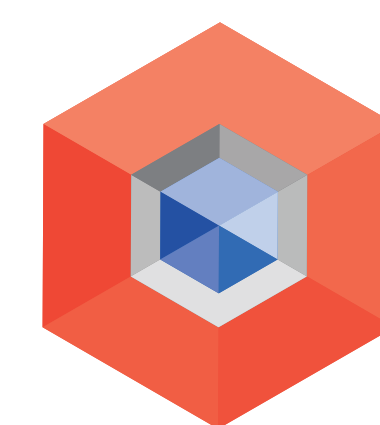


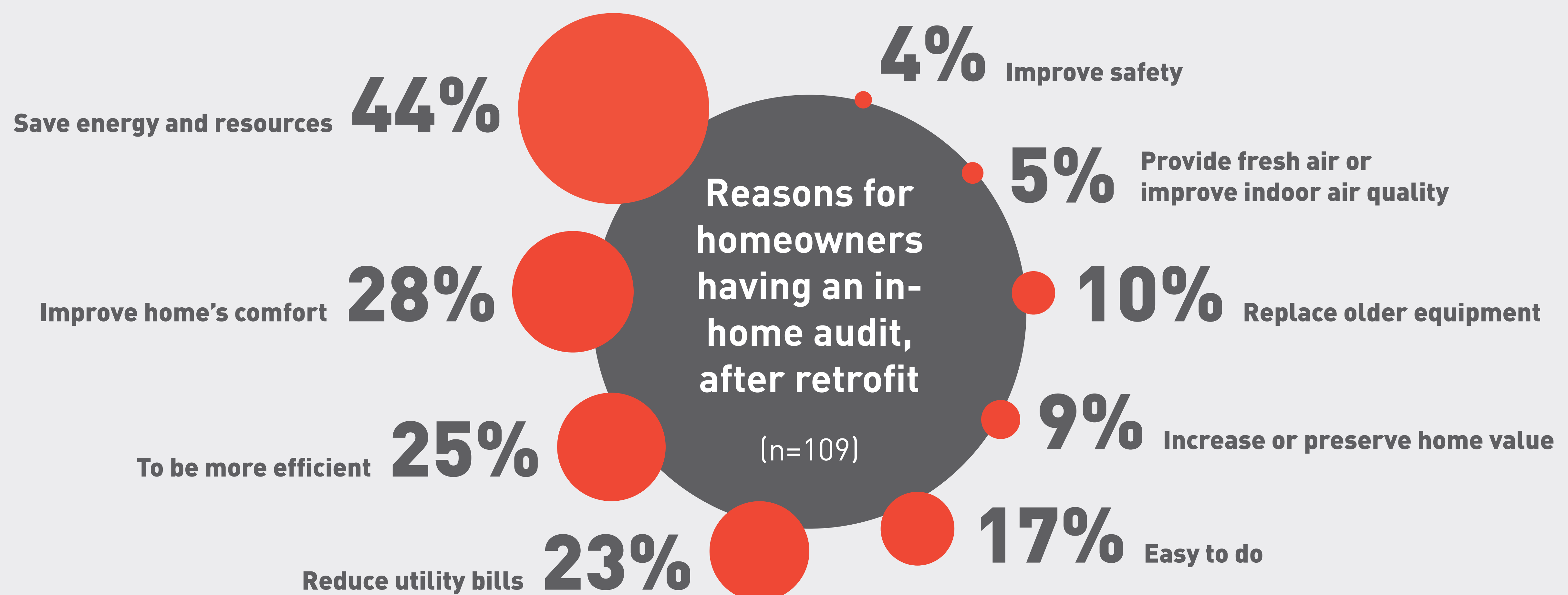
# How to Reduce Barriers and Enable Homeowners to Complete Energy Retrofits

FROM JUNE 2010 TO OCT 2011



CAKE SYSTEMS™

PERFORMED 1,355 IN-HOME ENERGY AUDITS.



## LESSONS LEARNED:

- 1. Relationships matter: Spend more time building rapport and trust leads to higher conversion rates**

"...the auditor's demonstration of his or her knowledge and dedication likely builds homeowner's personal trust..." "...the extra attention paid by the auditor in composing a note to the homeowner that laid out upgrade recommendations seemed positively associated with the homeowner's decision to act." 35% uptake vs 15% uptake

- 2. According to NAHB, 9/10 homebuyers want an EE home, but how can homebuyers tell if the home is EE or not? Need tools for appraisers/Realtors/homebuyers/sellers to provide transparency of EE and accurately value EE improvement in HPC sales process.**

<http://urbanland.uli.org/Articles/2013/Jan/SichelmanHousingTrends>



Can you tell which home is more energy efficient?

- 3. Conspicuous "Green" Consumption: People want to be seen as green (why people buy a Toyota Prius) and we have to enable them to show off their EE retrofit on social media.**

<http://psycnet.apa.org/index.cfm?fa=buy.optionToBuy&id=2010-02829-004>



Promote idea that attic insulation is just as "green" as a Toyota Prius.