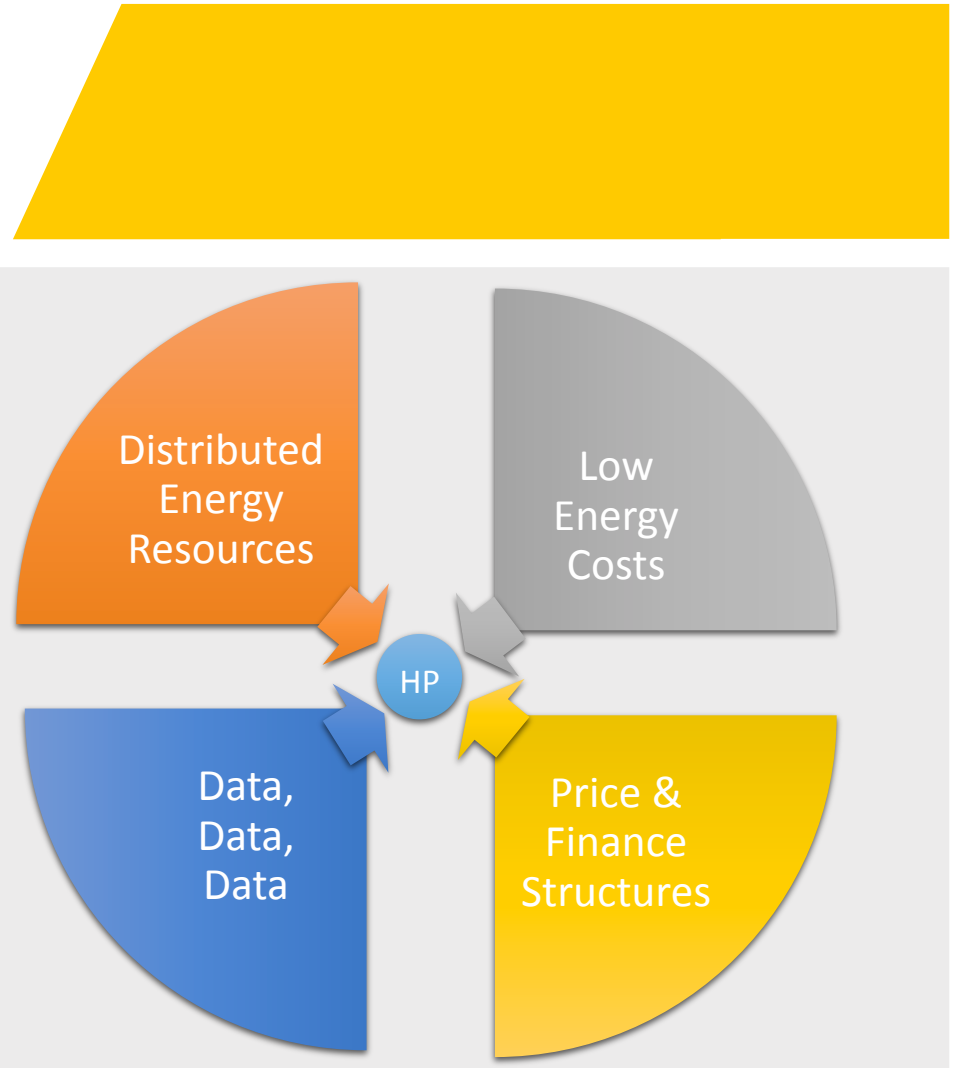
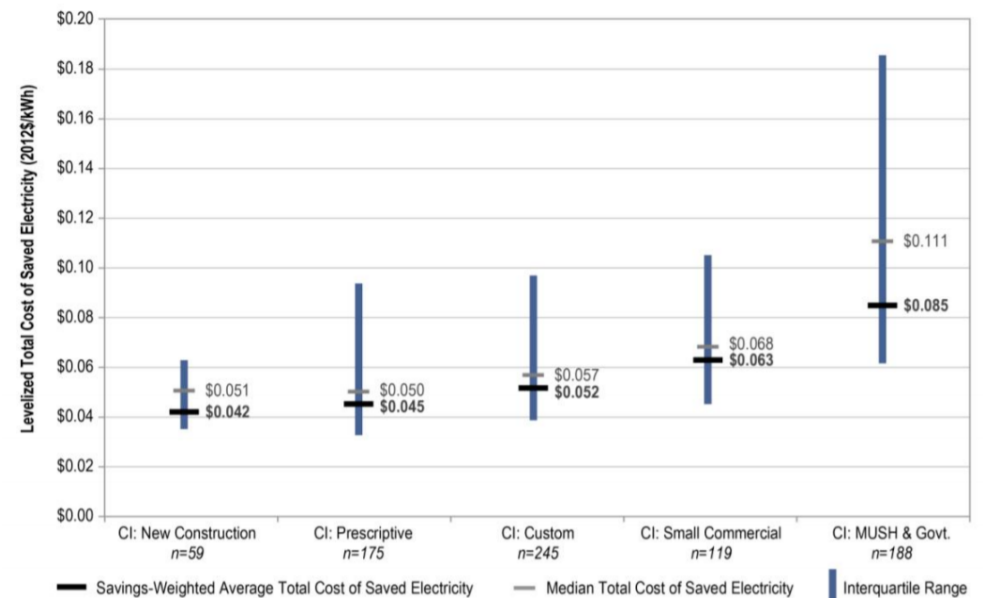
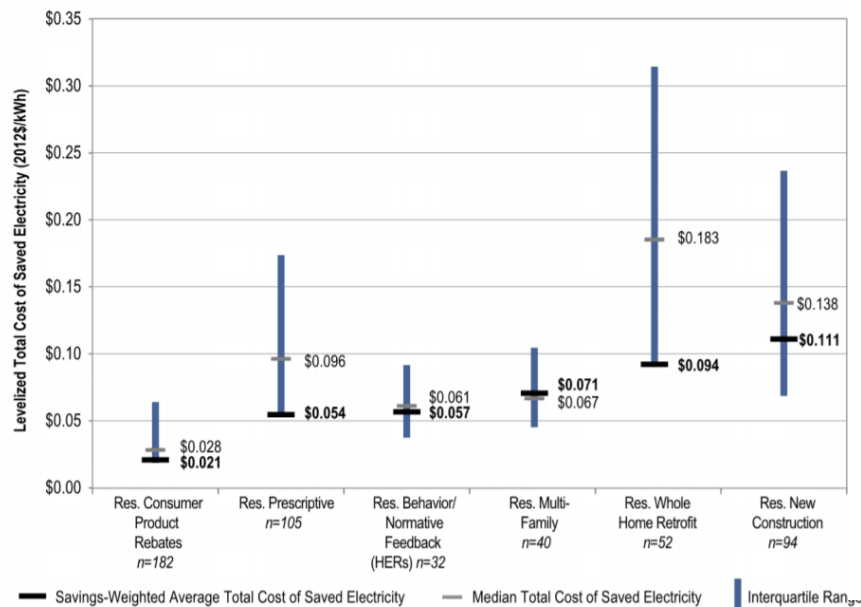


Pressures on the Home Performance Model Today

Some Supportive

Most Are Not





View from the cost side.....

Graphs Courtesy of Berkeley Lab
The Total Cost of Saving Electricity through Utility Customer-Funded Energy Efficiency Programs
 Ian M. Hoffman, Gregory Rybka, Greg Leventis, Charles A. Goldman, Lisa Schwartz, Megan Billingsley, and Steven Schiller

How Holistic is “Whole”?

Are we defining ourselves to narrowly?

- Where does home performance begin and end?
- Residential ESCO?



More Geek Squad,
Less Blow and Go



Example: Technology

- Retailers' business model- sell more stuff?
- Is free the strategy or a way to gain knowledge?

The screenshot shows the Amazon Smart Home Consultation service page. At the top, the Amazon Prime logo is visible. Below the navigation bar, the page title is "Smart Home Consultation near 97204". A search bar with the zip code "97204" and an "Update" button is present. The page features a large image of a modern living room with a white sofa and a coffee table. A callout box titled "What's included" lists the following:

- Personalized smart home solution recommendations from a trained Amazon employee
- Home WiFi assessment to identify any issues
- In-home demo of popular smart home products
- Installation, troubleshooting, and setup of devices not included

To the right of the callout box, there is a section for "amazon home services" with a price of "\$0.00" and an "Add to Cart" button. Below this, it says "Pick an **exact** appointment Available from 8am - 8pm". At the bottom of the page, there is a section titled "This service is a consultation only. Need setup or installation? > Find your service". This section is divided into three columns:

- 1. BOOK AN APPOINTMENT**
Experts are available from 8am - 8pm, 7 days a week.
- 2. WORK 1-ON-1 WITH AN EXPERT**
Test drive popular smart home products through interactive demos, learn how to voice-control your home, and more.
- 3. GET RECOMMENDATIONS**
Your expert will recommend smart home solutions and set up a personalized shopping list for you based off your needs and interests.

Distributed Energy

Healthy Homes



We Already Know Diagnostics....

Is it really that
much of a
leap?

