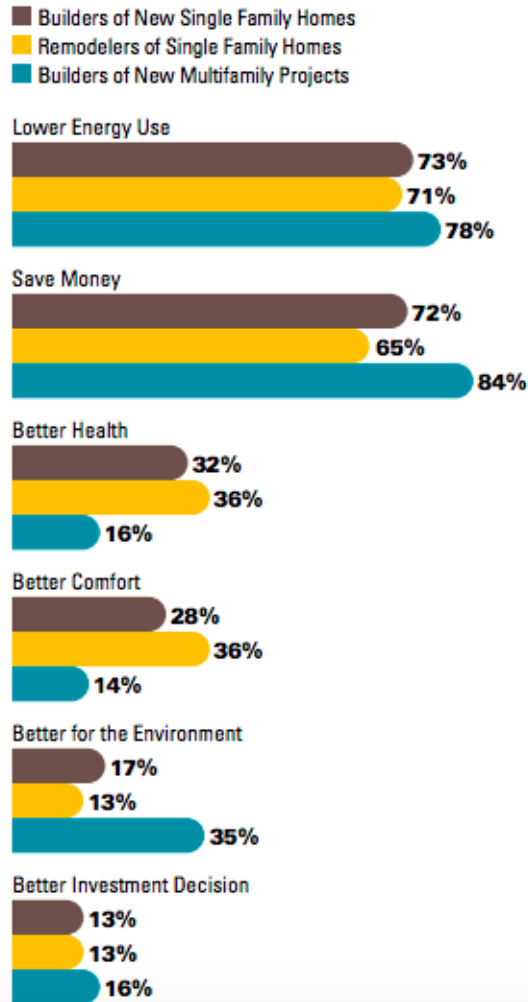
Source: McGraw Hill Construction, 2014



Why Customers Request Green

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

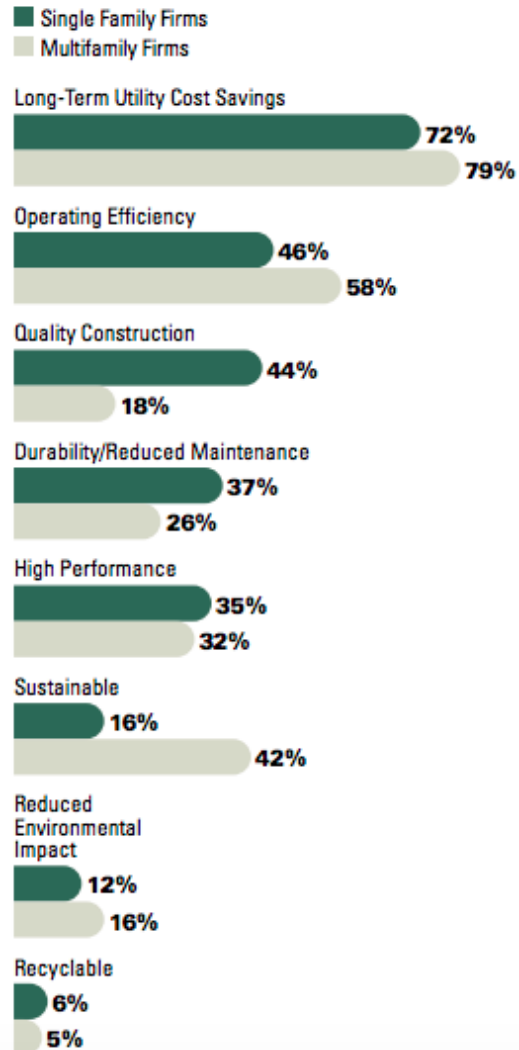
Source: McGraw Hill Construction, 2014



What Builders Think Works

Most Effective Terms When Communicating With Customers About Green Features

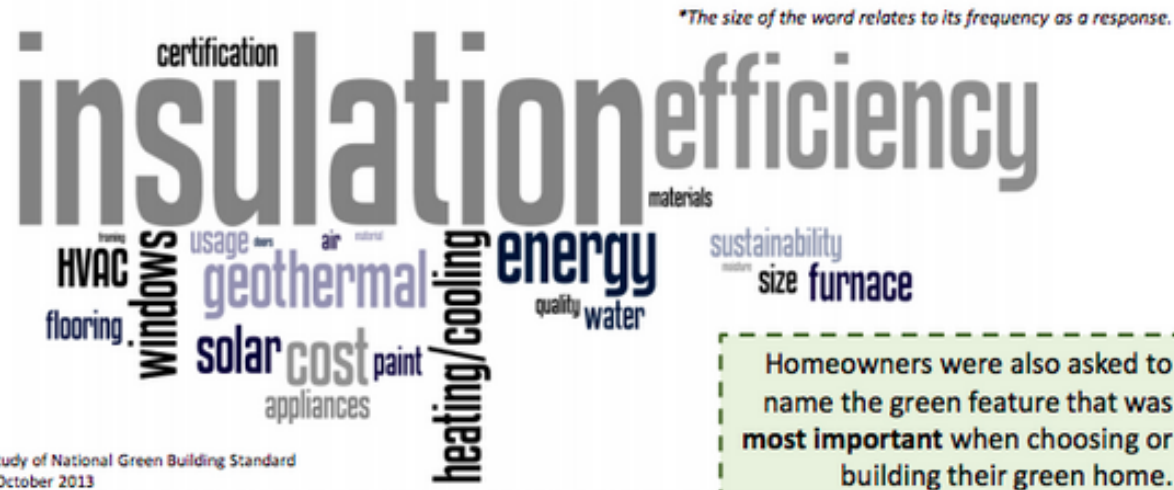
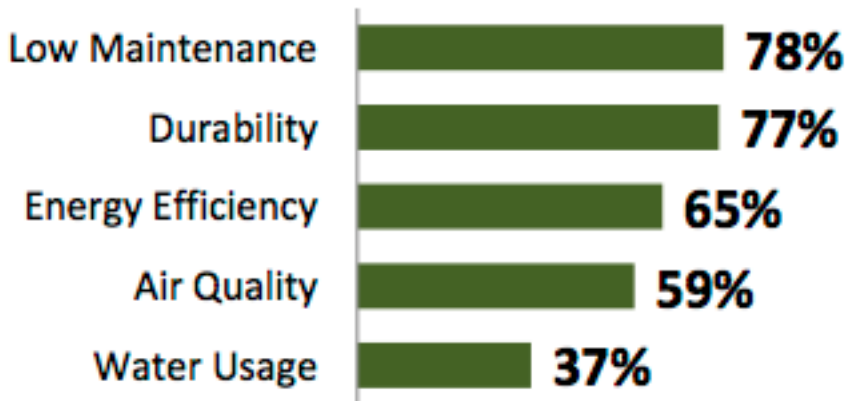
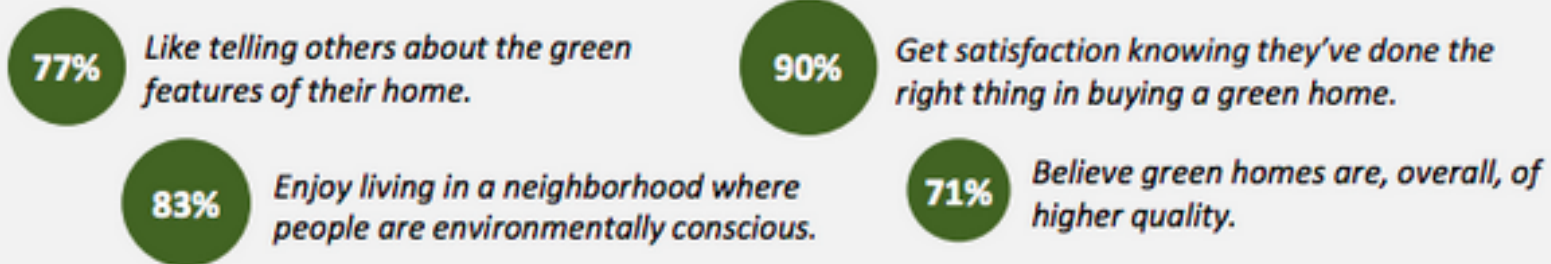
Source: McGraw Hill Construction, 2014



GuildQuality Survey, October 2013

Why Do Homeowners Buy or Build a Certified Green Home?

Our study revealed that those looking to buy or build a green certified home do so for many reasons:



Source: GuildQuality Study of National Green Building Standard Certified Homes as of October 2013

Homeowners were also asked to name the green feature that was **most important** when choosing or building their green home.



DESIGN FOR YOUR USERS

(can they accomplish their goals?)

User Centric Websites

Target	Needs	Goal
Techie Tom	Performance Data Transparency Detail	<ol style="list-style-type: none">1. View Case Studies2. Download Planning Worksheet

User Centric Websites

Target	Needs	Goal
Techie Tom	Performance Data Transparency Detail	<ol style="list-style-type: none">1. View Case Studies2. Download Planning Worksheet
New Mom	Eye Candy Health Worries	<ol style="list-style-type: none">1. Surf your Gallery2. Read your "Whole House Ventilation" Page3. Attend Community Workshop

User Centric Websites

Target	Needs	Goal
Techie Tom	Performance Data Transparency Detail	<ol style="list-style-type: none">1. View Case Studies2. Download Planning Worksheet
New Mom	Eye Candy Health Worries	<ol style="list-style-type: none">1. Surf your Gallery2. Read your "Whole House Ventilation" Page3. Attend Community Workshop
Last House Leftie	Cost Data Aging In Place Features Process	<ol style="list-style-type: none">1. Read the "Predictable Home" blog post2. Viewed "Elements of a Permanent Home" page3. Sign up for site visit

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

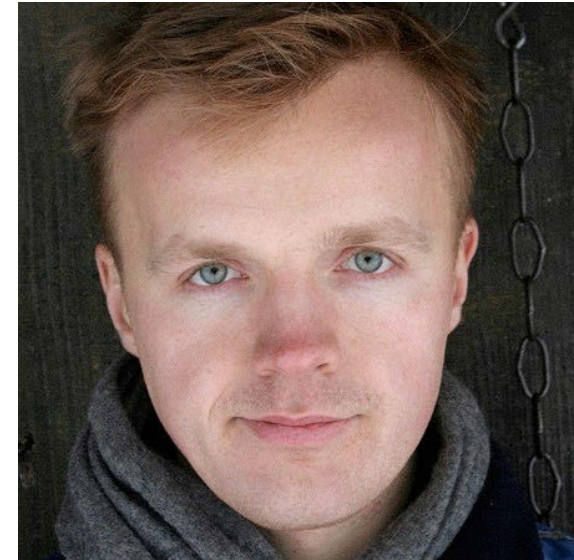
Profession: Software developer

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

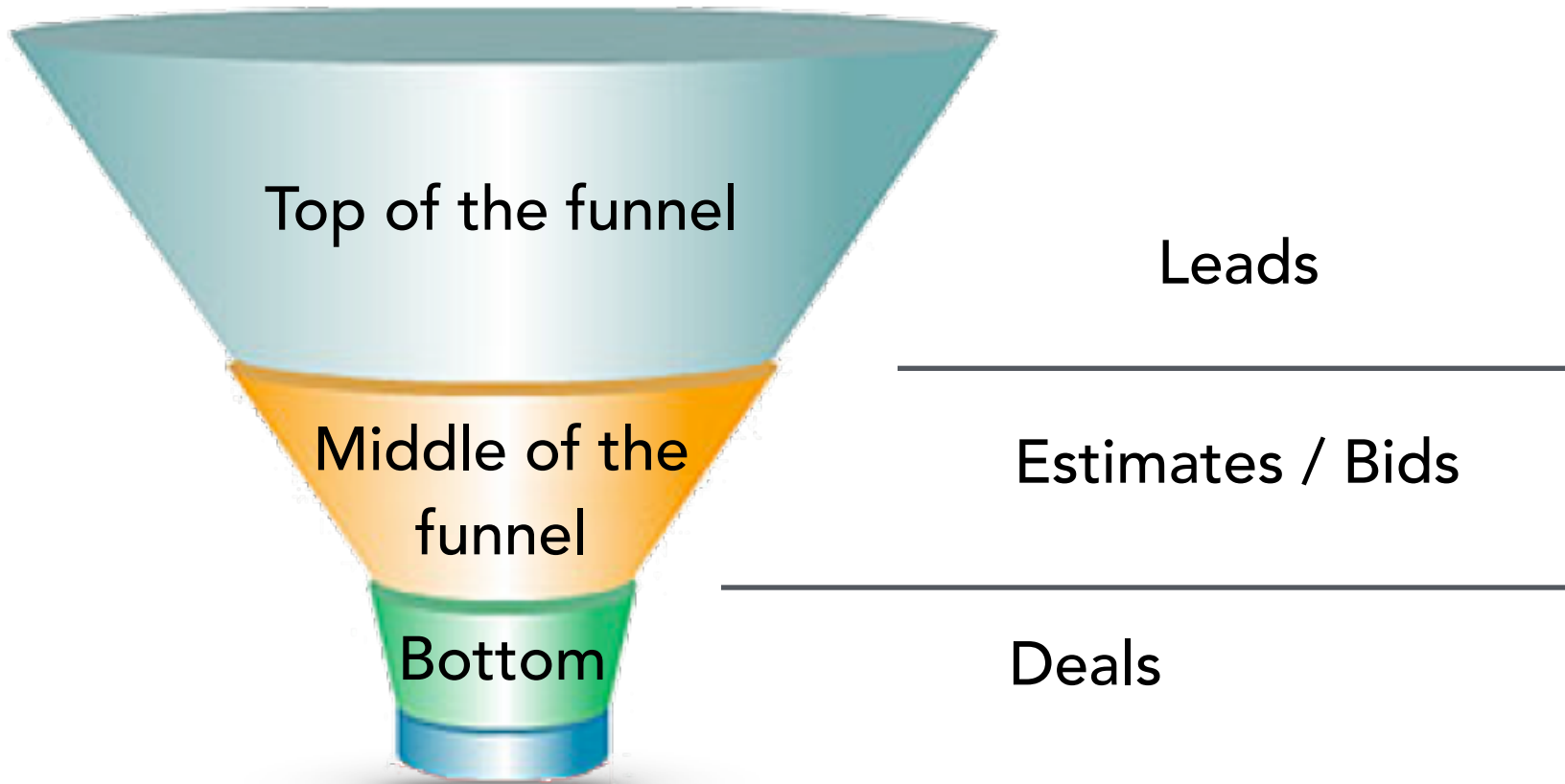
Personality: Thoughtful, active and generally social, but likes his quiet time.

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.

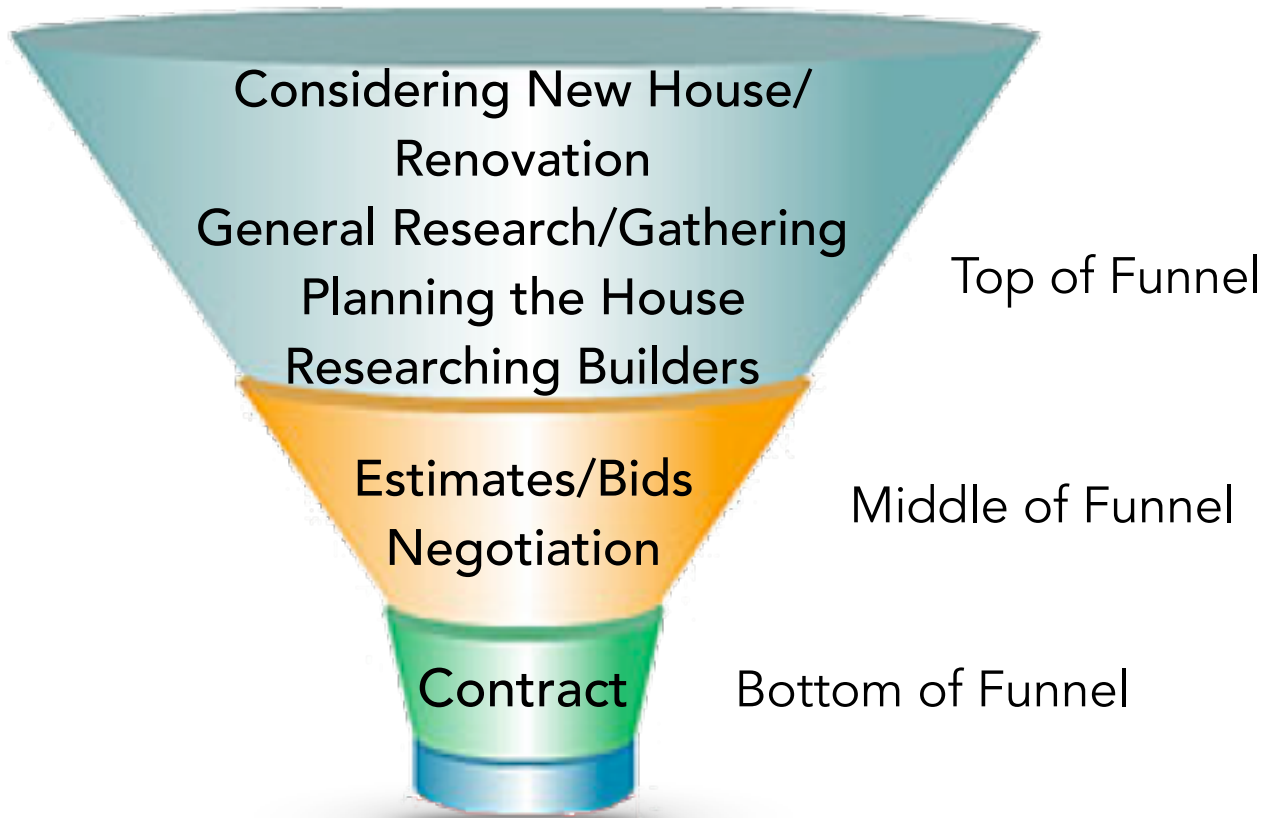


THE HIGH PERFORMANCE HOME BUYING PROCESS

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

The screenshot shows a webpage for Byggmeister, a company that designs and builds. The page features a navigation bar with links for 'Blog', 'Contact', 'Create your keywords', and 'Search'. Below the navigation, there are four main menu items: 'ABOUT', 'OUR WORK', 'OUR SERVICES', and 'OUR WORLD'. The main content area is titled 'Of Mice and Men' and is categorized under 'HOME PERFORMANCE', 'KITCHEN & BATHROOMS', 'LIVING SPACES', and 'WHOLE HOUSE'. The article's subtitle is 'A Cambridge Retrofit Does More Than Save Energy'. The text describes a 1873 home in Cambridge that had significant energy and air quality issues, including a mouse problem and health concerns for the wife. The homeowners loved the house's architectural details and location but were frustrated with its poor performance. The article includes a large photograph of a room with a blue wall and a white ceiling, and a row of four smaller images at the bottom showing various home renovation projects. The article concludes with a 'Benefits' section, specifically mentioning 'COMFORT & HEALTH'.

BYGGMEISTER
DESIGN BUILD

Blog | Contact | SEARCH

ABOUT OUR WORK OUR SERVICES OUR WORLD

HOME PERFORMANCE
KITCHEN & BATHROOMS
LIVING SPACES
WHOLE HOUSE

Of Mice and Men

A Cambridge Retrofit Does More Than Save Energy

When the owners of this 1873 home came to us they were at their wits end: they couldn't stay warm in the winter no matter how high they turned up their heat; they had a major mouse problem; and the wife was suffering from health issues that she felt were exacerbated by indoor pollutants. The homeowners loved their house, with its charming period architectural details, and they loved its location in a vibrant neighborhood of Cambridge. But its poor energy performance and air quality were detrimental to their quality of life.

Benefits
COMFORT & HEALTH

3

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.

4

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)

Efficiency
Vermont



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

8 people reached [Boost Post](#)

8 / 55

15%

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

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



79 people reached [Boost Post](#)

[Unlike](#) · [Comment](#) · [Share](#)

79 / 1226

6%

Amazing Targeting = Low Cost

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

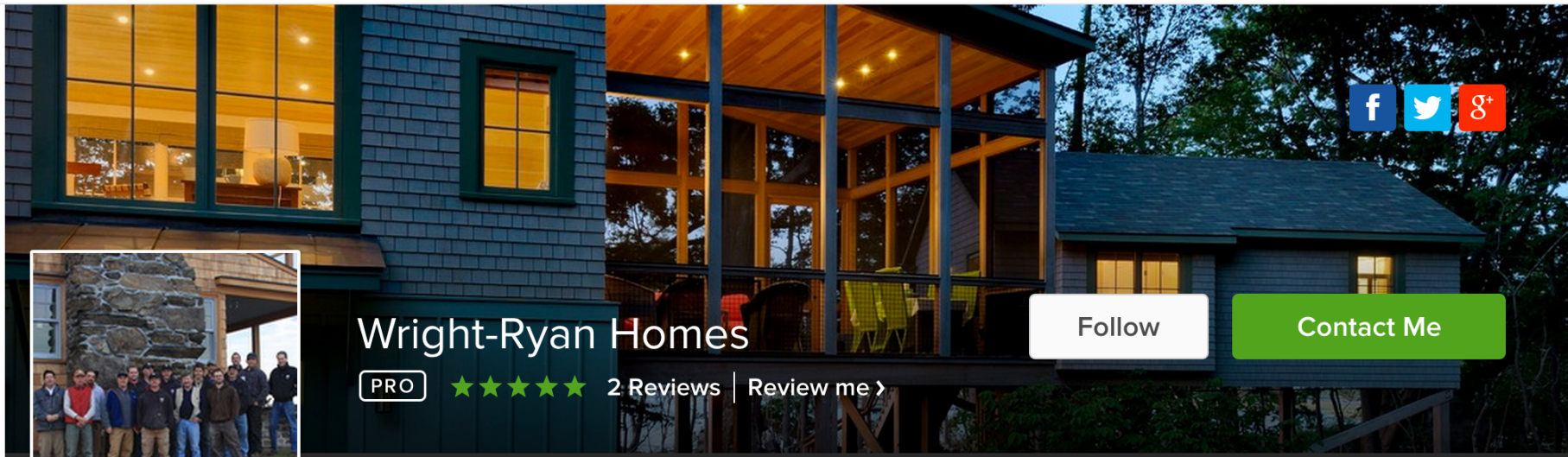
 Comment

 Share

Power of Pinterest

The screenshot shows a Pinterest profile for 'Hammer & Hand'. The profile header includes the name, a 'Follow' button, and a notification badge with the number '3'. Below the header is a grid of 18 boards, each with a title, a main image, a pin count, and a 'Follow' button. The boards are:

- Kitchen Design** (85 pins)
- Bathroom Design** (104 pins)
- NW Modern Home Design** (73 pins)
- Passive House Design & Con...** (44 pins)
- Client Videos** (7 pins)
- Doors & Windows** (30 pins)
- H&H Woodshop** (17 pins)
- Design Decisions - Videos** (6 pins)
- Green Living Tips & Info** (26 pins)
- Cabins & Getaways** (25 pins)
- Craftsman Spaces** (16 pins)
- NW Commercial Buildings** (30 pins)
- Backyards & Landscaping**
- Vintage & Retro**
- Seattle Sights**
- Portland Places**
- Nooks & Storage Ideas**
- Basement Remodeling**



Wright-Ryan Homes

PRO



2 Reviews | [Review me >](#)

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(207) 773-3625 [Website](#)

241
Followers

49
Following



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

207.847.3644