



# ADDING HEAT PUMPS TO A SOLAR OR ENVELOPE BUSINESS:

TACTICS TO READY THE MARKET IN  
ADVANCE OF SERVICE

**Peter Troast, Founder & CEO**

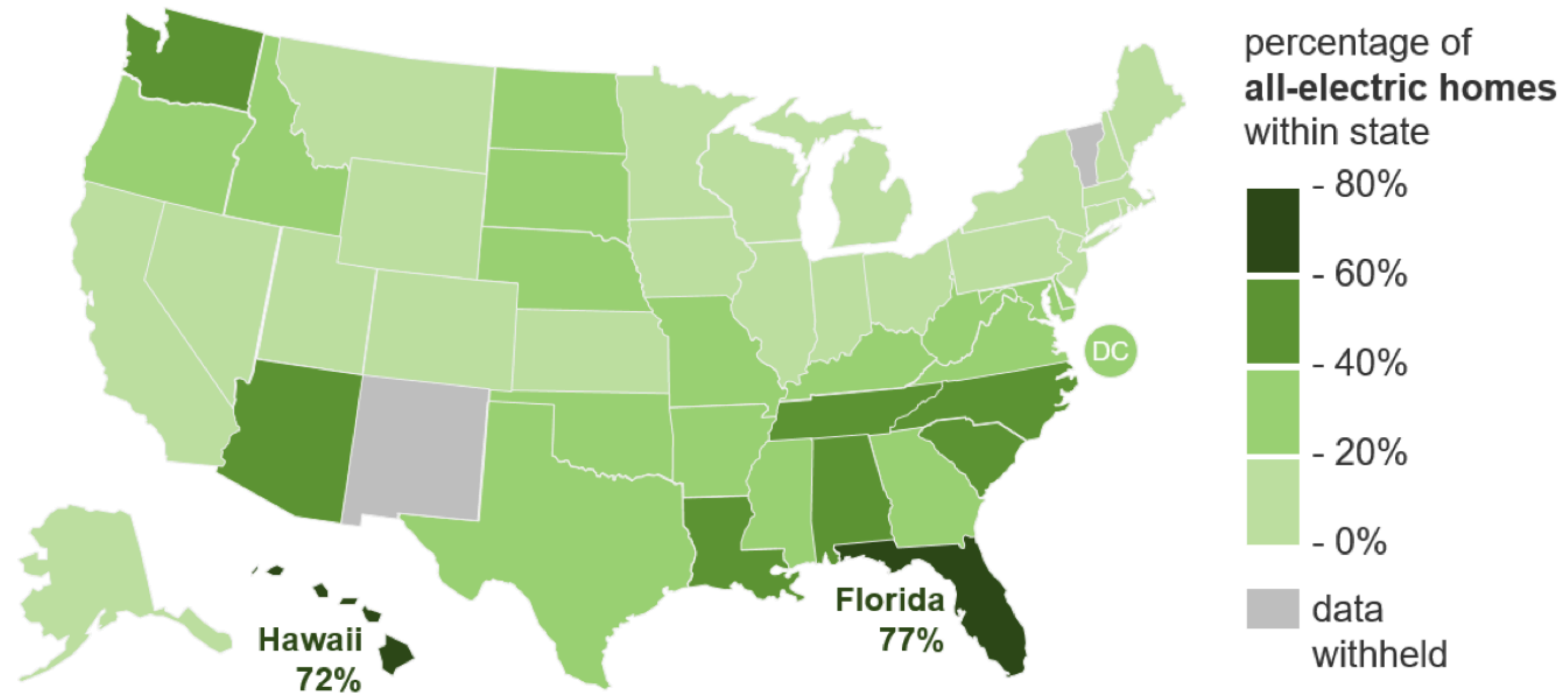
May 8, 2024

## Why Today's Discussion

- Growing demand and incentives for heat pumps is driving many solar and building envelope contractors to consider adding heat pumps
- Barrier to entry is low compared to traditional HVAC/Electric: licensing in most states is relatively simple
- Contractors can have different strategies—
  - Stick with quality subcontractors
  - Use subcontractors in transition
  - Build capability in house
- Market IS, and will continue to become, highly competitive
  - Contractors with existing client relationships have a market advantage
- High Performance Contractors (whole house) are best positioned to become the trusted advisor—homeowners want guidance
- High Performance Contractors (whole house) will do better work



### All-electric homes by state (2020)



Data source: U.S. Energy Information Administration, 2020 Residential Energy Consumption Survey



2020 Residential Energy Consumption Survey,  
September 2022



# Phases of Evaluating the Heat Pump Business Opportunity



Competitive Assessment

Insource vs Partner

Past Customer Opportunity

Staffing Availability

Distributor/Manufacturer Relationships

Program Participation

Hire vs Partner  
Acquire Leader

Customer Nurturing  
Engaging on Heating/Cooling  
Brand/Story/Content

Friendly Customers  
High Level of Oversight

Sales Team  
Full Marketing Program  
Install, Commission  
Service



# Phases of Evaluating the Heat Pump Business Opportunity





# Research, Market Evaluation, Business Strategy Phase

## Assessing Your Market Area

## Evaluating the Competitive Environment

- Identify Primary Competitors—size, company history, strength
- Assess Market Strength—web and digital presence, review sentiment, heat pump marketing sophistication, estimated spend levels and digital share
- Identify Niche Segments—neighborhoods, income levels
- Estimate CPL's, CPA's
- Volume of revenue previously/currently subbed out



# Preparing to Go-to-Market Phase

## Customer Nurturing

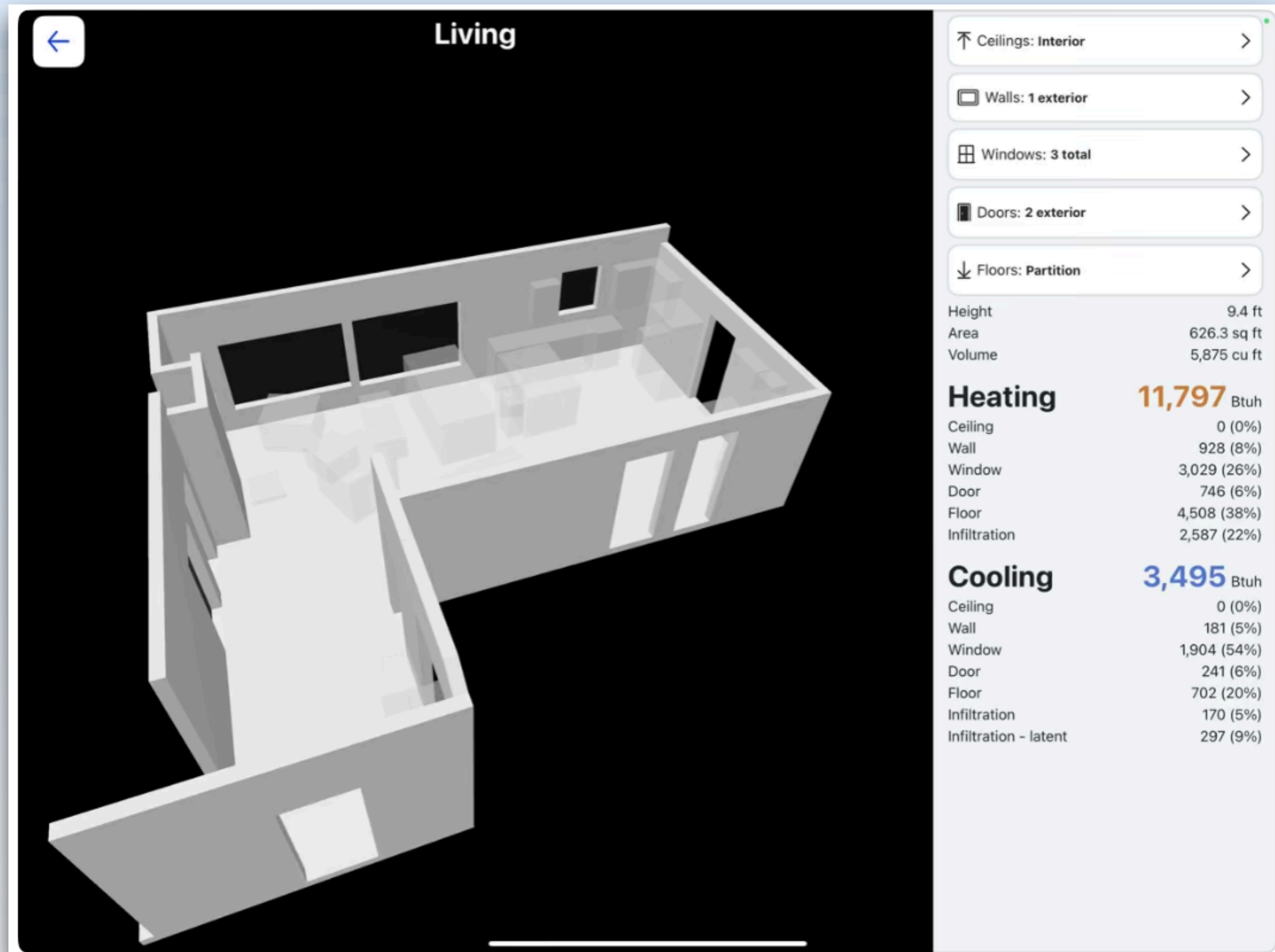
- Lots of options—mine old customers, use as new customer acquisition strategy
- Evaluation/ranking of past customers for heat pump ripeness
- Database & CRM cleaning or development
- Targeting/identification of beta customers



# AmPLY.energy

## Engaging Customers on Heating/Cooling on Heating/Cooling

- More Comprehensive Audit
- New Generation of Manual J Software
- Lidar Scan Load Calc in 20 minutes





# Preparing to Go-to-Market Phase

## Brand/Story/ Content

- Content does not demand ability to serve

- Get core Heat Pump **Foundation** in Place
- Website Content (SEO takes time)
  - Heat Pump Pages Can Be Advisory—“5 Things to Consider When Thinking About Heat Pumps”
  - Lots of options for pre-service topics: FAQ’s, blog posts, social media
- Low Cost Advertising in Facebook, Instagram
  - Build up Custom Audiences for retargeting
- Assure Google Business Profile is Ready
  - Heating/cooling categories, etc



# Phases of Evaluating the Heat Pump Business Opportunity



Competitive Assessment

Insource vs Partner

Past Customer Opportunity

Staffing Availability

Distributor/Manufacturer Relationships

Program Participation

Hire vs Partner  
Acquire Leader

Customer Nurturing  
Engaging on Heating/Cooling  
Brand/Story/Content

Friendly Customers  
High Level of Oversight

Sales Team  
Full Marketing Program  
Install, Commission  
Service

