

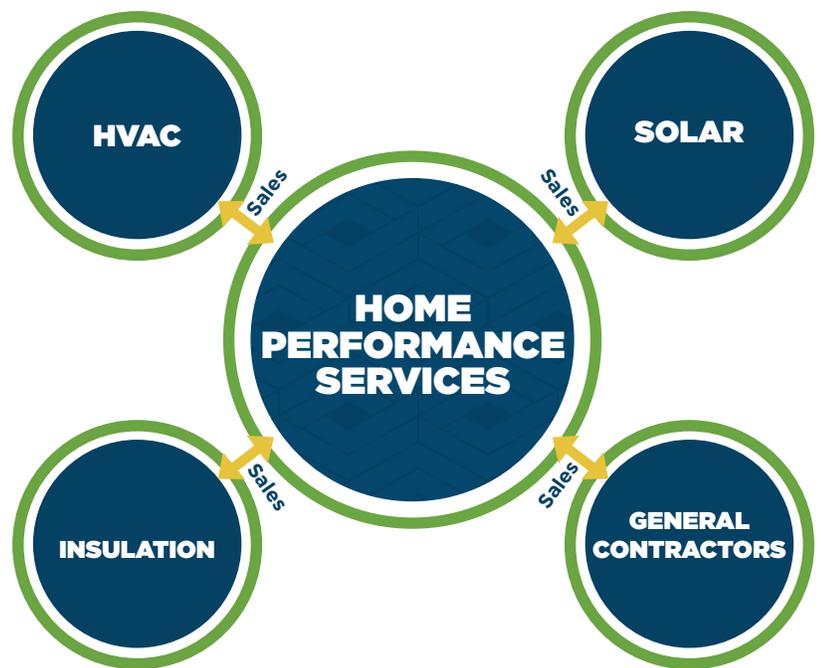
# Adding Home Performance Services Into Other Trades

## A QUICK GUIDE

If you're a business owner, educator, or administrator in the trades, you've likely heard of home performance. You may even be considering adding it to your service offerings. That's a great idea.

Identifying the aspects of your business that include energy efficiency will increase profits and improve quality.

### Here's how it all works together.



### HVAC

**How it fits:** ductwork, proper equipment selection and sizing, envelope measures, condensate disposal, indoor air quality (IAQ), reaching total home comfort

**Profit add-ons:** duct sealing, duct replacement, duct cleaning, advanced air infiltration, IAQ testing, duct testing

**Common mistakes to avoid:** improper installations, putting good equipment into bad ducts, frozen condensate lines in the winter, insulating without air sealing



### Insulation

**How it fits:** adding air barriers on all sides, sheathing knee walls, insulating exposed pipes and ductwork (remember: air sealing must be done in conjunction with insulation)

**Profit add-ons:** additional cost per square foot of air sealing, blower door testing, code testing, advanced materials to sell

**Common mistakes to avoid:** insulation not performing as advertised, continued customer comfort issues, broken water pipes, drafts, code failures



## General Contractor

**How it fits:** adjacent industries need the skillset of a general contractor to perform specific tasks relevant to the house as a system.

**Profit add-ons:** framing, waterproofing, basement/crawlspace work, gutters and downspouts, roofing, hatches, lighting, windows and doors.

**Common mistakes to avoid:** Contractors can make major changes to the home that can result in increased energy cost, as well as impact occupant comfort and safety. The significant advancements of technology, products, and building techniques have changed the construction landscape.



## Solar

**How it fits:** make sure the home is energy efficient first then size appropriately, offers whole building solutions, makes net zero and beneficial electrification more advantageous

**Profit add-ons:** HVAC, water heating, insulation, lighting upgrades, and many other sales add-ons that are appreciated by the customer that enable business growth or can be subcontracted out

**Common mistakes to avoid:** over-sizing systems for no tangible benefit in the beginning, having later upgrades devalue production and savings estimates, unanswered questions in the customer's mind about current home conditions



## Energy Auditor/Sales

It's important to note that all of the trades above are interconnected through the salesperson and/or auditor. This person is often the first point of contact for clients. A knowledgeable salesperson can incorporate home performance upgrades into any of these trades, which means increased profits from existing customers. It's very important to set expectations for the customer and the crews that will be doing the work—the salesperson is also responsible for this aspect of quality work.

Questions about the industry or how you can get involved? Email us at [communications@building-performance.org](mailto:communications@building-performance.org).



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