

WHAT TO EXPECT FROM

GreenHomes America® Home Performance Contracting

THE OPPORTUNITY

GreenHomes America enables established residential contractors to easily add home performance solutions to their business.

GreenHomes America is a division of The Linc Group® and leverages the more than 25 years of success of the Linc Service Franchise Network®.



STEP 1 DECIDE IF HOME PERFORMANCE IS RIGHT FOR YOUR COMPANY

Home performance takes a whole-house approach to energy efficiency. Advanced diagnostic tools are used to determine how the mechanical functions of the house (HVAC, building shell, water heating, appliances, lighting) operate as a system to consume energy.

With the test results, a Certified Building Analyst will recommend energy efficiency improvements such as air sealing and insulation, upgrading HVAC and water heaters, replacing windows and doors, or adding renewable energy solutions such as solar photovoltaic or solar thermal water heating.

The results:

- Increase job sizes by \$4,000 to \$15,000
- Sustainable competitive advantage over other HVAC companies
- Higher margins due to little or no competition
- Offer new and existing customers products that lower utility bills and improve comfort
- Decrease seasonality issues
- Decrease callbacks and warranty issues



GreenHomes®

AMERICA

A Linc Group Company

SAVING THE ENVIRONMENT, ONE HOME AT A TIME®

1-877-867-2833 • www.greenhomesamerica.com

STEP 2

USE GREENHOMES AMERICA TO TRANSFORM YOUR BUSINESS

Why GreenHomes America? We are among the largest Home Performance Contractors in the United States. Our award-winning services and solutions have been nationally recognized for their quality and energy-saving benefits.

Our staff of experts and comprehensive training programs, standard operating procedures, and systems will enable you to quickly begin selling and installing home performance solutions.

GreenHomes America will provide:

- Faster time to market – begin selling and installing energy and comfort improvements in less than 90 days versus the typical 9 to 18 months
- Distinct competitive advantage – our brand, and products and services are unmatched in the home performance marketplace
- Unmatched expertise—our staff has over 70 years of combined experience in home performance – we’ve evaluated and installed improvements on thousands of homes
- Comprehensive training materials & operating procedures for all aspects of home performance – marketing, home energy audits, sales, installation, operations, government programs, and more.



“GreenHomes America’s end-to-end business model enabled us to launch a home performance contracting department in just 90 days. Its financial performance has far surpassed our projections. Our customers’ expectations have also been surpassed in the improved comfort and energy efficiency of their homes.”

Scott Needham
President, Princeton Air

STEP 3

REVIEW YOUR OPTIONS

There are two ways to become part of the GreenHomes America family of companies.

- 1) Franchise the GreenHomes America national brand, processes, training programs, marketing resources and other support.
- 2) Let GreenHomes America acquire your company, and remain onboard as the General Manager.



ACCREDITED
CONTRACTOR



"My 25-year-old business had thousands of customers and a great staff, but we had grown as far as we could. With GreenHomes America we are now part of a successful, energetic and visionary team who delivers a much-needed and little-understood service that is the wave of the future. It's exciting to be on the ground floor of this opportunity!"

Frank LaSala
Co-Founder, Entherm
General Manager, Syracuse
GreenHomes America



STEP 4

BUILD YOUR TEAM

Quality Home Performance contractors are accredited by the Building Performance Institute (BPI). Your company will need at least two Certified Building Analysts, usually a company principal, to earn accreditation.

You will also need candidates for:

- Advisors
- Crew lead and helper
- Residential Coordinator

GreenHomes America has prepared job descriptions, screening and interview questions, skills testing, and more to aid the hiring process. We will also train your employees so they receive their certifications.

STEP 5

CONSULTATION & TRAINING

The GreenHomes America team will work closely with you to implement home performance contracting processes and best practices. Our expert staff will support you through each step of the launch plan.

GreenHomes America has the most comprehensive training in the world. Our training experts will teach your team all aspects of home performance contracting and we'll provide consultation for the life of your business.

From Building Analyst and sales training for the Advisor, to air sealing installation training for the crew helper, to software training for the Residential Coordinator, and operational training to the General Manager and Service Manager; GreenHomes America transfers our skills to your team and delivers the knowledge each person needs to be successful in his or her role.

Training for the General Manager, Service Managers, Advisors, Installers, CSRs, and Residential Coordinator is delivered by GreenHomes' expert staff in classrooms, online and hands-on in the field.

NATIONAL TRAINING CENTER

Our seasoned team of home performance experts have provided extensive training to Advisors, Installers, CSRs, Residential Coordinators, service managers and general managers over the years. Your first employees will learn all aspects of Home Performance Contracting in our national training center. As the knowledge base grows inside your company, it will no longer be necessary to send new employees to our location. With GreenHomes America's training, your team will quickly gain the knowledge needed to train new team members in-house.

STEP 6

EQUIPMENT & PROVISIONING

This is a capital and labor intensive business. You'll need to be ready when your new employees begin work. GreenHomes America has established relationships with top vendors to make equipment purchases simple and affordable.

- Home energy audit tools & equipment
- Installation equipment & tools
- Home Performance parts & materials
- Vehicles & box configurations
- Warehouse configurations
- HVAC, Solar, and more



STEP 7

LAUNCH A MARKETING CAMPAIGN

GreenHomes America has the resources you need to generate new leads and tap into the green movement.

- Marketing expertise
- Collateral
- Print, Radio & TV Ads
- Direct mail library
- National web presence
- Publicity opportunities

GreenHomes has templates for all of your marketing needs, and the vendor relationships to fulfill them.

STEP 8

ENJOY THE REWARDS

FINANCIAL

Watch your business grow as you add home performance solutions to your business model. The ability to differentiate your business from competitors will increase sales and profit to new levels.

CUSTOMER LOYALTY

Your customers benefit, too. By choosing a Building Performance Institute–accredited contractor, they are eligible for many incentives that defray the cost of energy efficiency improvements.

PROTECT THE ENVIRONMENT

Every job your company performs benefits the environment. While helping to reduce your community's carbon footprint, your company will attract loyal customers and skilled employees.

"GreenHomes America had what we were looking for ... a well-established leadership position in the Home Performance industry, world-class training and business systems, and the know-how to easily integrate Home Performance into my business."

Frank Nascimento
President, Air King
GreenHomes America

