



HomeWorks
Energy

Presentation to Metropolitan Area Planning Council

January 30, 2020

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HomeWorks At-A-Glance

High-Level Summary

- HomeWorks is the largest Home Performance Contractor in the Mass Save program
- Since 2015 we have performed over 100,000 Home Energy Assessments and over 33,000 insulation jobs in Massachusetts
- Within the Mass Save program, our insulation work meets or exceeds standards for Tier 1 quality
- Heavy focus on environmental impact of our work across all teams within the company

HomeWorks At-A-Glance

Operations

- Our team of 88 Home Energy Specialists (and growing) perform around 2,600 HEAs each month
- Call center handles 2,500+ inbound calls each week and 3,000+ outbound calls per week
- We perform over 90% of our insulation jobs in-house, with over 50 trucks/crews on the road across MA
- Our HVAC team has dedicated Heating & Cooling specialists who perform sales visits for customers referred from Home Energy Specialists and direct-market customers
- Inside Sales team works with PreWeatherization Barrier customers to assist them with any needed remediation
- Dedicated team of Heating & Cooling account managers assists customers post-sale through installation
- HVAC Service department handles customers with Preventative Maintenance or Servicing plans on their installed HVAC equipment, in addition to break/fix for HomeWorks customers

HomeWorks At-A-Glance

Marketing

- In-house Field Marketing team staffs events, pop-ups and retail locations across our service territory
- Online & In-Field visit scheduling for Home Energy Assessments available
- Digital marketing team can create custom landing pages on our web site for community partners and other organizations
- In-house graphic design for any Co-Branding or marketing collateral needs
- Capacity to engage on Co-Marketing campaigns, from Direct Mail & Digital to community events

Community Partnerships

Lincoln Lead Generation

Field marketing Efforts

- 65 leads generated: launched efforts in November continued through December.
- 28 of those leads have been performed so far.
- 9 closed won insulation projects.
- 12 events total: combination of Lincoln Transfer Station, local grocery store, and various environmental events in town.

Community Partnerships Cont.

Lincoln Lead Generation

Other lead generation efforts

- Co-branded direct mailer piece.
- Flyer that's been posted in various community spaces.
- Article in the local newspaper.
- Online landing page where Lincoln residents can sign up for a no cost energy assessment <https://contact.homeworks-energy.com/lincoln-energy-challenge>