blog

How One Guy Sells Home Performance

Nate Adams

What exactly do people want out of home performance anyway?

Editor's Note: What exactly do people want out of home performance anyway? It appears that few of us had much success answering this directly, and given the tepid response of many homeowners to the sales pitches of home performance people, we don't think the industry at-large has had much luck, either. So, faced with a hard and multi-faceted question, we decided to unravel the big unanswerable question and go looking for what's inside. It then becomes apparent what people want out of home performance, or at least what they are willing to pay for: comfort, security, and social status. The good news is that we can deliver healthy doses of all three in well-crafted home performance jobs.

We include here a blog post by Nate Adams, of Energy Smart Home Performance. He has made a study of selling home performance, and he's good at it not because he's a talented building scientist (which he is), but because he's a good psychologist who knows how much information to dish up to the buyer. He recognizes that people buy things for emotional reasons, and not usually because they are fascinated with science and technology. But he did craft this post to satisfy a few science-minded customers who require some technical confirmation of what their instincts, or spouses, already tell them. Read on.

The Science Summary

You're probably here because you're trying to fix a problem with your home. And you've probably found a lot of confusing and conflicting stuff from all around the web.

You may also have a healthy geek-streak in you, since you are, after all, reading a post called The Science Summary. Your inner geek will be well fed here, and hopefully you'll understand a little more about the science behind the problem you are trying to solve.

Want to know what stinks, though? Truly fixing a house requires a huge amount of building science knowledge, a trained eye to look for problems, and a well-designed and well-executed solution. We'll teach you some of the building science here for free, and, if you're still in, we'll build you a solution as a client.

The Short, Short Version

Comfort = Efficiency. If we can make your house really comfortable, efficiency naturally follows. (This is the opposite of how most of the world sells home performance.)

The Short Version

To make you comfortable, we need to get control over the movement of heat, air, and moisture in your home. We analyze those energy flows by following the principles of Building Science. Then we engage the tools of Home Performance to get the systems of your home into an elegant balance. Then you'll have a comfortable, healthy, durable, and efficient home.

When beginning work on your home, our first steps are to identify and repair any obviously broken or malfunctioning components. Then, our work often involves two simple steps.

1) Insulating and air sealing your home to gain control over the movement of heat, air, and moisture. This slows the flow of heat, air, and pollutants into and out of your home.

2) Installing the smallest furnace and air conditioner we can safely get away with. This modestly-sized system will make less noise, consume less energy, and deliver comfortable air of the correct humidity, temperature, and freshness evenly and continuously throughout your home.

Some homes are more complicated than others, so some solutions may be more or less complex. But in every case, we'll take a reasoned and scientific approach to solving your problems and making you comfortable.

What does YOUR house need? We'll start with an inexpensive consultation to help you understand your opportunity and see if we're a good fit for each other. Then we'll do diagnostics and develop plans to fix your home. Finally, we'll help you execute those plans by working with local contractors that we both agree upon, who have proven track records, and who understand our approach to home improvement.

Want more? It's time to invite us over for an initial consultation. Let's get started.

DROP US A LINE.
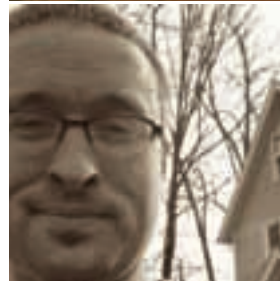
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