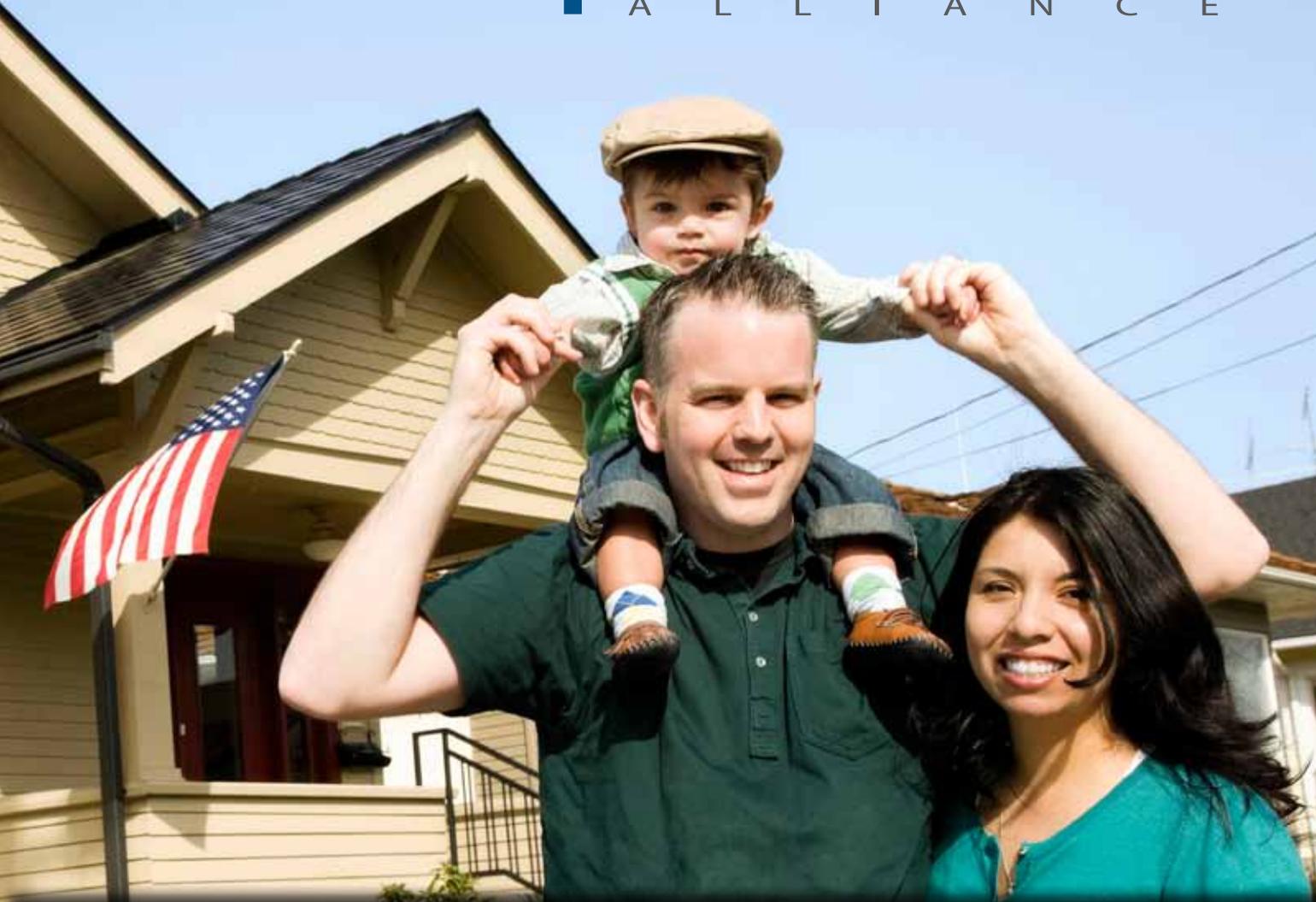




OptiHome
A L L I A N C E



HOME ENERGY EXPERTS UNDER ONE ROOF

About OptiHome

Optimum Solutions for Home Efficiency

OptiHome is an alliance of skilled workers and certified contractors coming together “under one roof” to deliver services that improve the energy efficiency, comfort and safety of American homes.

In a growing number of markets nationwide, OptiHome works side-by-side with community organizations to foster a sustainable, high-road home performance industry that achieves three things: energy savings for homeowners, environmental protection, and family-supporting job creation.

What We Do: The OptiHome Difference

OptiHome takes an innovative approach to contractor development. We know the home energy efficiency industry can be unpredictable at times. But because OptiHome works through reliable community groups, contractors never go it alone. Together, we help contractors leverage local resources, find smart solutions, and create opportunities to grow their business. Contractors who partner with OptiHome enjoy a variety of benefits that their competitors do not.

OptiHome also specializes in solutions for homeowners. We take the confusion out of arranging a home energy upgrade, connecting homeowners directly to qualified local contractors and fully-trained work teams. And because we endorse the highest standards for worker certification, business integrity, and consumer protection, homeowners can rest assured the work will be done right the first time.

Solutions for Contractors



Whether your company is small or large—new to the home performance field or an experienced firm—partnering with OptiHome offers tools that can help you compete and succeed:

World Class Training. OptiHome workers are 100% certified and safety-trained by the Laborers' International Union of North America—an organization with over 40 years' experience in construction worker education. We are setting the standard for the industry, and provide workers with credentials to become technicians/installers, supervisors, energy auditors and certified lead renovators.

Workforce Flexibility. OptiHome can help you maximize efficiency, providing flexible access to a workforce of skilled individuals when and where you need it.

Marketing Assistance. OptiHome offers research-based marketing strategies, positive news exposure and free advertising opportunities for your company. And with other community groups on board, you can tap into entirely new leads and customers.

Supply Solutions. OptiHome provides competitive discounts to our partners on training, materials, and equipment. That means you can lower your overhead costs and pass those savings on to customers.

Policy & Advocacy. OptiHome can help you navigate the policy landscape and build strong relationships with national, state, and local leaders. We also advocate on behalf of our contractors for policies that support the industry and grow your business.

Community Partners Coming Together: Driving Demand for Retrofits through Grassroots Organizing Portland, Oregon

“Changing the Climate in Cully” was a community program designed to recruit homeowners from Portland’s Cully neighborhood to get home energy efficiency upgrades.



Six area contractors—half of whom were women or minority-owned businesses—were signed under a Project Labor Agreement to complete all of the retrofit work on the homes. Entry level workers received training through the Laborers’ Union Residential Weatherization Training Program, one of the most comprehensive training regimens in the industry.

On the marketing end, several unconventional partners—including Portland’s Metropolitan Alliance for Common Good (MACG), the Laborers’ International Union of North America (LIUNA), Cully Association of Neighbors, St. Charles Catholic Church, Native American Youth & Family Center, and the Sierra Club—united to develop and execute plans to recruit interested homeowners.

Together, these groups used marketing techniques such as door-to-door canvassing, phone banking, and community gatherings to reach homeowners. The goal was to “layer” contacts in the neighborhood so that homeowners were reached on multiple occasions, and in different ways, all within a short timeframe.

By the end of the five-month pilot, nearly one-in-nine eligible homes in Cully applied for an energy assessment—a density four times greater than previous city-wide efforts. Those new leads have generated dozens of new customers for the contractors in the partnership.

CONTRACTOR CASE STUDY

Brandon Kephart OptiHome Helps Better Building Systems Make the Transition Las Vegas, Nevada

Brandon Kephart's business, Better Building Systems (BBS), has been making commercial buildings more energy efficient for 20 years. In fact, there isn't a building on the Las Vegas Strip that BBS hasn't worked on.

But after an economic downturn, BBS saw an opening to transition into the residential energy efficiency sector through the federal Weatherization Assistance Program (WAP). Working with OptiHome to navigate the opportunities, BBS quickly became one of the largest and most successful WAP contractors in the country. On its own—in just two years—BBS retrofitted 3,000 of the 8,000 total WAP homes across Nevada.



Brandon says a large part of his company's growth is thanks to OptiHome's training partner, LIUNA. "Overnight, LIUNA provided me with a well-trained, certified workforce that could do the job right," says Brandon. "I needed to ramp up quickly, but there was no hassle of interviewing or hiring employees." By partnering with OptiHome, his company had the flexibility to scale up or down as projects required.

BBS is expanding again—this time into private-market home performance opportunities in Nevada and beyond. While worker training was the biggest asset to BBS during the WAP work, Brandon believes OptiHome offers valuable business tools such as marketing and technical assistance that will be critical moving forward: "No matter where I go next, I have a resource like OptiHome. These are real industrial experts, and invaluable business partners."

What Homeowners Say about OptiHome Contractors:

“Excellent! My house is toasty now, and I couldn’t be happier with my bills. We find ourselves turning the thermostat down from where it was before, and the house still stays warm!”

THE ESQUIBELS, DENVER, CO



“We really love the community approach to OptiHome—working with local groups we know, and a local contractor. And the bid was affordable too!”

SHEELA & KOUYA, PORTLAND, OR



“We commend our work crew for their work ethic, positive attitudes, respect for our property and smiles as they did their tasks...The house is so quiet now, and it’s warmer with no drafts.”

FRANK & BETTY, REVERE, MA



Founded by LIUNA, OptiHome is an alliance of skilled workers and certified contractors coming together “under one roof” to deliver services that improve the energy efficiency, comfort and safety of American homes. **LIUNA!**

IS YOUR HOME AN OPTIHOME?

Learn More!

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