



# HIGH PERFORMANCE CONTRACTOR MARKETING IN 2025: STATE OF THE STATE

**Peter Troast, Founder & CEO**

NEIF Go Greener Academy

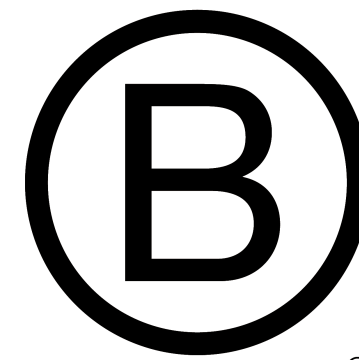
May 21, 2025

## Let's Connect

### Founder/CEO of Energy Circle

- [peter@energycircle.com](mailto:peter@energycircle.com)
- Linked In: Peter Troast
- Twitter: @EnergyCircle
- Facebook: Energy Circle

**Certified**



**Corporation**

**This company meets high  
standards of social and  
environmental impact.**





## **The Lens I See Through**



### **Marketing & Lead Generation Services for 350+ Better Building Contracting Businesses**

HVAC, Home Performance, Solar, Insulation,  
Auditors/Raters, Builders, Remodelers

### **50 States, Canada & Countless Climate Zones**

### **An Inside View of Many Business Models and Their Success**

### **Deep Dataset on What is Making the Phone Ring**

### **Our Mission: More Successful Contractors = More Retrofits**



## Additional Opportunities

### ACCA QI Program



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### NAIMA 25C Tax Credit Program

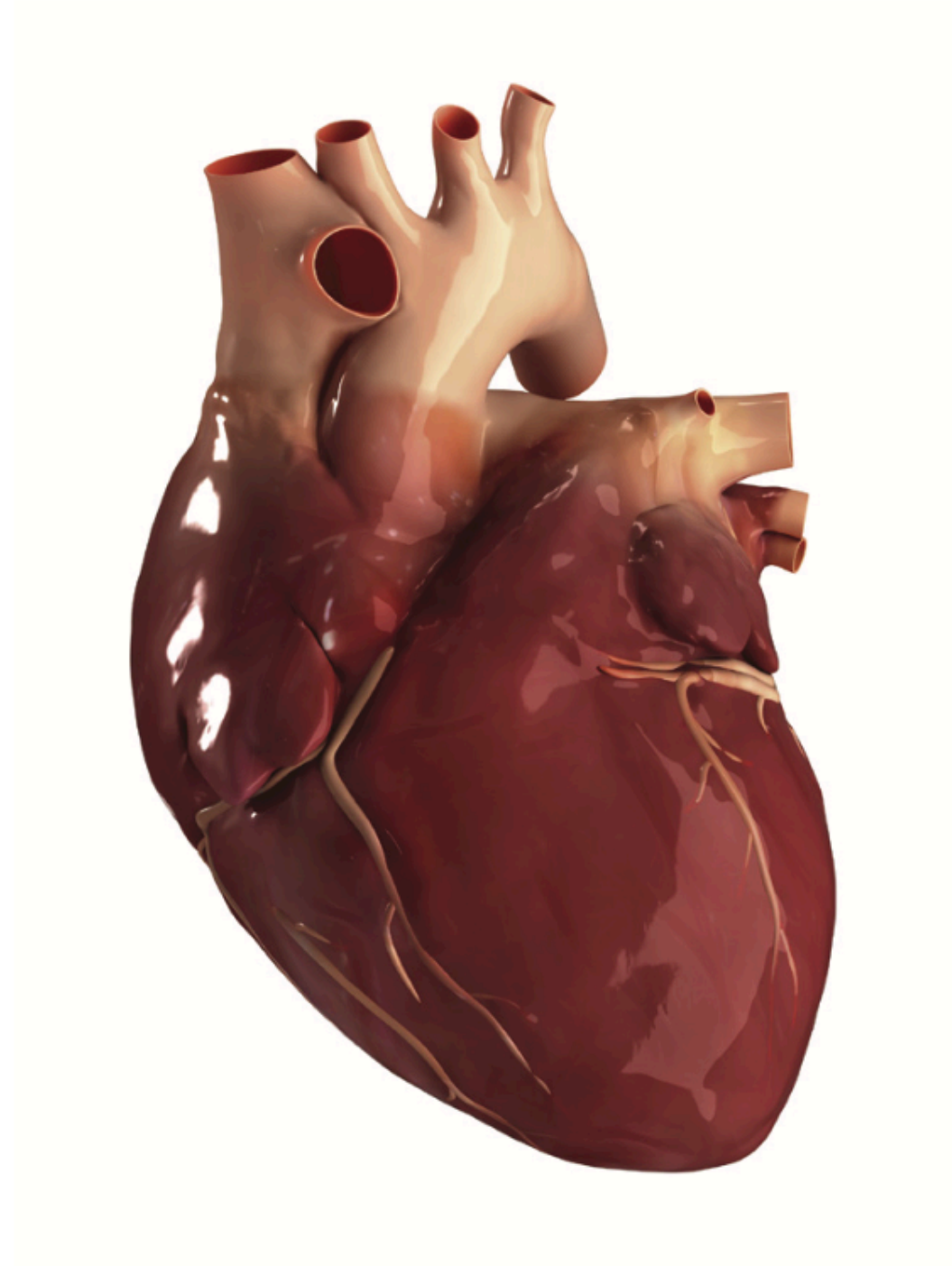


## A Whole Lot of Ground to Cover

- 1 Current Market Conditions & Demand
- 2 The Unique Challenges of Marketing and Selling Home Performance
- 3 Rising Importance of Customer Experience/Evolving Diagnostic Processes
- 4 Growing Competition and Why Differentiation is More Important Than Ever
- 5 Marketing Mix—What Tactics? What Spend?
- 6 Data Driven Marketing & Analytics
- 7 Big Shifts in How Homeowners Find Contractors?



**I**



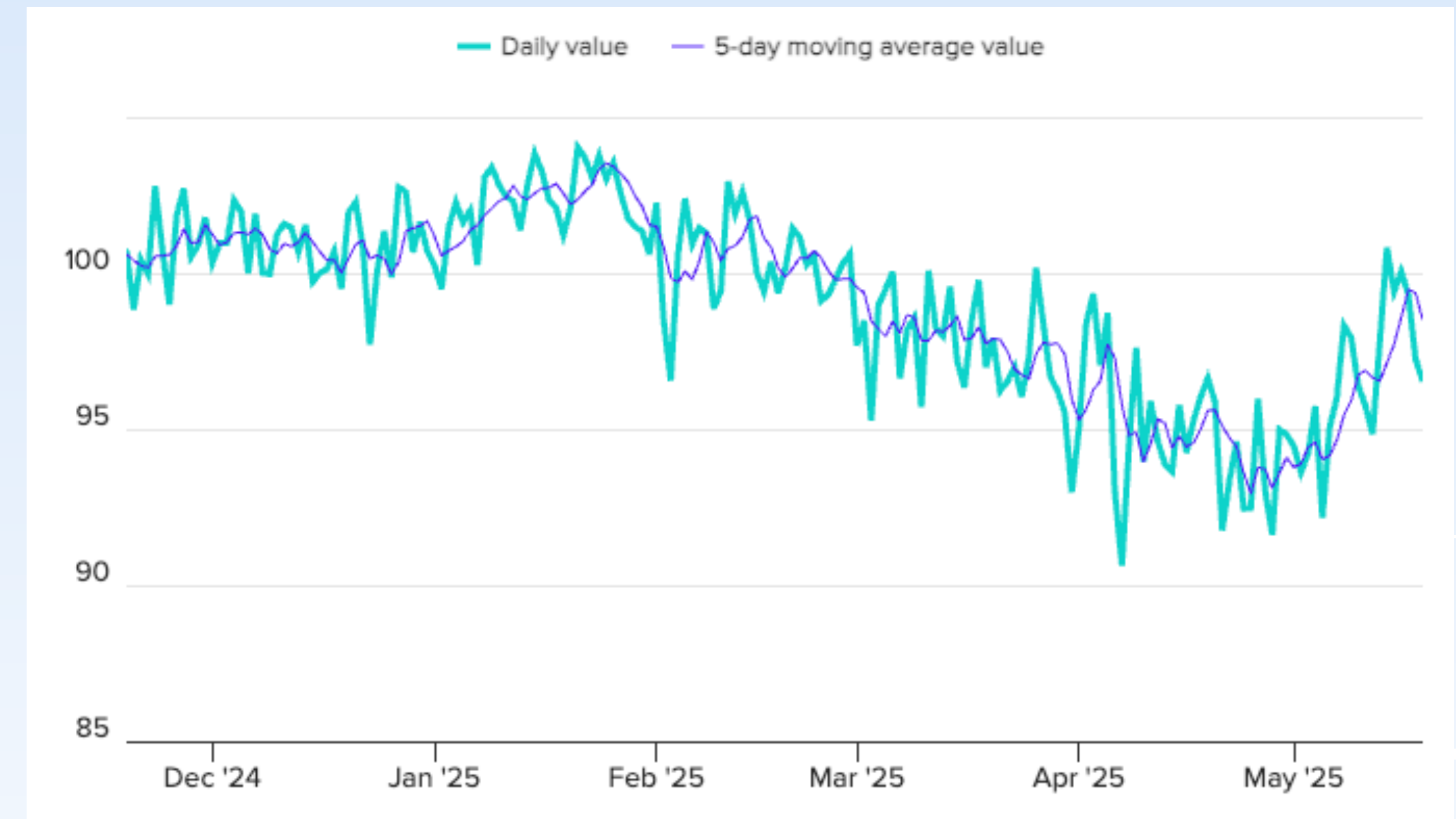
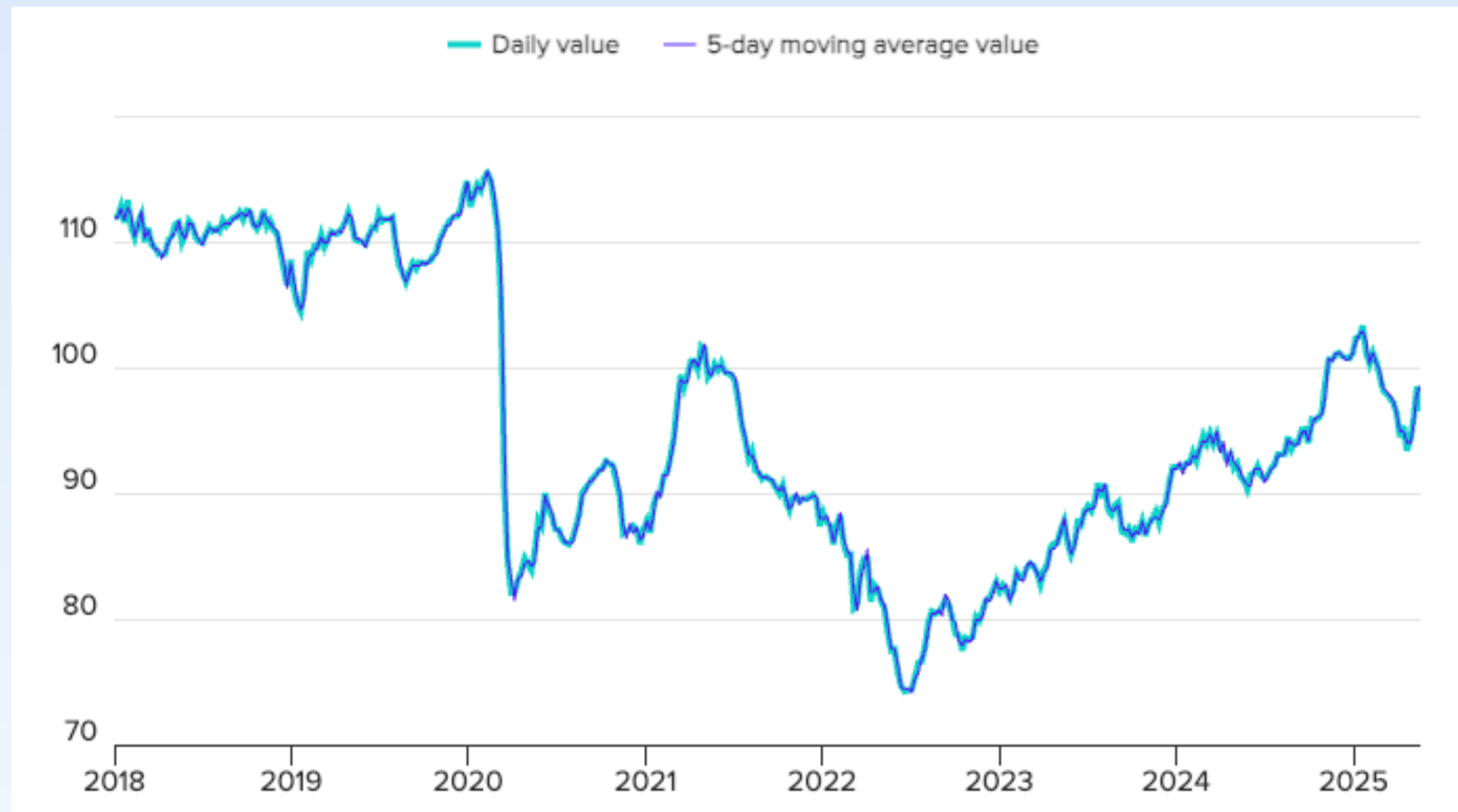
**data.**

# ECONOMIC UNCERTAINTY REIGNS



# Economy & Market Conditions

## Morning Consult—US Consumer Confidence Tracker





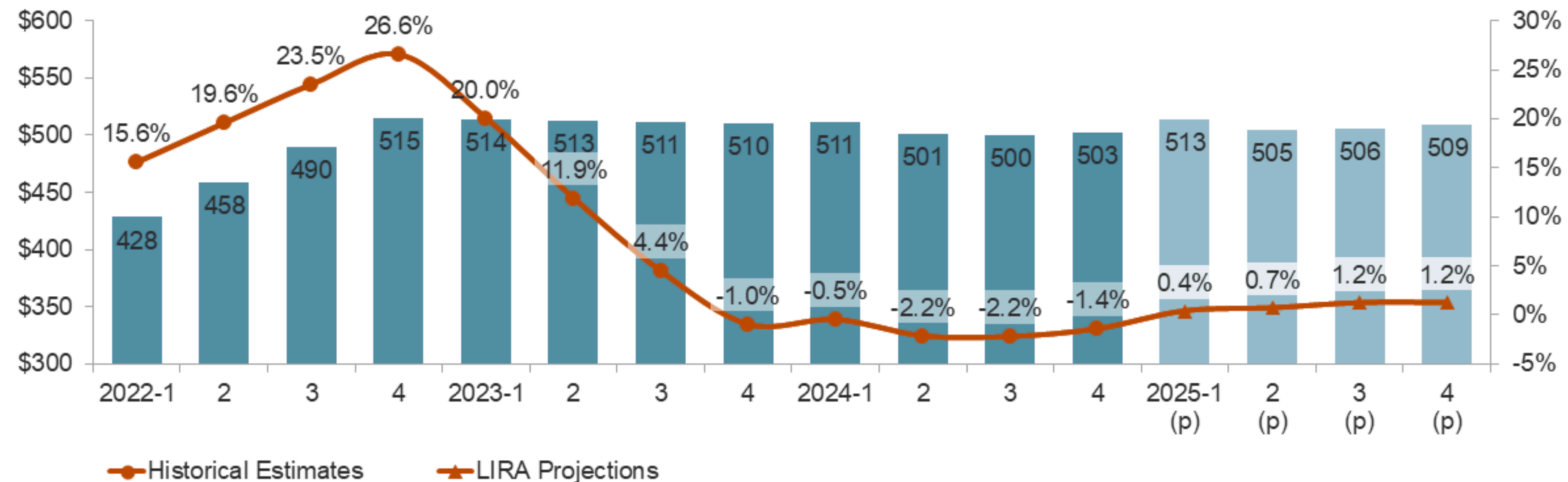
# Economy & Market Conditions

## Harvard Joint Center on Housing Studies: LIRA Report Jan 2025

### Leading Indicator of Remodeling Activity – Fourth Quarter 2024

Homeowner Improvements & Repairs  
Four-Quarter Moving Totals  
Billions

Four-Quarter Moving  
Rate of Change



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2023 are produced using the LIRA model until American Housing Survey benchmark data become available.



# Working Hypothesis of the Homeowner Mindset Since the Before Times

Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025	Q2 2025
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Pre-COVID  
Normal

COVID  
Times

Post  
COVID

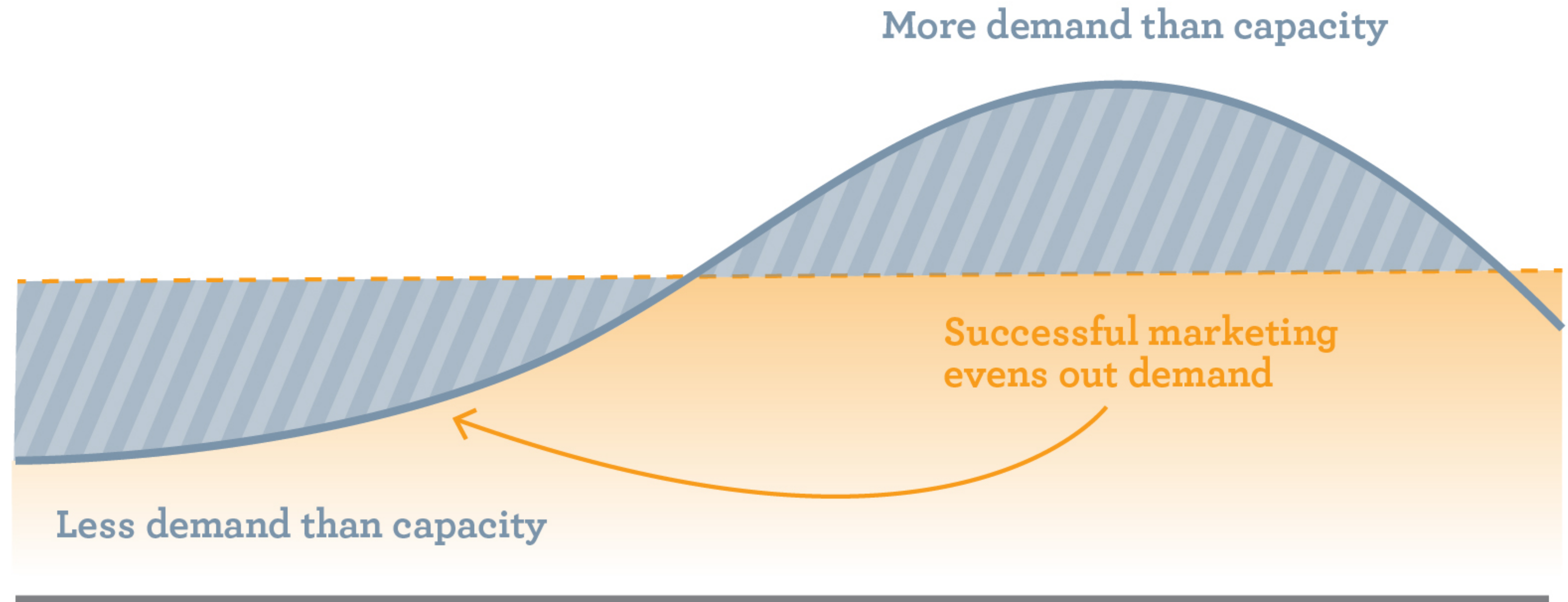
New  
Normal

???





## The Role of Marketing Relative to Demand



Consensus of Many  
in the Industry

# Get Us to the Kitchen Table

## Let Sales Team & Process Take it From There

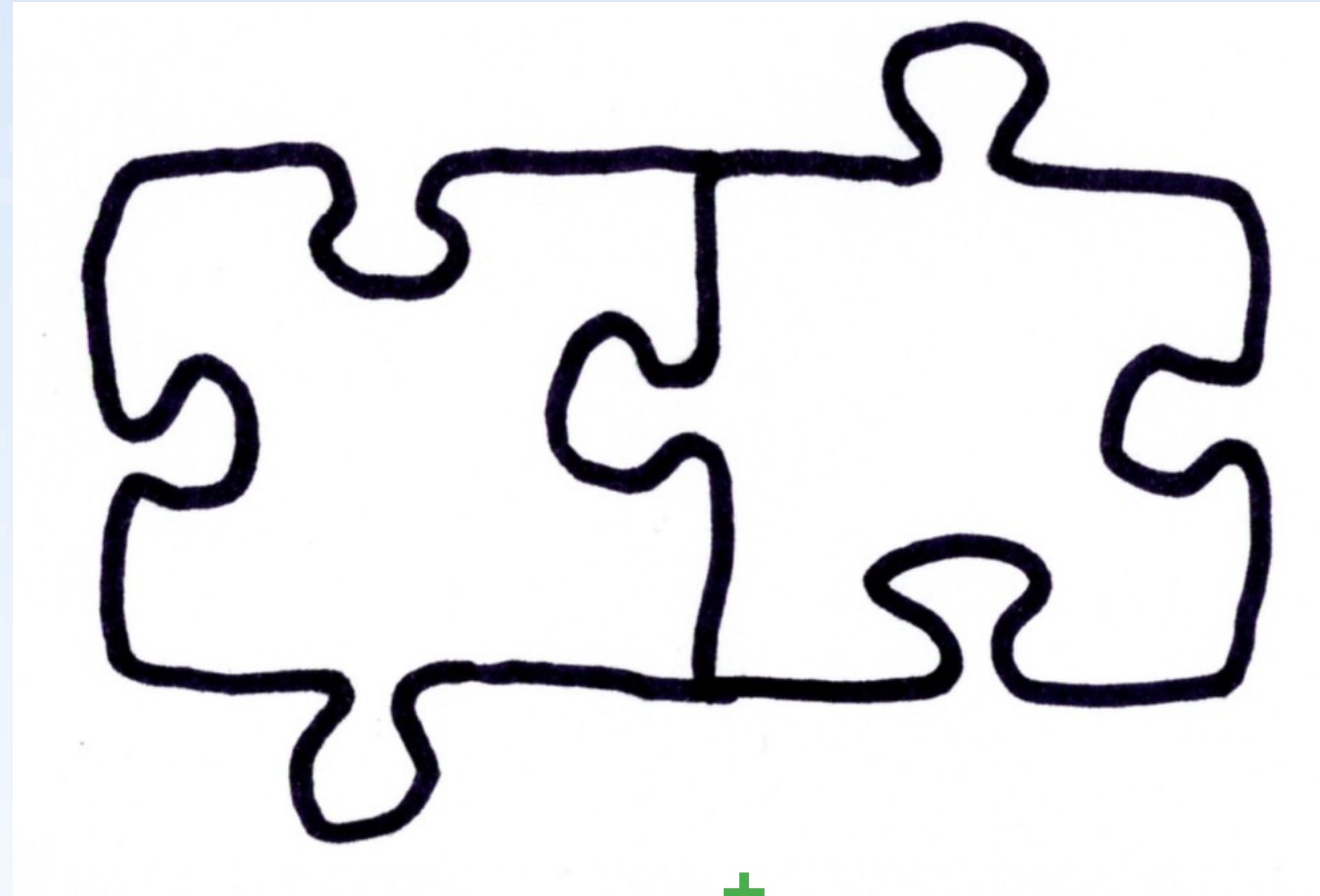


# THE CHALLENGE OF MARKETING HOME PERFORMANCE



# WHOLE HOUSE HOME PERFORMANCE

Envelope



Mechanicals

+  
Testing



# Fundamental Truth About Home Performance Marketing

Hot Room      Rebates      Sick Child  
Spray Foam      Energy Cost      Climate Change      Heat Pump  
AC Repair      Crawlspcace      New Furnace      Mold      Fujitsu      Dust  
Cold Room

**WHOLE HOUSE DIAGNOSTIC PROCESS**

**MORE COMPREHENSIVE JOBS**



# **ELEVATING THE CUSTOMER EXPERIENCE/ EVOLVING DIAGNOSTIC APPROACHES**



# Marketing, Competition & Customer Experience

## What's the Customer Experience End to End?

	Finding You	First Touch	Diagnosis/ Scoping	Quoting/Closing	During the Job	After the Job
What is the customer Experience?						

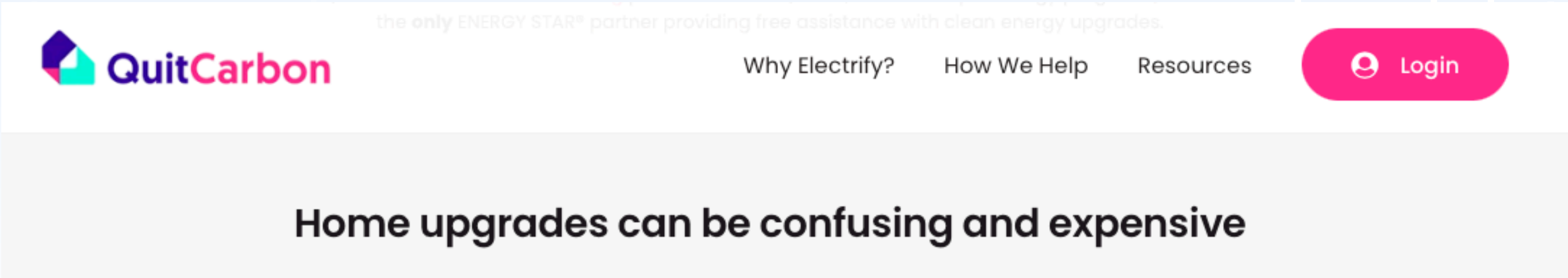
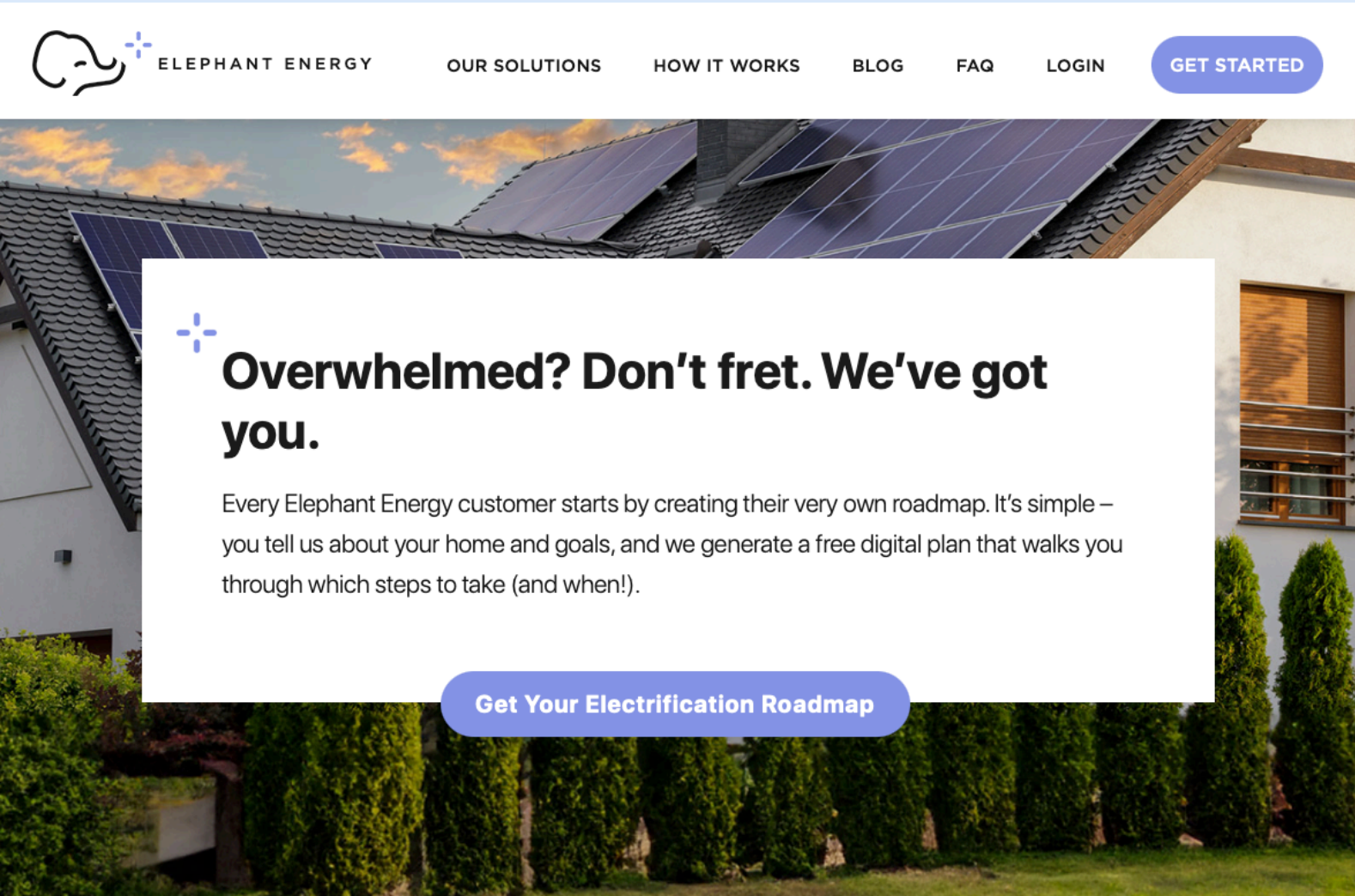




Marketing, Competition & Customer Experience

What's it like to engage your company?

Homeowners deserve better than phone tag, uncertainty, and hours of comparison shopping. So, we created Tetra.





Core Premise of  
Performance  
Contractor  
Marketing

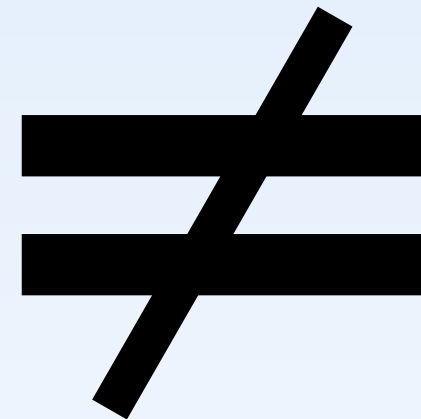
# First Touch is Critical

Most Leads are Single Measure  
You are Selling Something Different  
Experience Has to Be Better Right From Start



*Marketing, Competition & Customer Experience*  
**Diagnosis & Scoping**

**USING BUILDING SCIENCE**



**ENERGY AUDIT**



**DIFFERENTIATION IS MORE  
IMPORTANT THAN EVER**



# HOW DO WE WIN THIS JOB?

## Your Quote

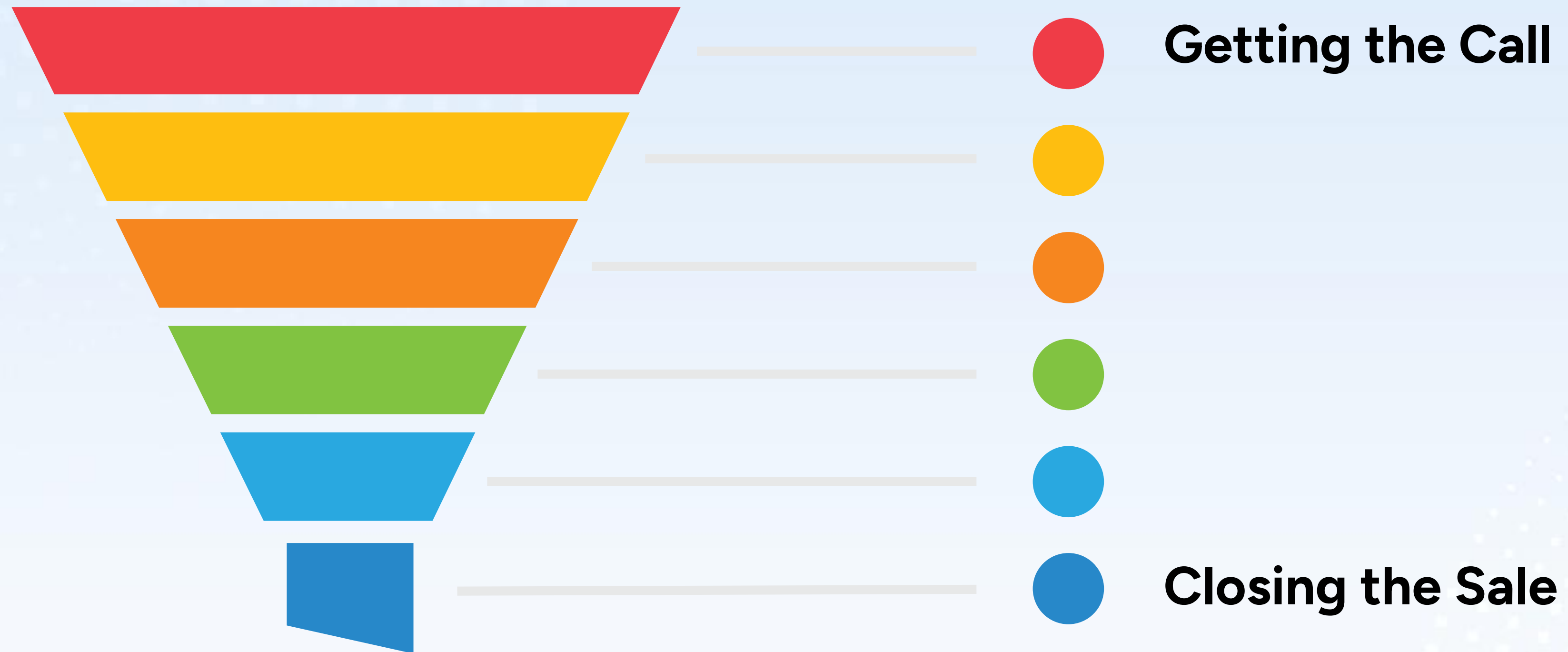
21.5 SEER 1 ton Fujitsu ducted heat pump, 4 supply registers, 1 return grill, new R8 flex duct system.	\$14,856
Attic Insulation Removal, Air Sealing, Reinsulation	\$7,707
Airseal uninsulated portions of subfloor	\$4,735
Upgrade electrical service to support home electrification	\$5,805
TOTAL	\$33,103

## Competitors Quote

17 SEER 1.5 ton Daikin ductless mini split system (2 indoor heads)	\$7,447
Upgraded electrical service	\$6,241
TOTAL	\$13,688



# Differentiation Across the Funnel





New & Growing  
Competition



Concierge

CANOPY

ELECTRIC AIR



Entrepreneurial  
Contractors  
Rebate Chasers

Ghost "Contractor"  
Websites

High Performance  
Contractors



Financing



Manufacturers

Quilt



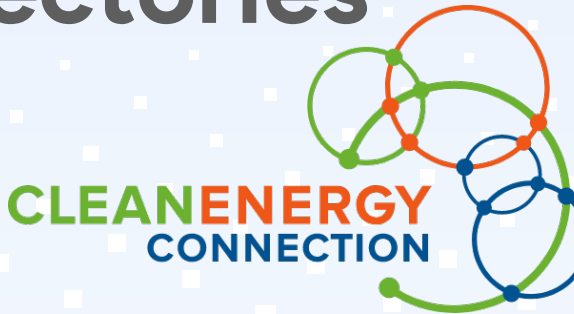
MITSUBISHI

Angi

Lead Sellers

Utilities & Efficiency  
Programs

Directories



## Categories of Differentiation

1. Brand & Reputation
2. Trust & Credibility
3. Quality
4. Building Science & Innovative Technologies
5. Process & Planning
6. Community Involvement & Ethics
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



## Categories of Differentiation

1. Brand & Reputation
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### 3. Quality

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# WHAT IS “HIGH PERFORMANCE”?

## Building Science Oriented

### Building Science Standard

- A clear diagnostic process
- Working to a standard
- Calculating loads
- Addressing ducts
- More comprehensive jobs
- etc

## Customer Oriented

### Communications

- Web
- Sales process
- Documentation
- Scheduling
- Compelling case
- etc

### On Site

- Timeliness
- Cleanliness
- Politeness
- Attire
- Craftsmanship
- etc

## A Better Home

### Outcomes

- Better outcomes and results
- Comfort?
- Efficiency?
- Cost?



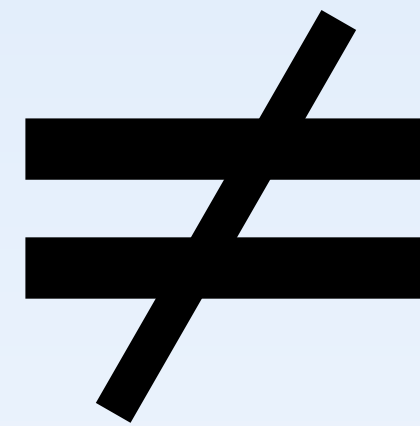
# Making the Quality Message Understandable to Homeowners



- **Measurement Tools**
  - Blower Door, Infrared, MeasureQuick
- **Third Party Quality Verification**
  - ACCA QI
- **Social Proof/Case Studies/Reviews**
- **An Understandable “Commissioning” Process**
- **A Meaningful Guarantee**



USING BUILDING SCIENCE



ENERGY AUDIT



**To a Homeowner—  
They're Just Labels**

**Energy Audit**

**Energy Assessment**

**Healthy Home Assessment**

**Commissioning**

**Walk Through**

**Home Evaluation**

**Free Quote**

**Site Visit**

**Test Out**

**Etc**



# Tools: Data AND Bling





# Tools: Data AND Bling



Amplify Manual J



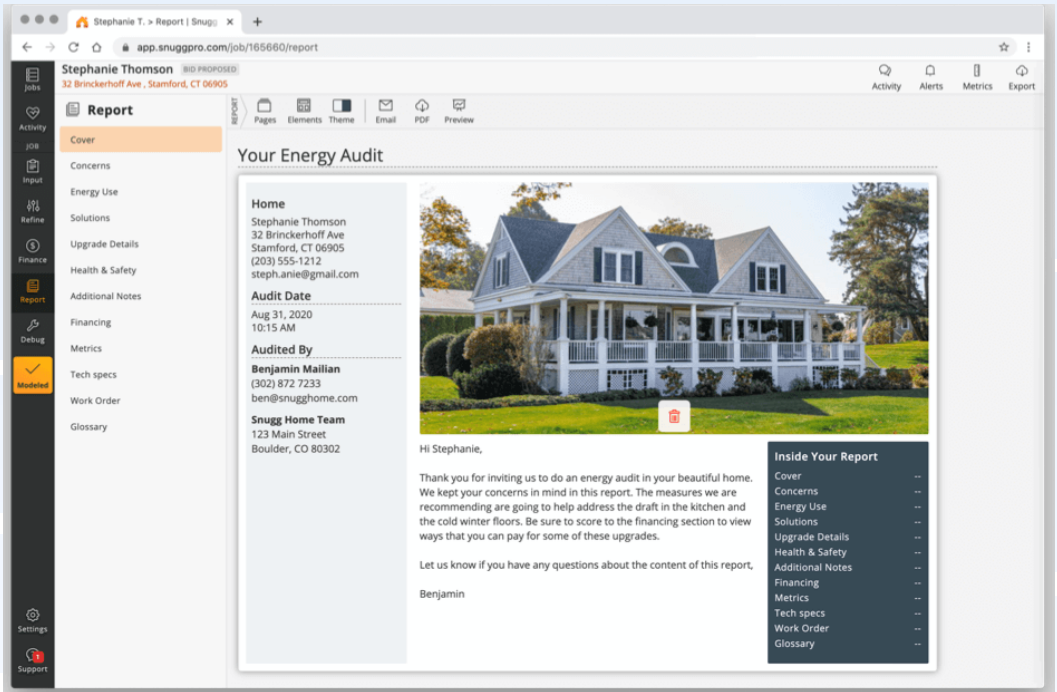
TruFlow Grid



measureQuick



Snugg Pro







## Step 1

# Performance Assessment Phase

## Comprehensive Home Evaluation

We visit your home and conduct a thorough inspection. From the attic to the crawlspace, we assess how insulation, air sealing, and HVAC systems can be optimized to synergistically improve your home's performance and meet your goals.

1

## Phone Assessment

Our comprehensive assessment starts with an in-depth call with one of our home efficiency experts. You'll be able to ask questions, tell us about your goals, about the current setup of your home comfort system, and any time and budget constraints. If you're ready to move forward with an in-person home evaluation, we can schedule it during this assessment.

2



[Schedule a Home Performance Assessment](#)

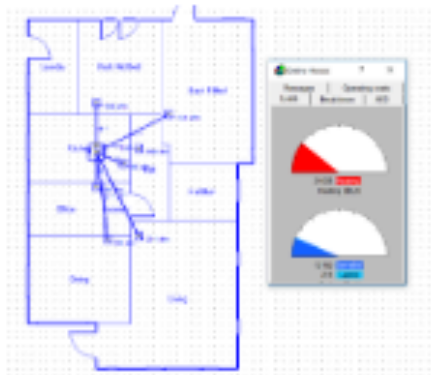


Step 2

# Project Phase

## Custom Plan Development

Drawing on our assessment, we craft a customized plan that integrates insulation, air sealing, and HVAC solutions. Our detailed report, complete with before and after pictures, outlines how these elements will work in tandem to enhance your home's comfort and efficiency.



## Airflow Planning

We meticulously plan airflow distribution to each room, ensuring even temperatures throughout your home. This attention to detail guarantees that every corner of your living space receives the perfect amount of heating or cooling for the room's size, shape, location, and other factors.

1



2

## Precision Design

This phase sets the stage for optimal performance. We construct a virtual model of your home using cutting-edge mechanical engineering computer platforms. This step lets us calculate the exact size of the HVAC system needed for your home to be comfortable on the hottest days of summer and the coldest days of winter.

3



4

## Expert Build

Our friendly build team brings your project to life with professional craftsmanship, ensuring every element is installed and configured for optimal performance.

Unlike construction projects you might have experienced in the past, our team plans carefully to minimize disruptions, shorten the work window, and prevent the spread of dust and insulation into your home.





### Step 3

# Testing and Commissioning



## Total Satisfaction

After making any necessary adjustments, we'll walk you through the work we've done and ensure you feel confident operating and maintain your new home comfort system.

1



## Testing & Adjusting

Before we wrap up, we conduct thorough testing to verify that every piece of your system is working properly and performing as expected.


For example, we measure reduced building leakage with a blower door test, assess power input to the system, and verify airflow to each room.

By measuring your system's energy output (BTU/hr) and power input and comparing these values to the manufacturer's data, we also determine its delivered performance. This crucial step allows us to accurately verify that your new system is as efficient as expected.


2



# Offer a Planning Process



## Want a climate-friendly home?

 Takes about 5 min

After this short quiz, we'll generate a free plan tailored to your unique home and goals – no matter where you live.

We will ask for your address and email, but you'll only ever hear from us, we promise. We never sell personal information – see our Privacy Policy [here](#).

Get Your Electrification Roadmap

Already took this quiz? [Log In](#)



We Design and Install Heat Pumps The Right Way

CareersFAQsContact UsNo-Visit Energy Assessment844-637-3733

Expert ServicesWhy Electrify?Training ProgramsRebates and FinancingAbout UsBlog

## NO-VISIT ENERGY ASSESSMENT

Instructions

Basic Info

Services

Your Home

HVAC

Water Heater

Insulation

Photos

### THREE EASY STEPS







REWIRING AMERICA


Hon

## Your situation is unique. We'll create a custom plan to go electric so you can save too.

Interested in upgrading your home to all-electric appliances and vehicles? Generate a personalized electrification plan based on your particular home, lifestyle, and priorities — all in just a few minutes.

Get started

Rent your home? [Click here](#)



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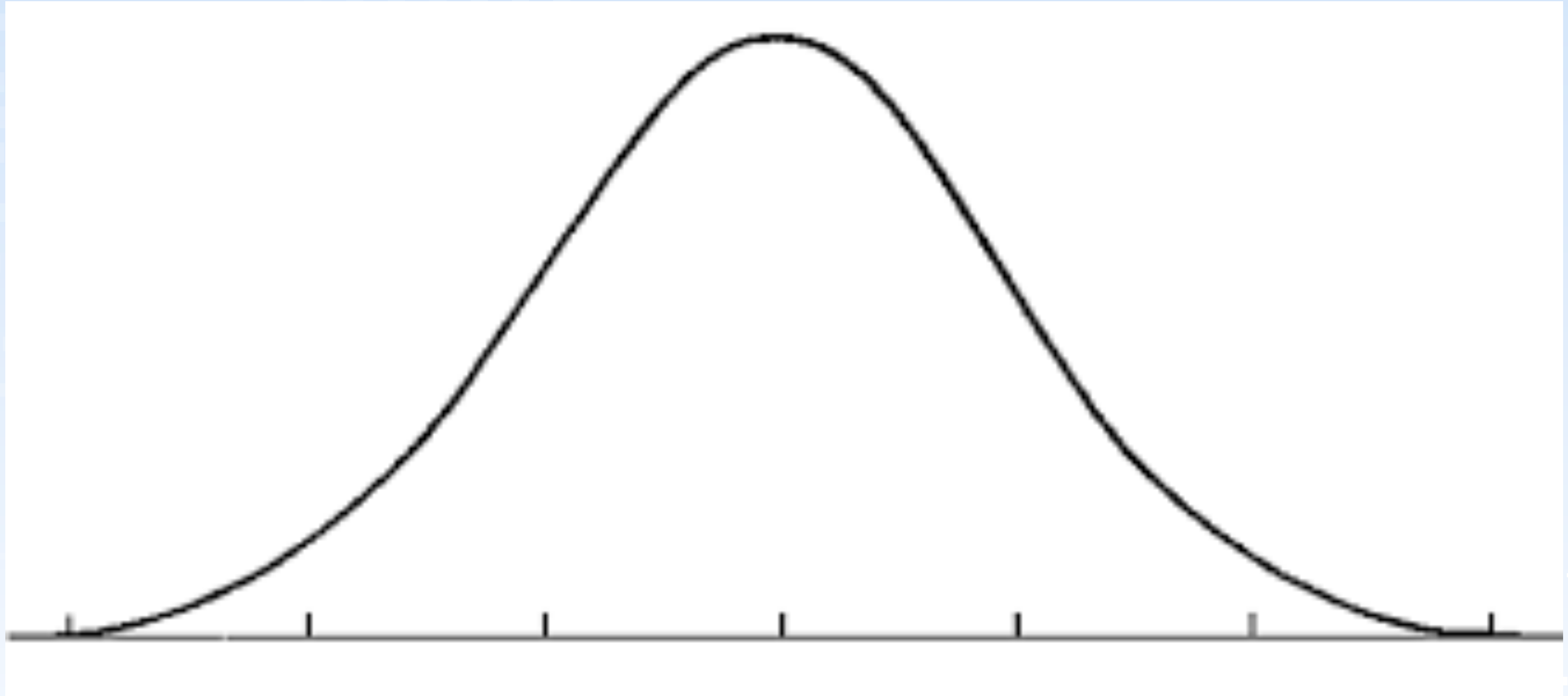


# MARKETING MIX & BUDGETS

## WHAT SHOULD YOU BE SPENDING?







**2%**

High # Service Contracts  
Strong Brand  
% Commercial

**7%**

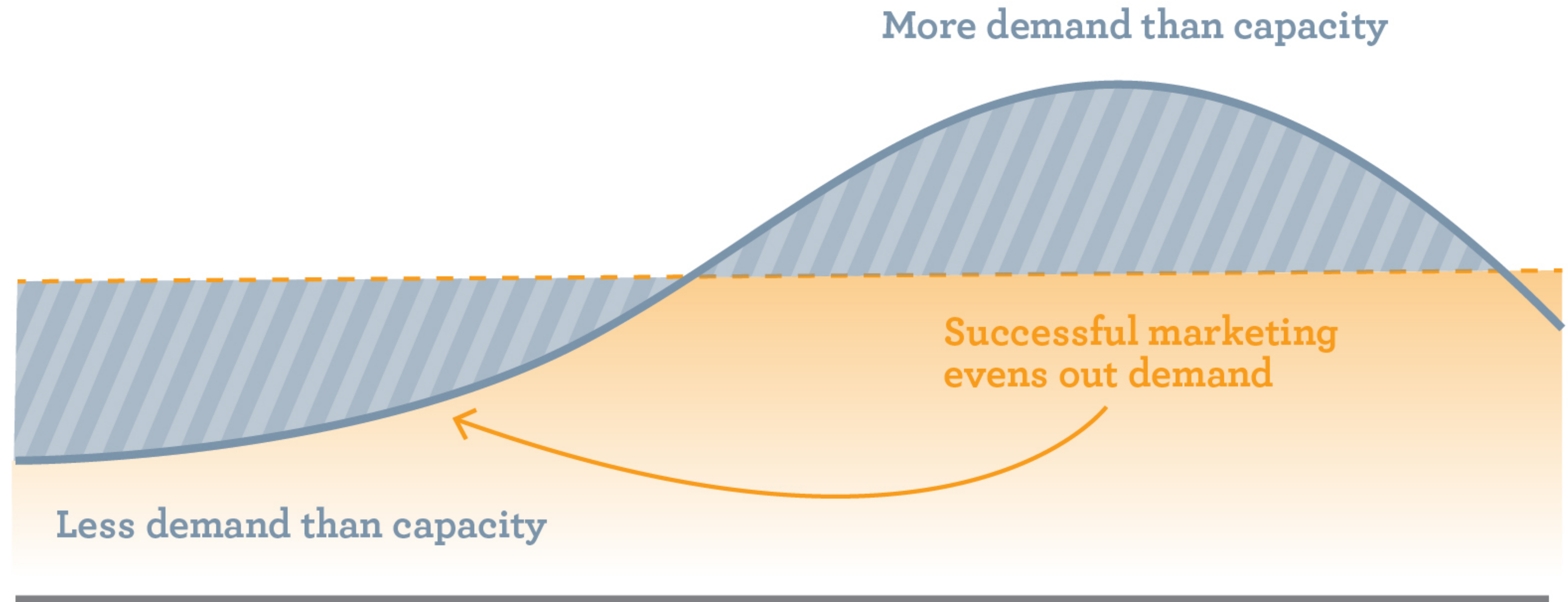
Typical

**12%**

New Market  
High Competition  
Aggressive Growth Goals  
New Services/Products



## The Role of Marketing Relative to Demand



**Capturing  
Demand**

**Creating  
Demand**





## Capturing Demand

*High Intent*

"I'm looking for a contractor to install heat pumps."

## Creating Demand

*No Intent, but Hooks*

"Did you know that a heat pump can replace your gas furnace?"



## Capturing Demand

## Creating Demand

*PPC  
Local Search  
Direct Mail*

*SEO  
Content  
Community  
Tabling*

*Facebook/Instagram Ads  
YouTube Ads  
Display Ads  
+  
Connected TV  
Digital Radio/Podcasts  
Premium Display  
Digital Billboards  
Reddit*



**Capturing  
Demand**

**Creating  
Demand**

**80%**

*PPC  
Local Search  
Direct Mail*

*SEO  
Content  
Community  
Tabling*

**20%**

*Facebook/Instagram Ads  
YouTube Ads  
Display Ads  
+  
Connected TV  
Digital Radio/Podcasts  
Premium Display  
Digital Billboards  
Reddit*



**Capturing  
Demand**

**Creating  
Demand**

**60%**

*PPC  
Local Search  
Direct Mail*

*SEO  
Content  
Community  
Tabling*

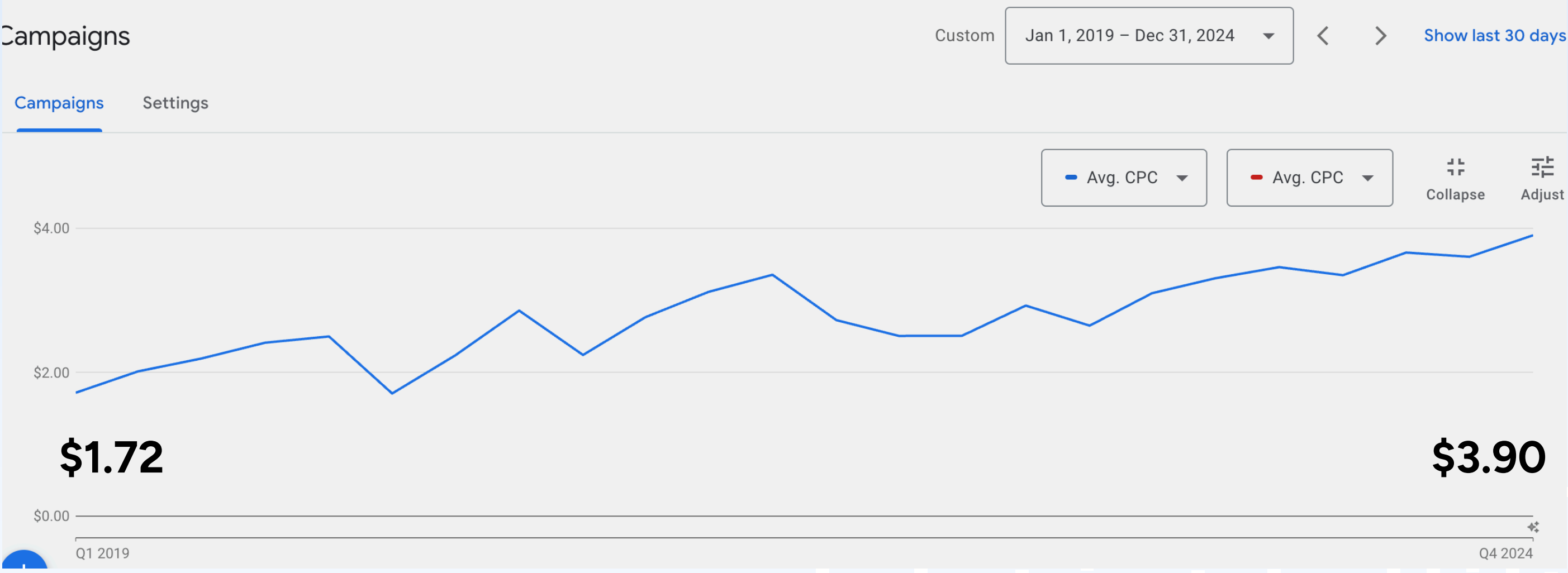
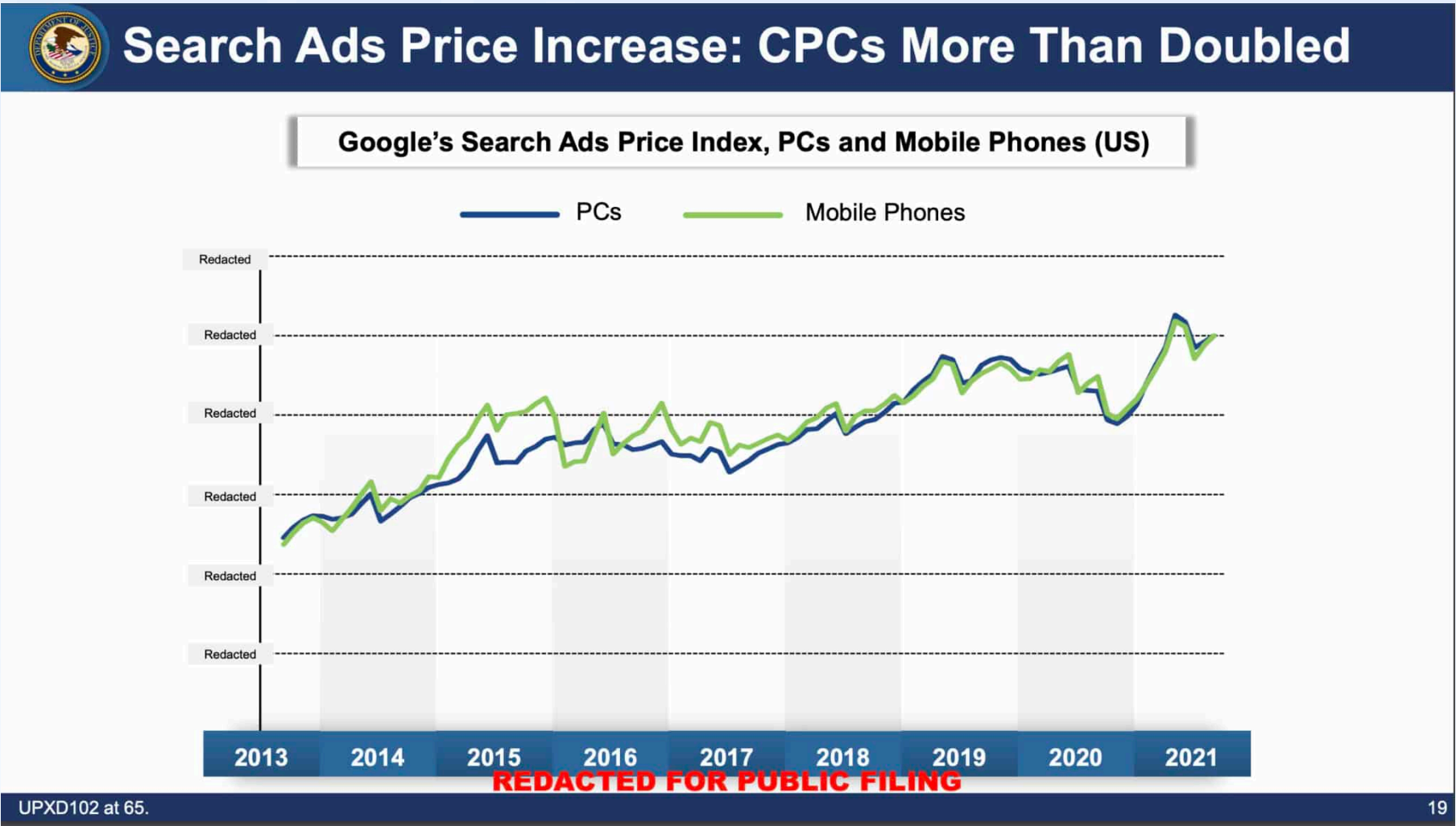
**40%**

*Facebook/Instagram Ads  
YouTube Ads  
Display Ads  
+  
Connected TV  
Digital Radio/Podcasts  
Premium Display  
Digital Billboards  
Reddit*



# TRENDS IN PAID SEARCH ADVERTISING

All Costs are Up  
Search, Display, YouTube







# TRENDS IN PAID SEARCH ADVERTISING

Offsetting cost increases with improved performance

Constant optimization & management

High Performance keyword focus

Location dependencies: franchises & PE backed contractors driving costs up

Energy Circle	VS	The World
AVERAGE COST-PER-CLICK \$5.84		AVERAGE COST-PER-CLICK \$6.55
CLICKTHROUGH RATE 5.53%		CLICKTHROUGH RATE 4.8%
COST PER LEAD \$29.38		COST PER LEAD \$66.02
CONVERSION RATE 19.88%		CONVERSION RATE 10.22%



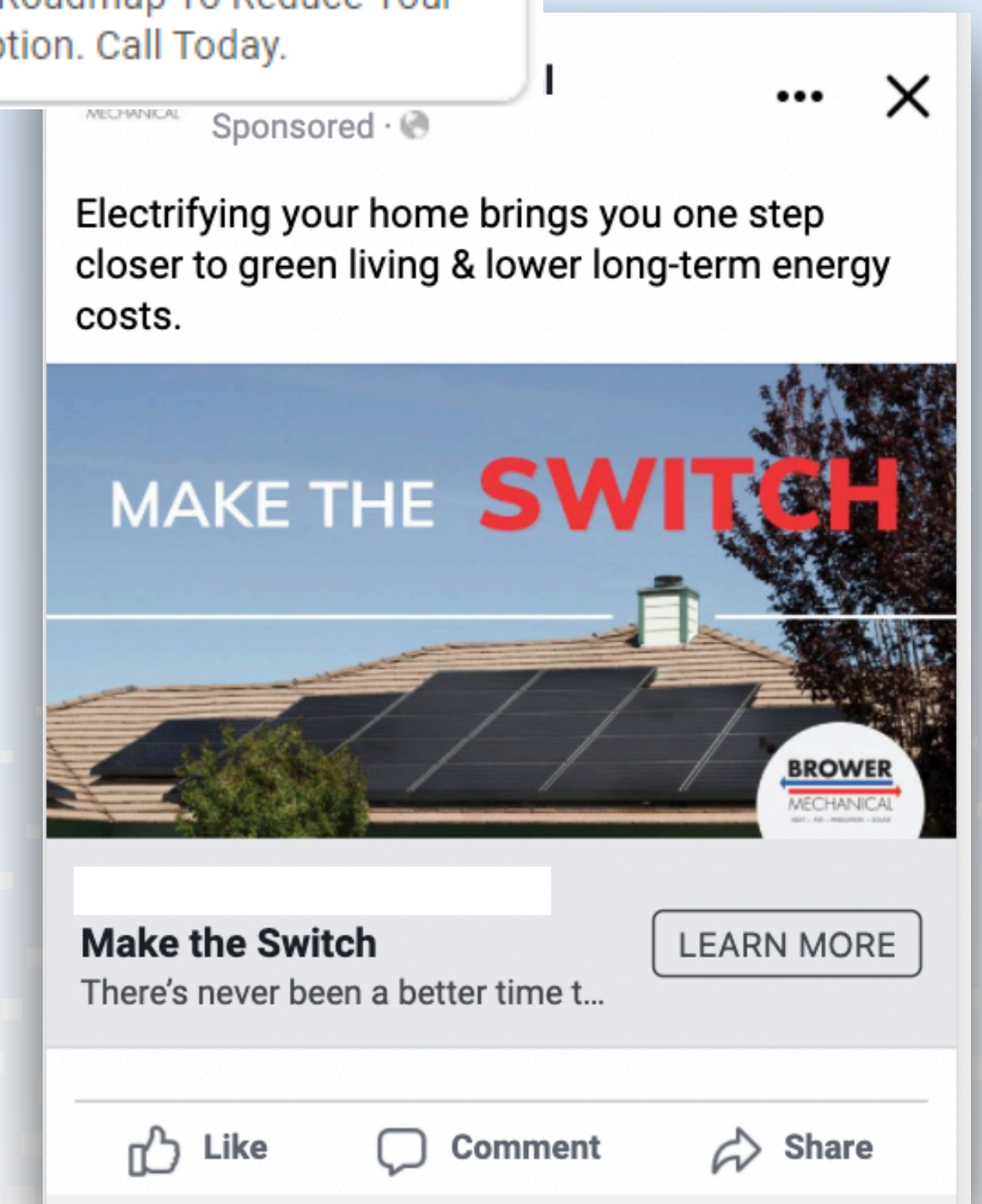
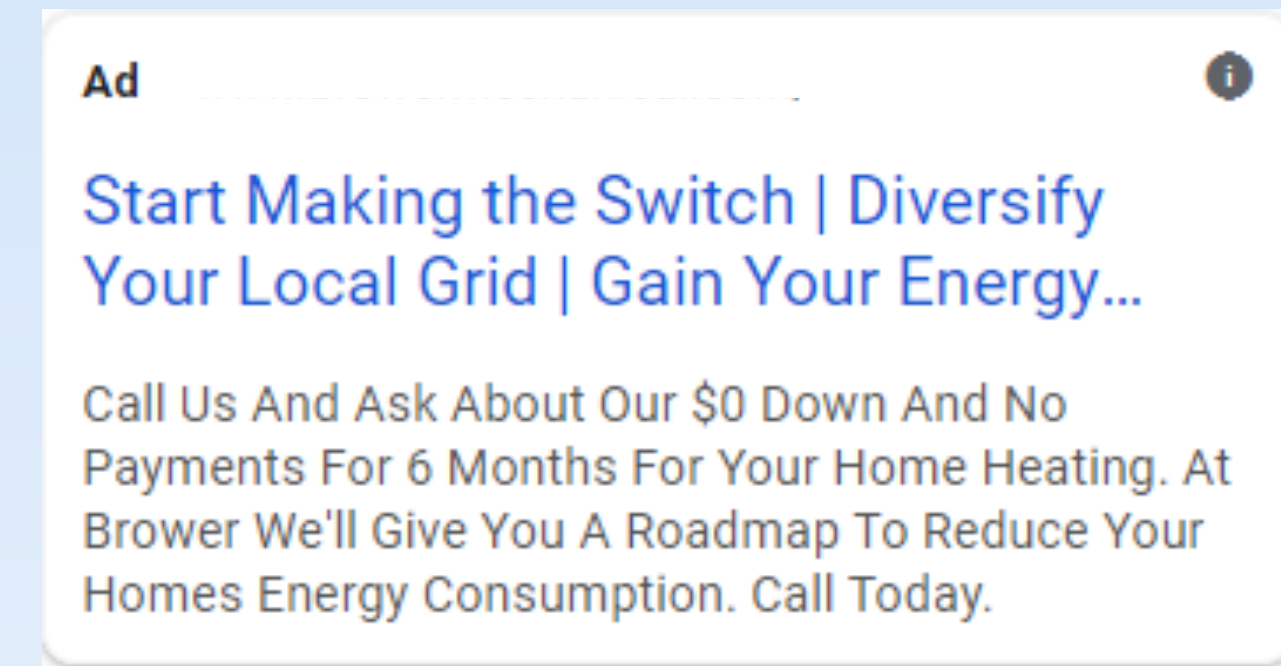
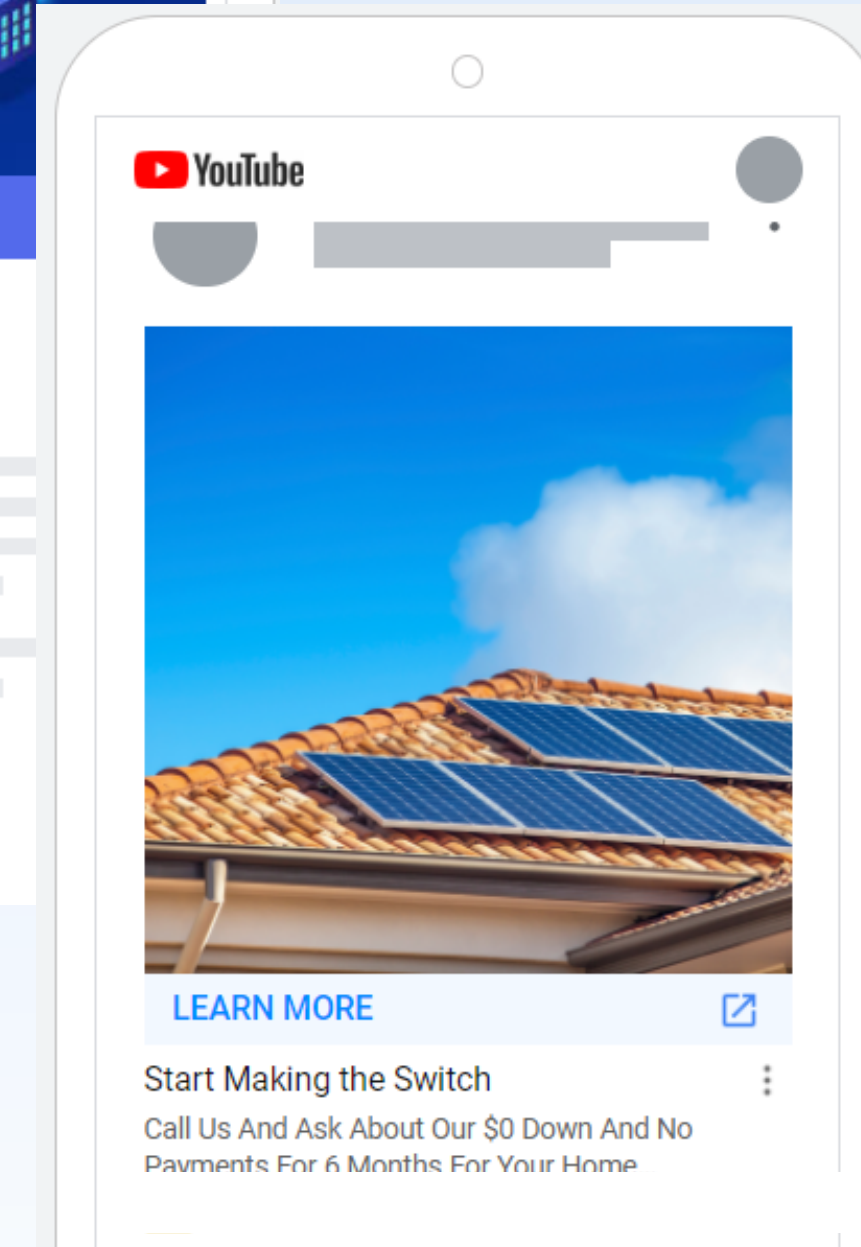
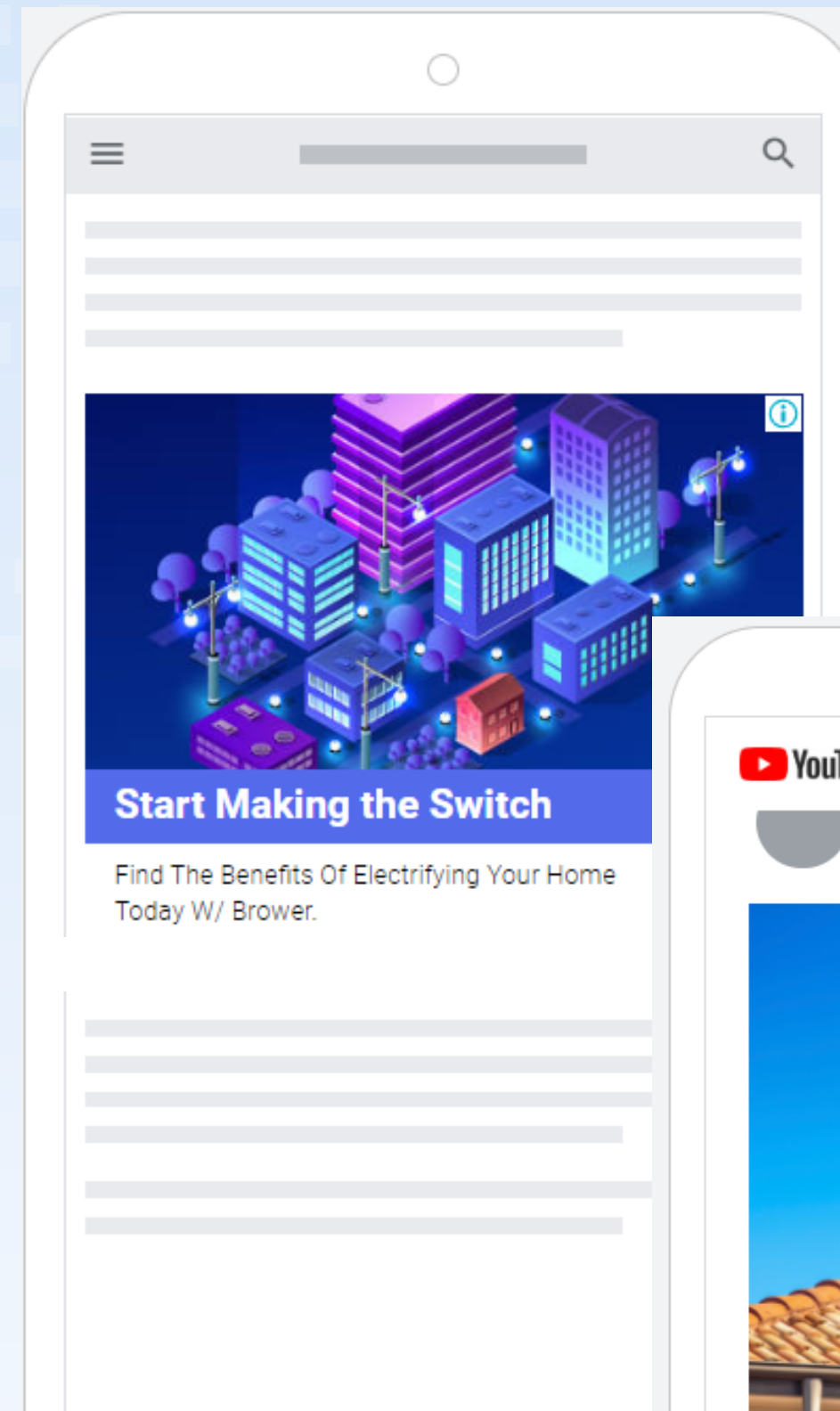


# SOCIAL ADVERTISING

Recommending  
minimum monthly  
spend of \$500

More concentration  
improves performance

Expansion beyond  
Facebook, Instagram



# SEARCH ENGINE OPTIMIZATION & CONTENT

Quality content is the  
antidote to AI written  
crap

Brand imperative of  
excellent & authentically  
human content

SEO complexity across  
Google, Bing, AI search

**BE UNDENIABLY  
HUMAN**



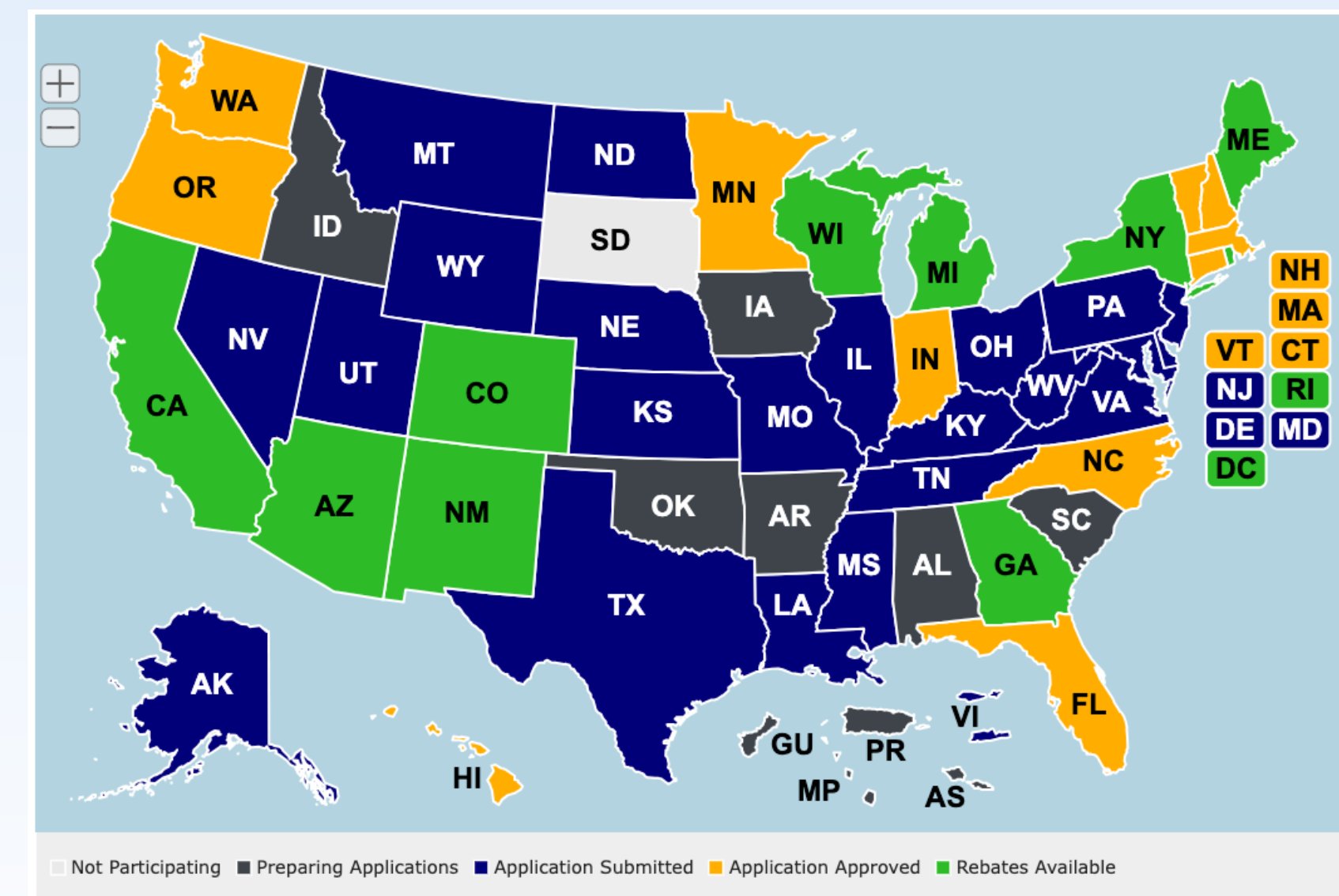


# CONTINGENCY PLANNING—REBATES & TAX CREDITS

Potential for Scaled  
Back HOMES/  
HEERA Rebates

Potential for Shorter  
Expiration of 25C

Urgency Marketing  
Necessity



Tax Credit  
Urgency  
Messaging

# ACT NOW BEFORE TAX CREDITS EXPIRE



# Be the Trusted Resource for All Things Incentives & Financing

Use this moment to  
educate and build  
credibility

*Rebates?* *Financing?* *Tax Credits?* *LMI Programs?*



# DATA DRIVEN MARKETING & ANALYTICS

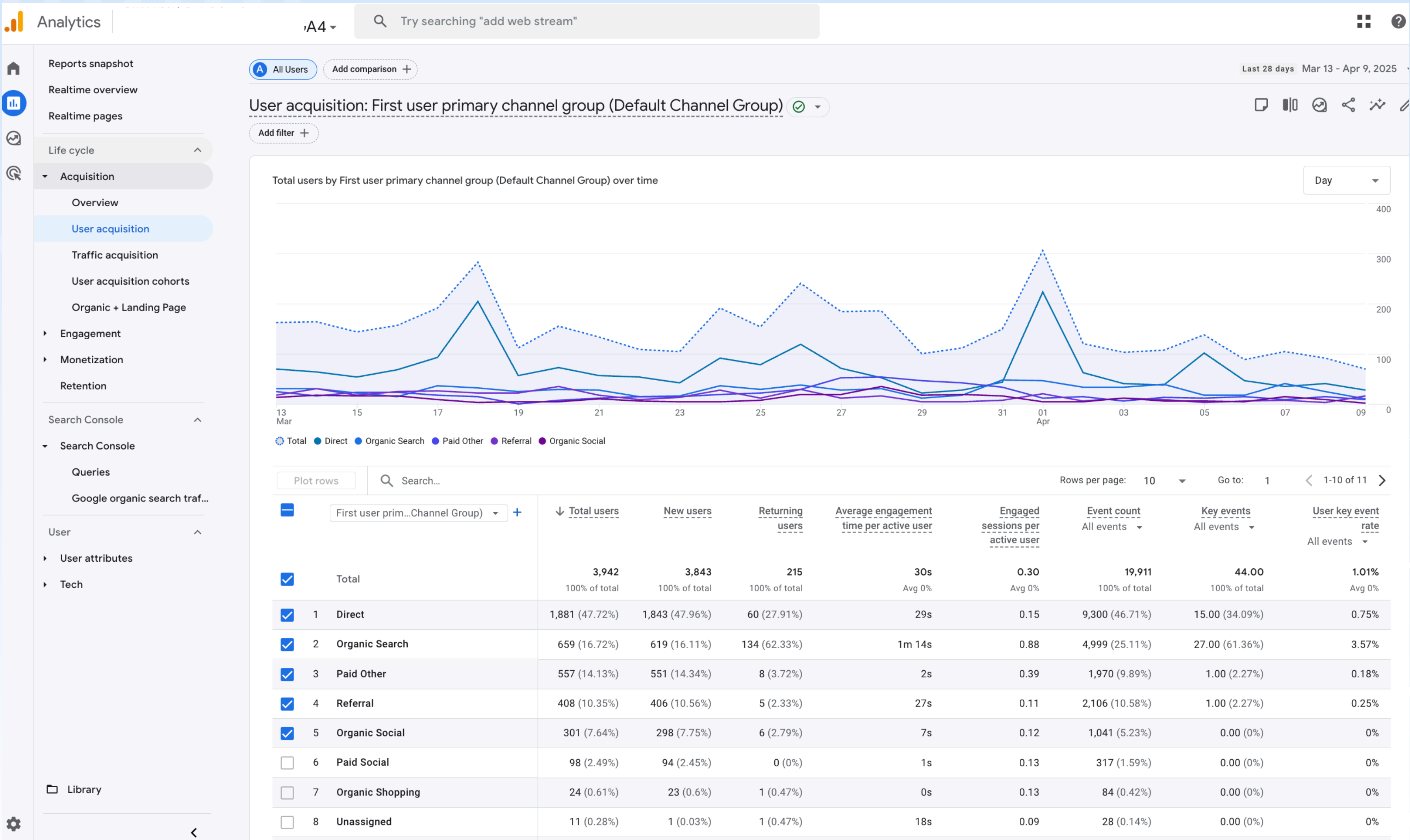

















































# Google Analytics

## GA4

### Challenges



# Critical Role of Call Tracking CallRail Data

Company	Tracking Number	Start Time▼	Duration	Contact	Keywords	Tags
	<a href="#">Google Business Pro...</a> 410-673-4471	Apr 10 10:18am	2m 45s	Suzanne Foster   <a href="#">410-714-1313</a>		+   
	<a href="#">Keyword Pool</a> 410-587-2753	Apr 10 10:11am	6m 28s	A Buffington   <a href="#">610-637-8384</a>		+   
	<a href="#">Call Only Campaign</a> 410-690-7572	Apr 10 9:33am	4m 23s	Kern Katrina  <a href="#">301-335-1832</a>		+   
	<a href="#">Call Only Campaign</a> 410-690-7572	Apr 10 9:33am	<a href="#">abandoned</a>	Kern Katrina  <a href="#">301-335-1832</a>		+  
	<a href="#">Call Only Campaign</a> 410-690-7572	Apr 10 9:26am	5m 21s	Kern Katrina  <a href="#">301-335-1832</a>		+   
	<a href="#">Google Business Pro...</a> 410-673-4471	Apr 10 9:16am	2m 0s	Samantha Wasson  <a href="#">443-564-7777</a>		+   
	<a href="#">Google Business Pro...</a> 410-673-4471	Apr 10 9:07am	1m 25s	Krolicki Debbie  <a href="#">410-226-5610</a>		+   
	<a href="#">Keyword Pool</a> 410-670-7429	Apr 10 9:03am	3m 50s	Cathy Carlsson  <a href="#">410-271-0140</a>		+   
	<a href="#">Keyword Pool</a> 410-453-1481	Apr 10 9:02am	49s	Dotter,karen  <a href="#">240-882-9518</a>	fix crawl space	+   



Full Attribution

**CONVERSION >  
QUALIFIED LEAD >  
VISIT >  
QUOTE >  
CLOSE**





# Customer Relationship Management Software is Essential

*Insightly...Etc*

*Salesforce*

*Service Titan*





# BIG SHIFTS IN HOW HOMEOWNERS FIND CONTRACTORS?

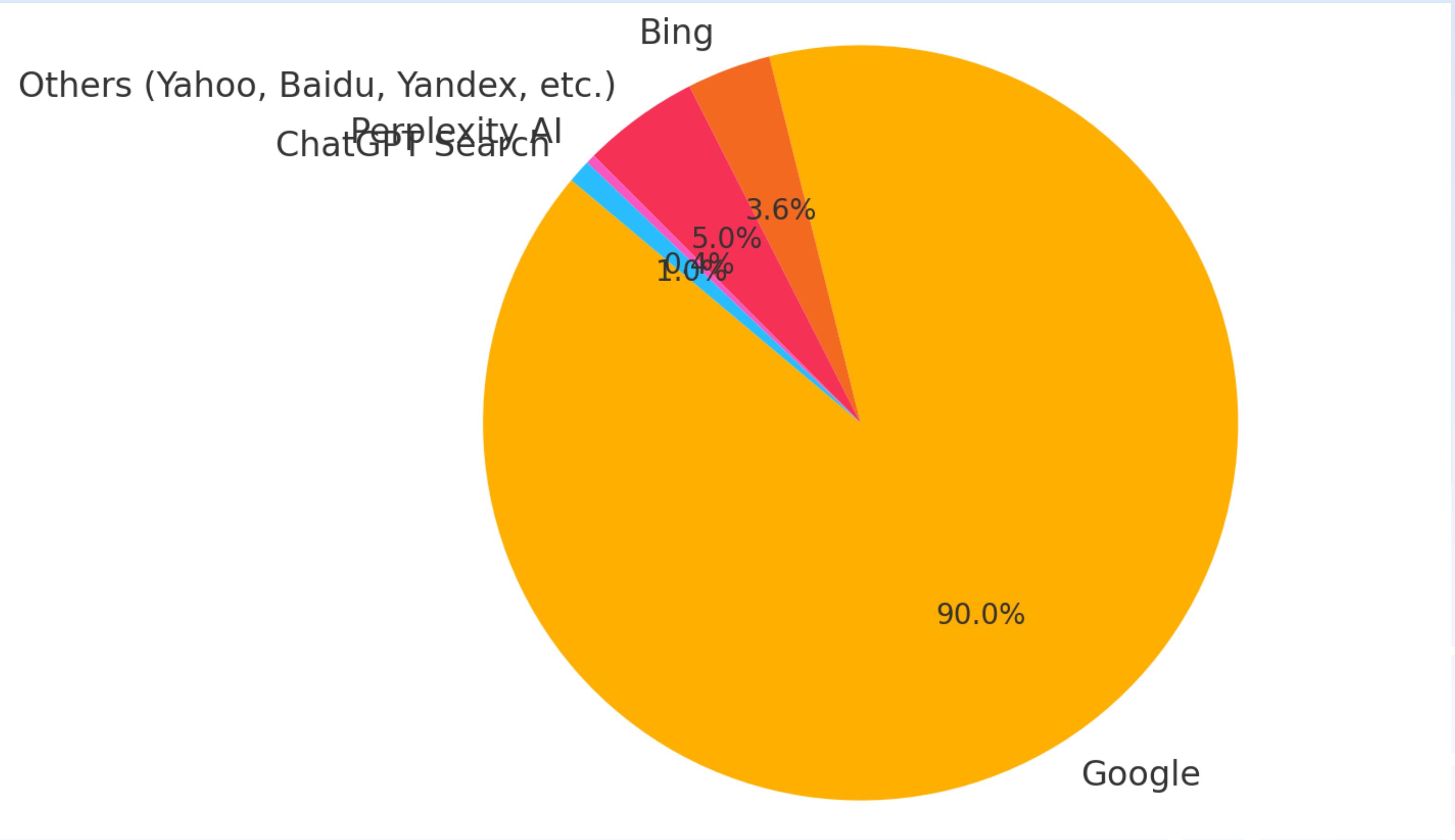




# *Marketing, Competition & Customer Experience* **Changes in How Homeowners Find Contractors**

The Google logo, consisting of the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red).The Chat GPT logo, featuring the OpenAI logo (a white knot-like symbol) on a green background, followed by the text "CHAT GPT" in white capital letters.The Perplexity logo, featuring a blue geometric icon resembling a stylized star or flower, followed by the word "perplexity" in a dark blue, lowercase sans-serif font.The Google + Gemini logo, showing the Google logo in its multi-colored font, followed by a plus sign and the word "Gemini" in a blue sans-serif font with a small star icon above the 'i'.The Apple Intelligence logo, with the words "Apple Intelligence" in a multi-colored sans-serif font (blue, purple, pink, orange).

# Global Search Engine Market Share



# Google AI Overviews



## how to find a good home performance contractor kingston ny



AI Mode   All   Short videos   Forums   Videos   Images   Shopping   : More

## Tools



 Search Labs | AI Overview


Learn more 

To find a good home performance contractor in Kingston, NY, research reputable online platforms like [Better Business Bureau \(BBB\)](#) and [Angie's List](#), check for certifications like [Pearl Certification](#), and consider seeking recommendations from friends or neighbors. [🔗](#)

Here's a more detailed approach:

## 1. Online Research & Platforms:

**Better Business Bureau (BBB):**

Check the BBB's website for accredited contractors in Kingston, NY, and read reviews to assess their reputation and customer satisfaction. 

### Angie's List:

Explore Angie's List for contractor ratings and reviews, focusing on home performance and energy efficiency. [Link](#)

## Yelp:

Use Yelp to search for contractors in Kingston, NY, and read reviews to get an idea of their work quality and customer service. [🔗](#)

**Dr. Energy Saver:**

Explore the Dr. Energy Saver website for a list of contractors in the Hudson Valley region, including those specializing in home performance and energy audits. [🔗](#)

## 2. Certifications & Specializations:

### Pearl Certification:

Pearl Certification | Hudson Valley, NY

What is Pearl? Pearl elite network only accepts the top 5% of contractors. Only contractors in the Pearl Network are...

 Energy Conservation Services

BBB Accredited General Contractor near Kingston, NY

BBB Accredited General Contractor near Kingston, NY | Better Business Bureau.



## New York Home Insulation, HVAC & Energy Audit Contractors

\* Halco. 865 County Road 6. Phelps, NY 14532. 1730

Mecklenburg Rd Suite B. Ithaca, NY 14850. 204 Bass St. ... \*




 Dr. Energy Saver

[Show all](#)



# Google

## AI Mode



heat pump contractor allentown pa

×

🔊

📷

🔍


AI Mode **All** Images Maps Shopping Short videos Forums More ▾

Tools ▾

Open now Residential Cost Online estimates Top rated Mobile

Results for **Allentown, PA** · [Choose area](#) ⋮

**Sponsored · Heat pump services | Allentown** ⋮



**Andreas Plumbing, Heating, & Air C...**  
4.9 ★★★★★ (1.7K) · Heat pump services  
19+ years in business · Serves Allentown  
[Open now](#) · Accepts urgent jobs

💬


Message

📅

Book

📞

Get phone number



**Edwin Stipe**  
5.0 ★★★★★ (273) · Heat pump services  
131+ years in business · Serves Allentown  
[Open now](#) · Flat rate pricing


📅

Book

📞

Get phone number

Show more ▾


 [Search Labs | AI Overview](#)

Learn more ⋮

Several HVAC companies in Allentown, PA offer heat pump services, including installation, repair, and maintenance. [Hannabery HVAC](#) and [Jack Lehr Heating Cooling & Electric](#) are among the options available, with a focus on efficiency and reliable service. Additionally, [Fritch Inc](#) and [D&D Heating & Cooling](#) offer comprehensive heat pump services, including repairs and

**Residential Heat Pump Repair, Maintenance & Replacement ...**

Comprehensive Heat Pump Repair Services Heat pumps are reliable, but like any cooling system or home heating...

 Fritch Inc ⋮



# Google

## AI Mode



AI Mode All Images Maps Shopping More ▾



## heat pump contractor allentown pa

Here are some highly-rated heat pump contractors in Allentown, PA, based on customer reviews and ratings:

### Top-rated Heat Pump Specialists:

- HL Bowman Inc Plumbing Heating & AC: They have a 4.9-star rating based on 328 Google reviews. Customers praise their excellent service, knowledgeable technicians, and fair pricing.
- ICS Heating & Air Conditioning Co: With a 4.9-star rating and 30 Google reviews, customers appreciate their affordability and efficiency.
- Complete Home Specialists, LLC: This company has earned a 5-star rating with 102 Google reviews, with customers highlighting their fast and efficient installations and top-notch quality.
- Faust Heating & AC Co. Inc.: They hold a 4.9-star rating based on 313 Google reviews, with customers commending their excellent service, communication, and professionalism.


Ask anything



 7 sites

### Lehigh Valley Heat Pump Service


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- Quantity & star average increasingly undifferentiated
- Content of reviews matters more
- RECENCY is the big ranking factor

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4.6 ★★★★★ 335 Google reviews

4.9 ★★★★★ 148 Google reviews

4.8 ★★★★★ 985 Google reviews





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