

Market Transformation for Building Performance Contracting

A case study from central Arkansas
Comfort Diagnostics & Solutions, Inc.

Joe Kuonen
Comfort Diagnostics & Solutions
4250 Rixey Road
Sherwood, AR 72117
501.833.8000
comfort@aristotle.net

1 March 2004
Washington, DC

Joe Kuonen

Since 1995 - President, Comfort Diagnostics & Solutions, Inc.
1994 - Comfort Diagnostics & Solutions founded. I produce about half of our \$2 million of Building Performance Contracts annually, and train the company's inspectors and diagnosticians.
1991 - 1994 Chief Energy Rater for ERH-AR; conducted rater training and contractor training in 15 states
1991 - Duct leakage research project funded by Governor's Energy Office, AR Dept. of Economic Development.
1984 - Received blower door training, Energy Rater Certification from Energy Rated Homes of AR
1970's & '80's: Remodeling contractor; historic preservation carpenter

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Comfort Diagnostics & Solutions, Inc.

- ✓ Privately owned limited partnership
- ✓ \$2 million gross sales in 2003
- ✓ 30 employees
- ✓ 12 service vehicles
- ✓ Production crews in HVAC, ductwork, insulation, air-sealing, crawlspace vapor barriers, controlled ventilation, and quality control

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Comfort Diagnostics & Solutions, Inc.

- ✓ Our products and services
 - home performance audits
 - HVAC contracting
 - building performance contracting
 - new home plan consulting and contracting

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Comfort Diagnostics & Solutions, Inc.

Applied building science for improvements to homes,
including

- Health & Safety
- Building Durability
- Indoor Air Quality
- Comfort
- Energy Efficiency
- Humidity, Moisture, and Mold Control

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Comfort Diagnostics & Solutions, Inc.

Services for new homes

- plan review
- load calculations
- HVAC and duct design
- home performance consulting

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Comfort Diagnostics & Solutions, Inc.

Services for existing homes

- HVAC servicing & replacement
- Ductwork renovations & replacements
- Insulation
- Air sealing guarantees
- Performance crawlspaces
- Controlled ventilation

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Comfort Diagnostics & Solutions, Inc.

Results of our work:

- * 50% + reductions in heating & cooling costs
- * Corrected safety hazards
- * Created comfort where there was none
- * Solved mold, mildew, humidity problems
- * Halted building degradation

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Comfort Diagnostics & Solutions, Inc.

- ✓ How we have created demand and interest in home performance
 - Call-in radio show creates public awareness of building performance issues, demonstrates building science approach to problem solving
 - Customers call to schedule diagnostic inspections for homes
 - Diagnostic inspection, consultation, and customer report drives demand for services
 - Contractor services implement solutions and provide cash flow

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Comfort Diagnostics: Market transformation

Task: Develop marketing strategies and diagnostic procedures, sales presentations, and standard procedures for daily operations.

Task: Develop and grow public demand for Performance Housing (new & existing).

Task: Develop delivery system, in-house skills and infrastructure for management, diagnostics, sales, pricing, production, and quality control / follow-up

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Market transformation

- ✓ Engaging other building professions in building performance issues
 - other HVAC companies
 - pest management companies and regulators
 - general contractors / builders / architects
 - utilities
 - government agencies and departments
 - remodelers
 - home inspectors
 - code officials

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Market transformation

- ✓ Engaging consumers in building performance issues
 - find & appeal to “what’s bugging them”
 - ASK QUESTIONS
 - comfort is a major issue
 - allergies, mold, and health issues
 - life cycle costing; savings
 - LISTEN to the customer / read the signs
 - Diagnose, educate, inform, consult
 - Selling HAPPENS

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Market transformation

What can I do to help transform YOUR market?
Building the value of BPC in the public's eye

Radio Show: Public education / orientation

Pilot projects

Business consulting

Contractor training

Education / motivation of sales personnel

Duct design / HVAC equipment applications

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