

WEB SEARCH IN A WORLD OF AI:

WHAT WILL CHANGE FOR CONTRACTORS AND THE CUSTOMER JOURNEY?

Peter Troast, Founder & CEO

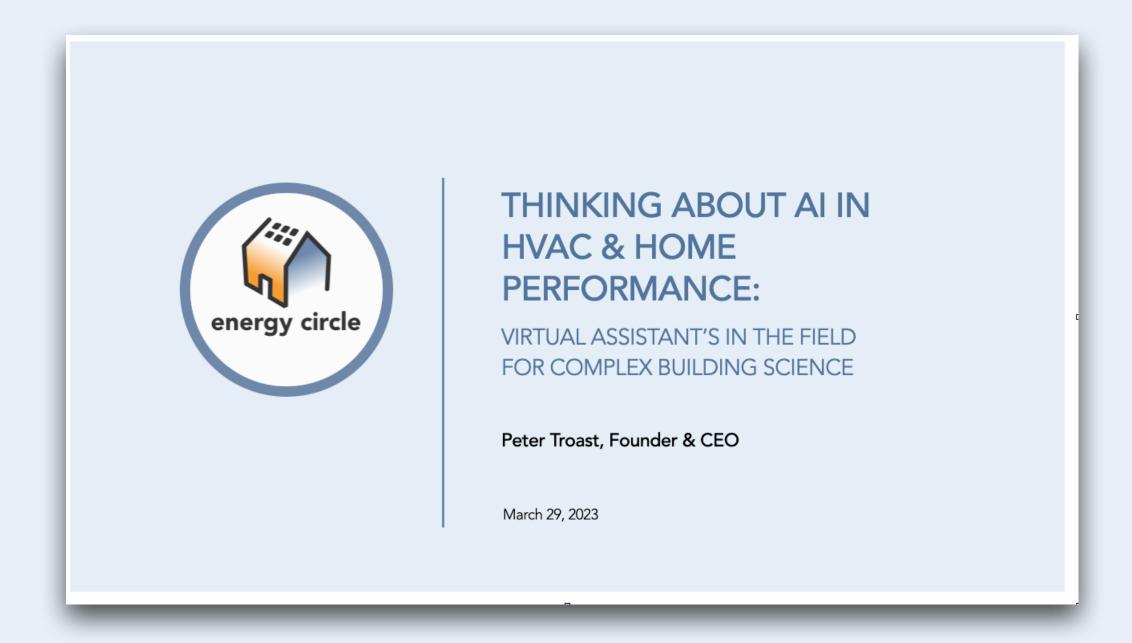
May 10, 2023

What We'll Discuss

- 1) THE AI & CHATBOT LANDSCAPE TODAY
 - —Open Al's chatGPT
 - -Microsoft's Bing
 - —Google's Bard
 - —Specialty AI Products
- 2 ANTICIPATING ITS IMPACT ON HOW HOMEOWNERS FIND CONTRACTORS
- 3 INTEGRATED SEARCH & AI CHAT—A LOOK AT BING
- 4) PREPARING FOR A BRAVE NEW WORLD



Ongoing Focus on the Implications of Al



Future Webinars

- —Al Chat for Your Website
- —Website "Optimization" for Language Models
- —Continued Testing of Virtual Assistant
- —and More



THE CHAT & AI LANDSCAPE





November 30, 2022 (GPT3) March 4, 2023 (GPT4)

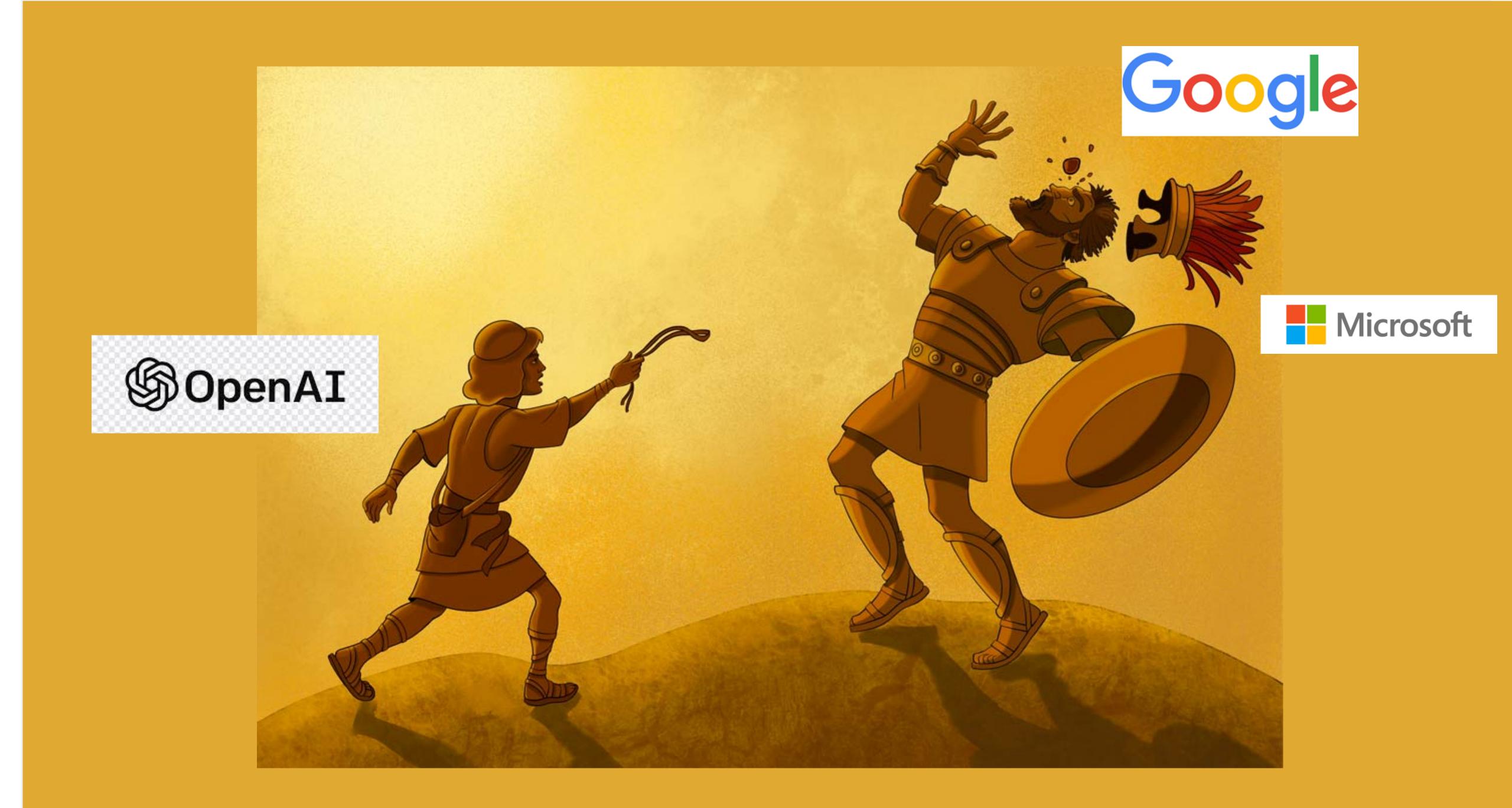


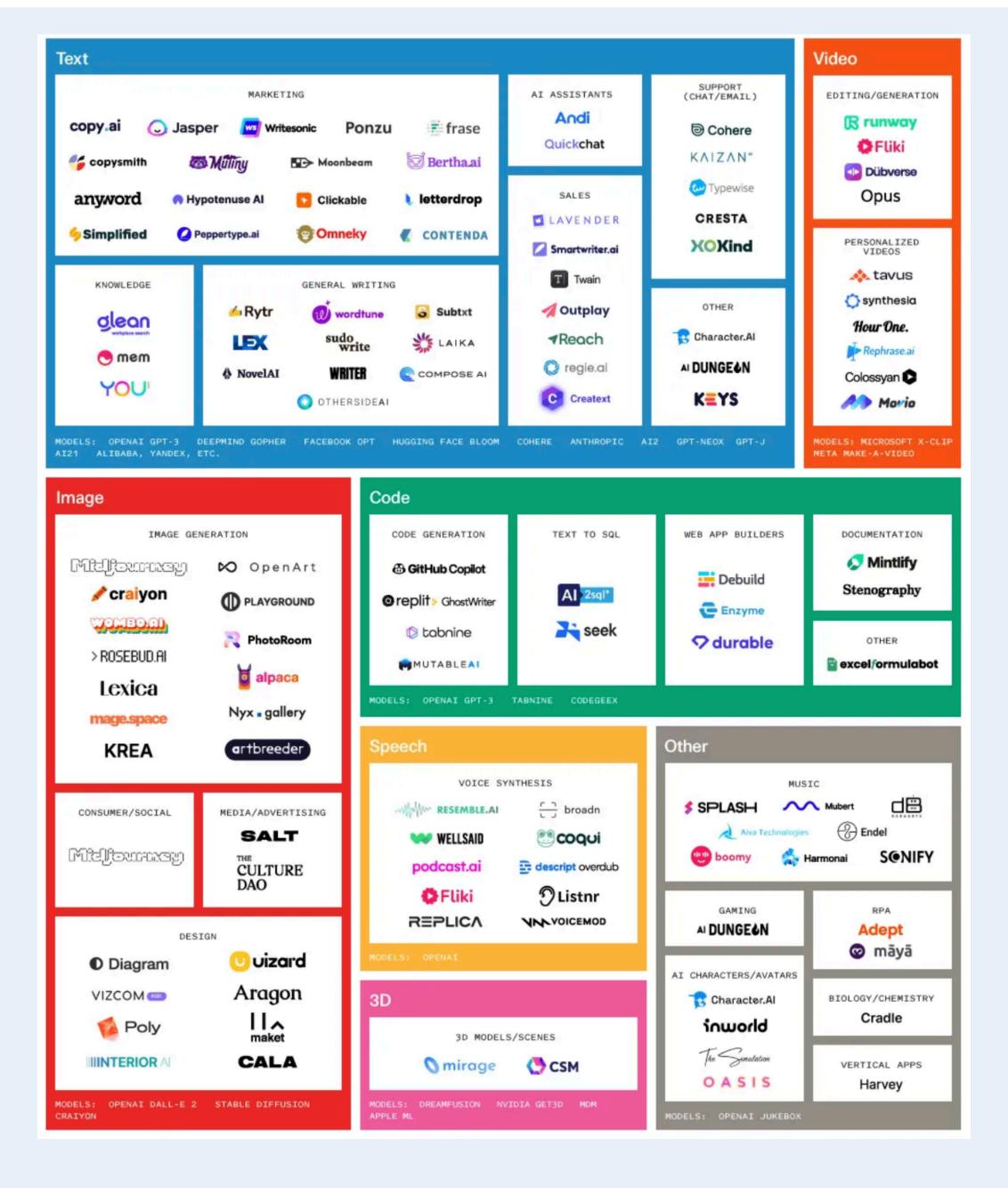
February 7, 2023



March 21, 2023









Stunning Adoption

Time Needed For Online Services Reaching One Million Users

Online Service	Launched	1 Million Users Reached	
ChatGPT	2022	5 Days	
Instagram***	2010	2.5 months	
Spotify	2008	5 months	
Dropbox	2008	7 months	
Facebook	2004	10 months	
Foursquare***	2009	13 months	
Twitter	2006	2 years	
Kickstarter*	2009	2.5 years	
Airbnb**	2008	2.5 years	
Netflix	1999	3.5 years	



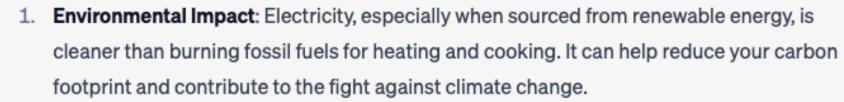
Dialogue Based Search is More Innate in Human Linguistics



Briefly, why should I consider electrifying my home



There are several compelling reasons to consider electrifying your home:



- Efficiency: Electric appliances are often more energy-efficient than their fossil fuel
 counterparts. For example, heat pump systems for space and water heating are typically
 much more efficient than natural gas or oil furnaces.
- Health and Safety: Electric appliances eliminate the risks associated with gas leaks and carbon monoxide poisoning. Additionally, electric stoves and ovens do not emit combustion pollutants, which can improve indoor air quality.
- Future-Proofing: As the grid becomes increasingly powered by renewable energy, homes
 will need to transition to electric systems. Electrifying your home now can help you stay
 ahead of this curve.
- Cost Savings: While the initial cost of electric appliances might be higher, the operational
 costs are often lower due to their higher efficiency. In regions with favorable electricity
 rates, or with home solar power, the cost savings can be significant.
- Simplicity and Integration: An all-electric home can be simpler to maintain with fewer different systems. It also allows for seamless integration with smart home technologies, enhancing your control over your home's energy use.

Remember, the benefits will depend on your specific situation, including your local climate, electricity prices, and how your electricity is generated. It's also important to consider the upfront costs and potential home modifications needed to transition to an all-electic home.



OK, thanks for that. But are there characteristics of a home that would make it more or less eligible for electrification



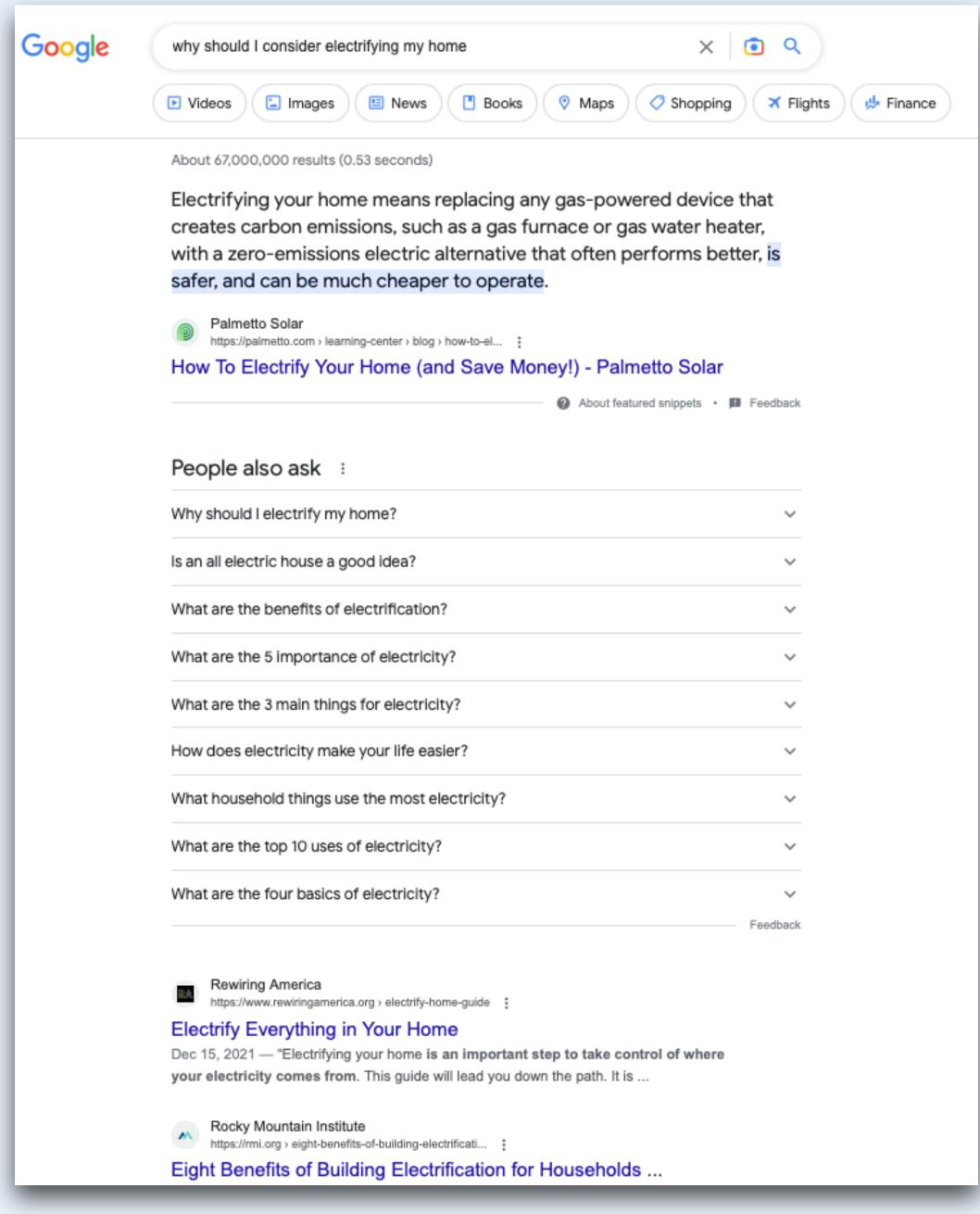
Yes, there are several factors that can impact how suitable a home is for electrification:

- Age of Existing Appliances: If your appliances are nearing the end of their life or need expensive repairs, it might be a good time to replace them with electric versions.
 However, if you have recently purchased new gas appliances, you might prefer to use them for their full lifespan before switching.
- Climate: Homes in milder climates can benefit more from electric heat pumps, which are
 most efficient in such conditions. In colder climates, although modern heat pumps can
 still operate at lower temperatures, their efficiency drops, which might necessitate
 supplementary heating systems for the coldest days.
- Electricity Rates and Sources: If electricity is expensive in your area, or if it's primarily
 generated from coal or other high-carbon sources, the economic and environmental
 benefits of electrification may be reduced. Conversely, homes in areas with cheap, clean
 electricity or potential for solar power are excellent candidates for electrification.
- Home Insulation: Well-insulated homes retain heat better, reducing the heating load and
 making heat pumps more effective. If your home is poorly insulated, it might be worth
 improving insulation before or alongside electrification.
- 5. Existing Infrastructure: Homes that already have some electric infrastructure (like an electric water heater or electric stove) might find it easier and cheaper to transition to fully electric. Homes without existing infrastructure might need significant electrical upgrades to handle the increased load, which could add to the cost.
- Local Incentives: Many regions offer rebates, tax incentives, or low-interest loans for home electrification or for installing specific appliances, like heat pumps or electric vehicle chargers. If such incentives are available, they could significantly reduce the cost of electrification.
- Future Plans: If you're planning on major renovations or an extension in the near future, it might be more cost-effective to include electrification as part of that project.

It's always a good idea to seek professional advice before making major changes to your home's systems. They can help you assess your specific situation and make the best decisions for your home, budget, and lifestyle.

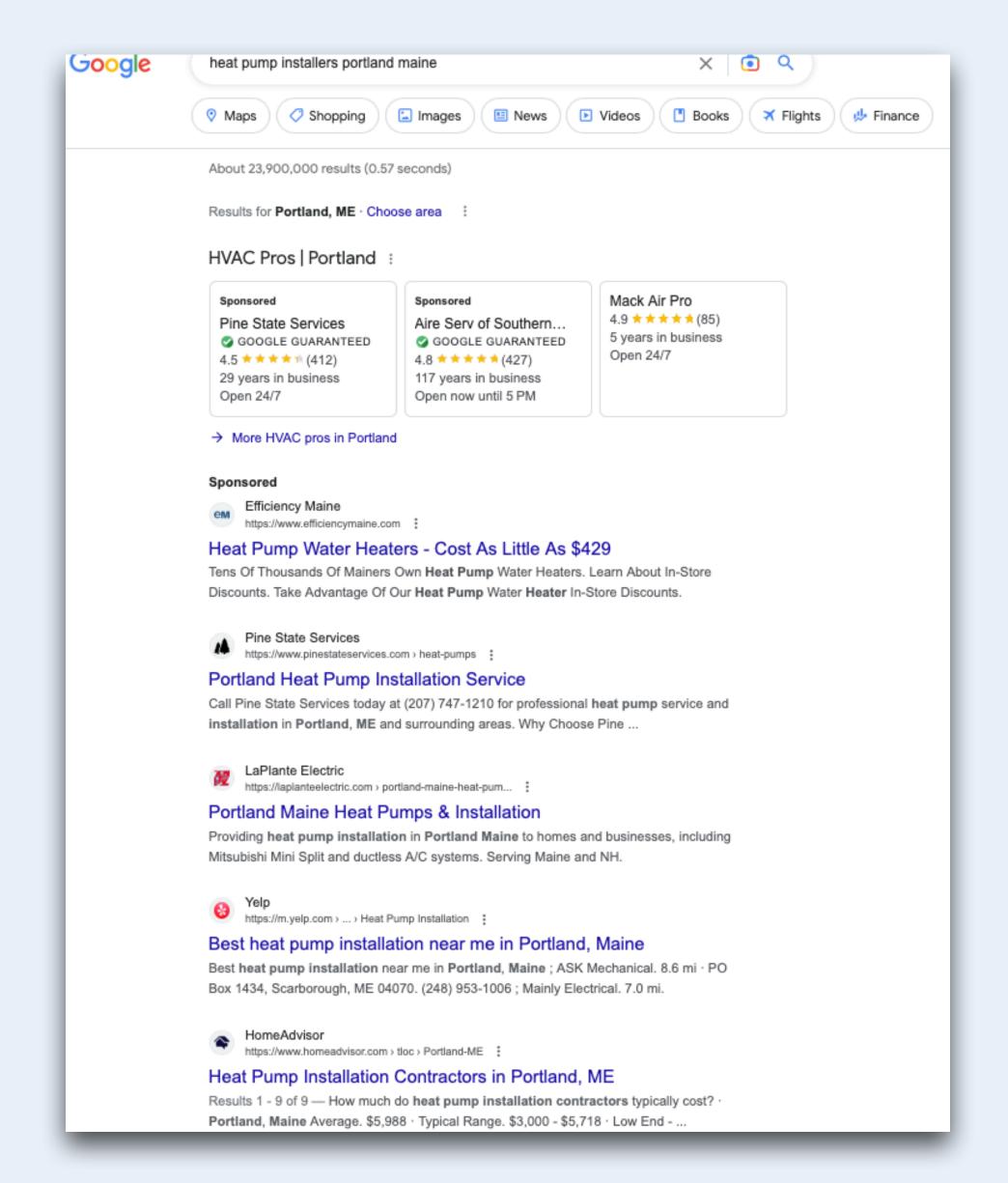


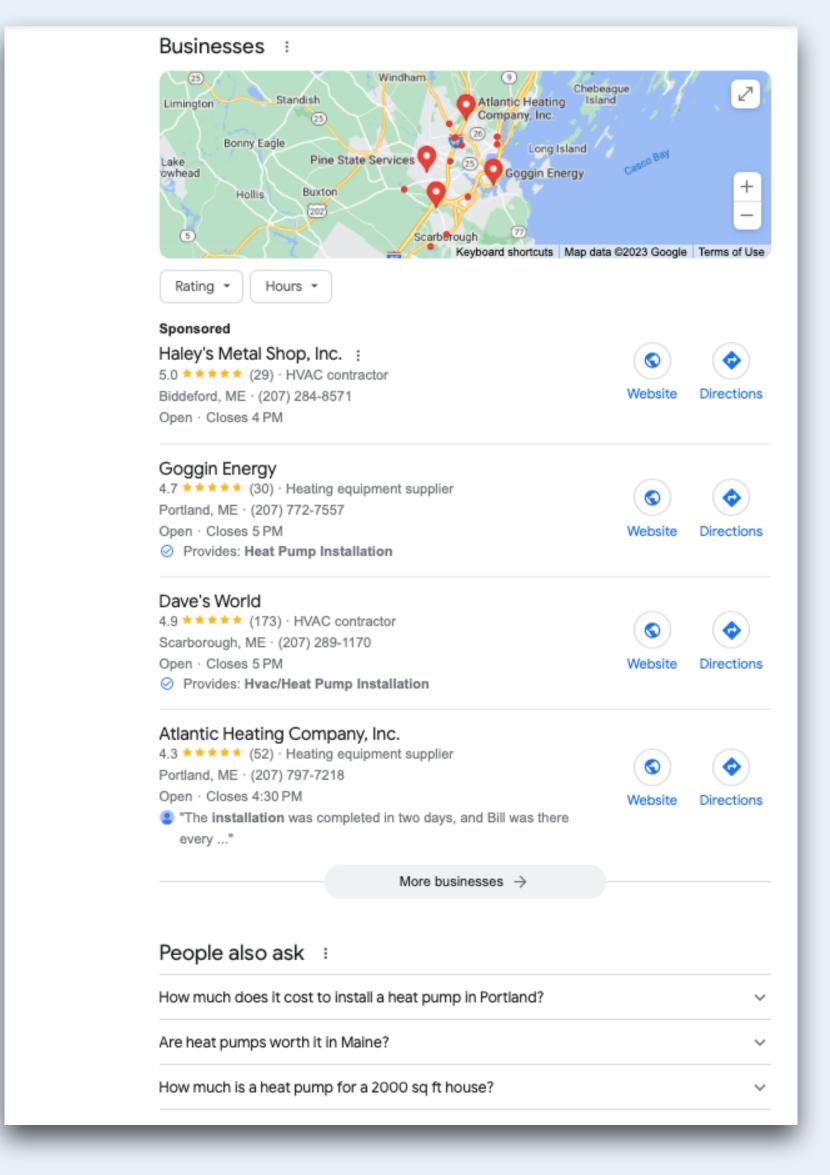
Blue Links and Dumb Questions





When Query Goes Commercial: Chaos & Ads



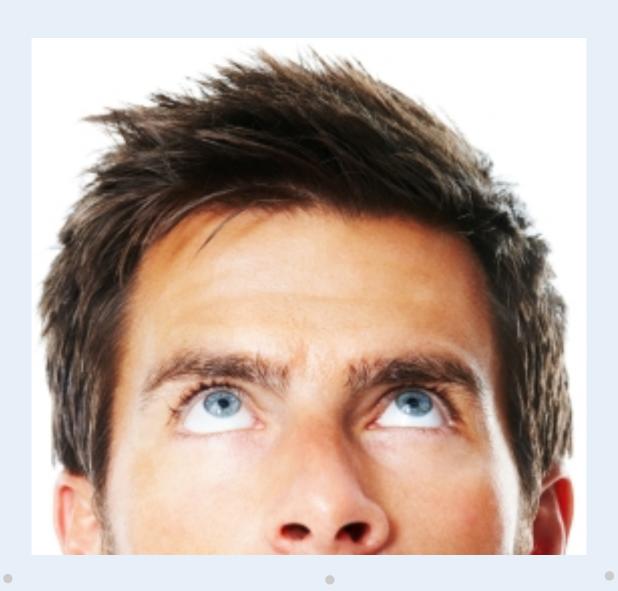




ANTICIPATING ITS IMPACT ON HOW HOMEOWNERS FIND CONTRACTORS



Simplified Customer Journey to Contractor Selection: Query Types



"Are heat pumps a possibility for my home?"

"How do I find a heat pump installer?"

"How do I learn more about, and contact, XYZ Home Performance?"



Simplified Customer Journey to Contractor Selection: Query Types



RESEARCH

"Are heat pumps a possibility for my home?"

CONTRACTOR FINDING

"How do I find a heat pump installer?"

EVALUATION & CONTACT

"How do I learn more about, and contact, XYZ Home Performance?"



Customer Journey & Possible Role of Al

Research & Contractor Evaluation & Education Finding Contact
Al Chatbot Iterative "Conversation" Al Chatbot for Selection Criteria Al Chat on Directory Site Web Search Google Business Profile



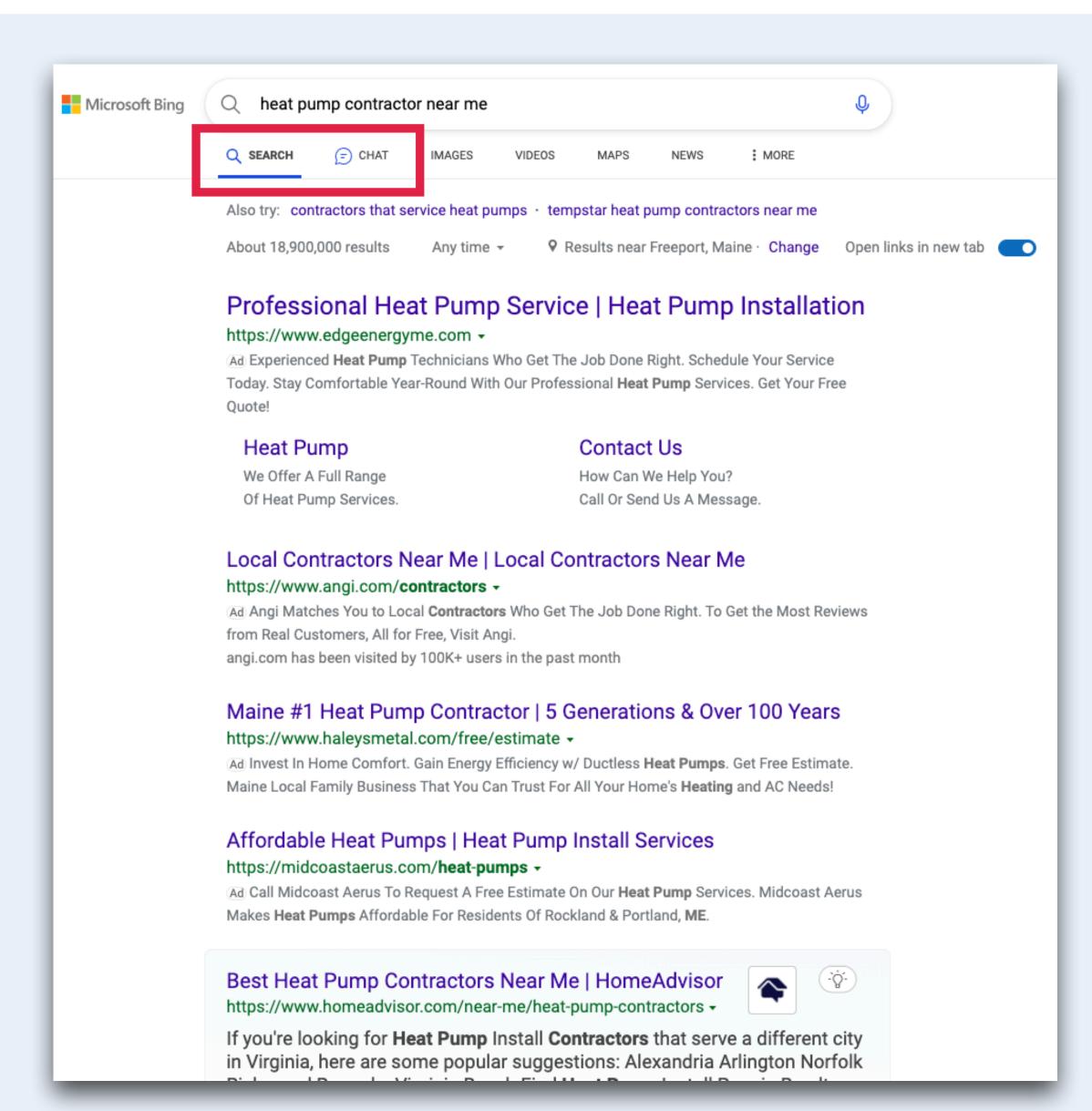
Customer Journey & Possible Role of Al

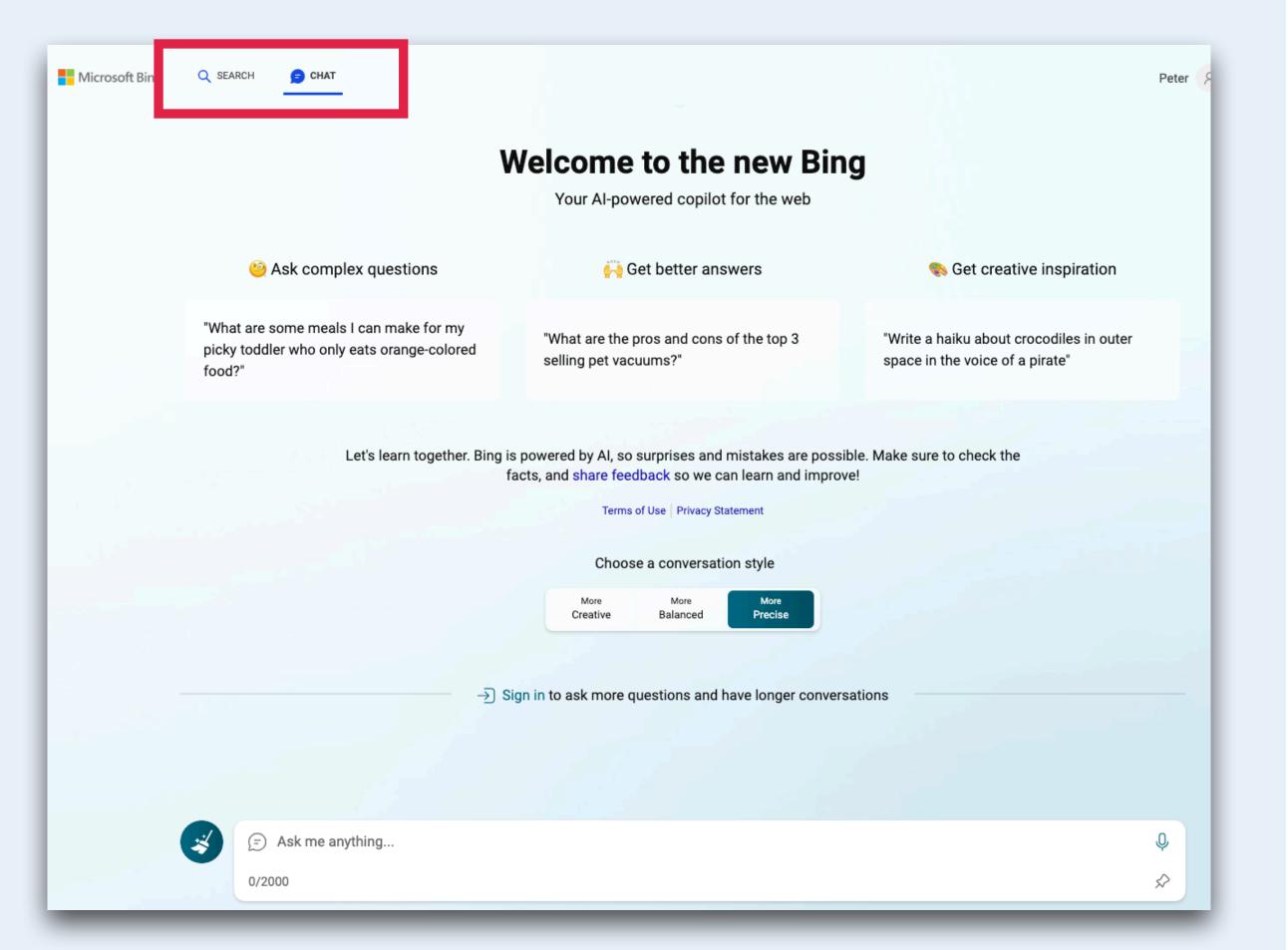
Research & Education	Contractor Finding	Evaluation & Contact	First Touch	Visit/Onsite Audit/Quote	Buy Decision/ Closing Sale	Pre-Job Communications
Al Chatbot Iterative "Conversation"	Al Chatbot for Selection Criteria Al Chat on Directory Site	Web Search Google Business Profile	Contractor Website Al Chat Al Powered Questionnaire & Data Collection (Virtual Audit) Pre-Visit Al Generated Plan	Pre-Visit Data Gathering via Chat Still Very Relationship Driven Possible Al Support to Expedite Quoting	Still Very Relationship Driven	Al Support for Scheduling Al Support for Day Of Readiness & Preparation



INTEGRATING SEARCH & AI CHAT: A LOOK AT BING

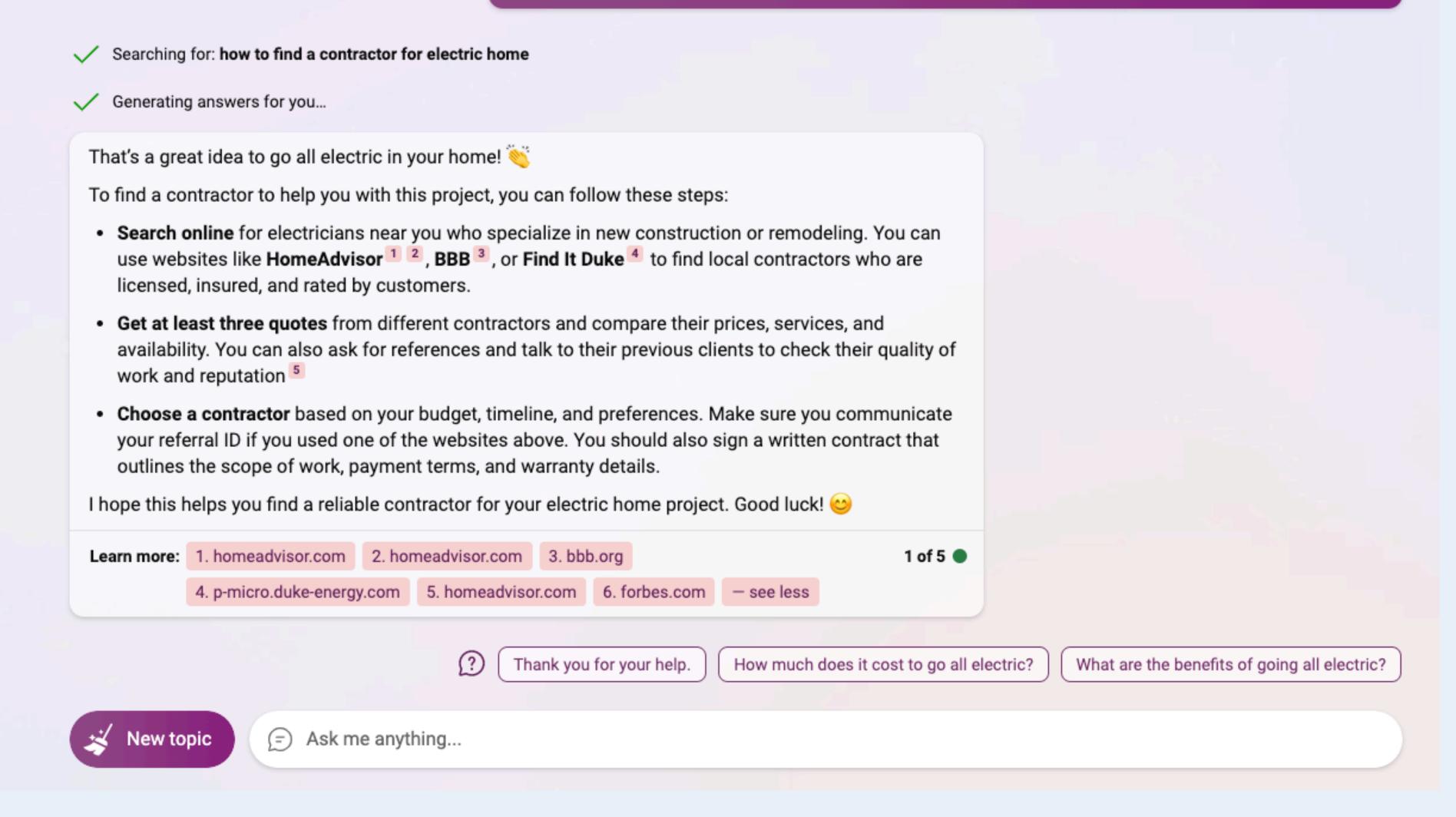




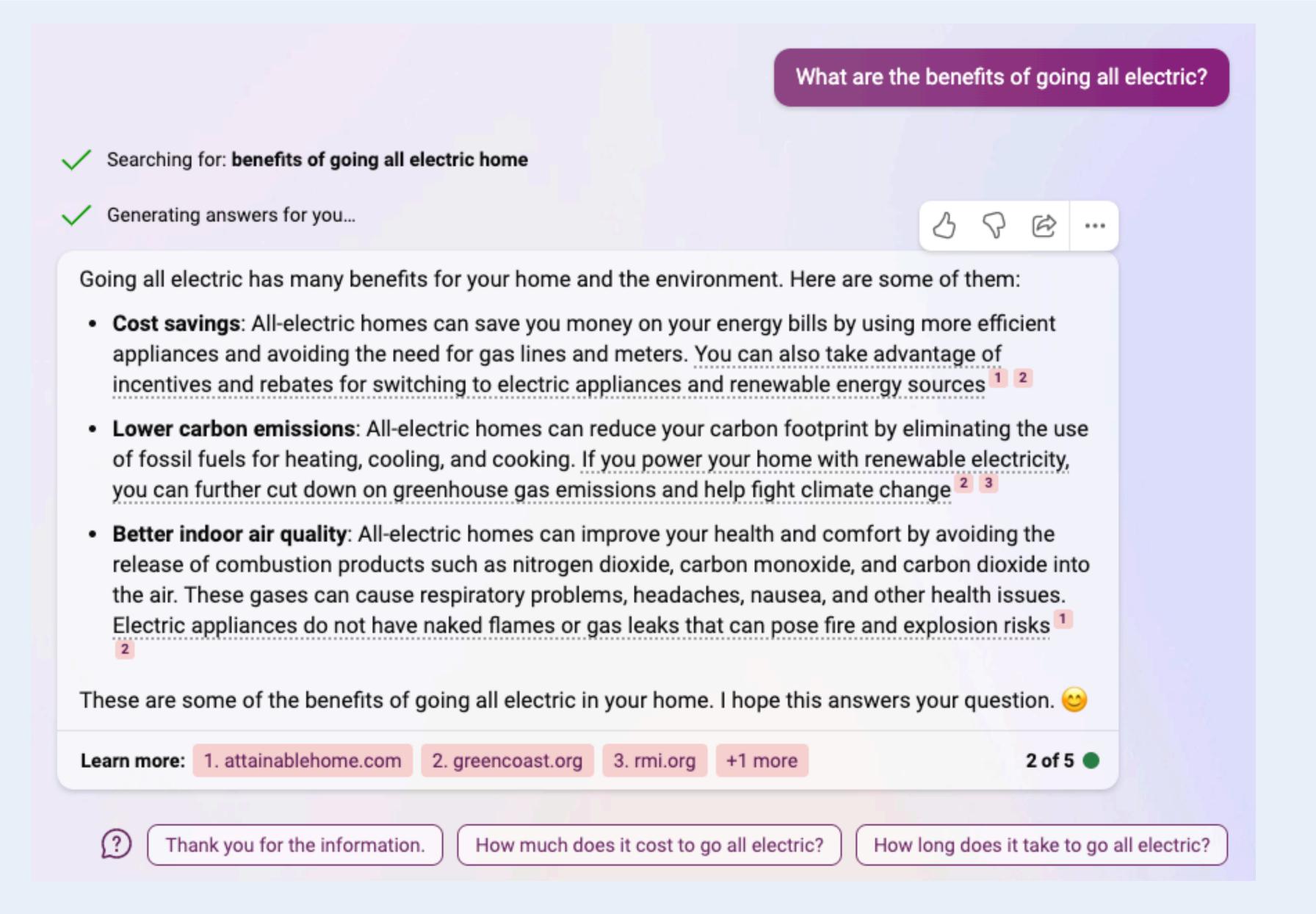




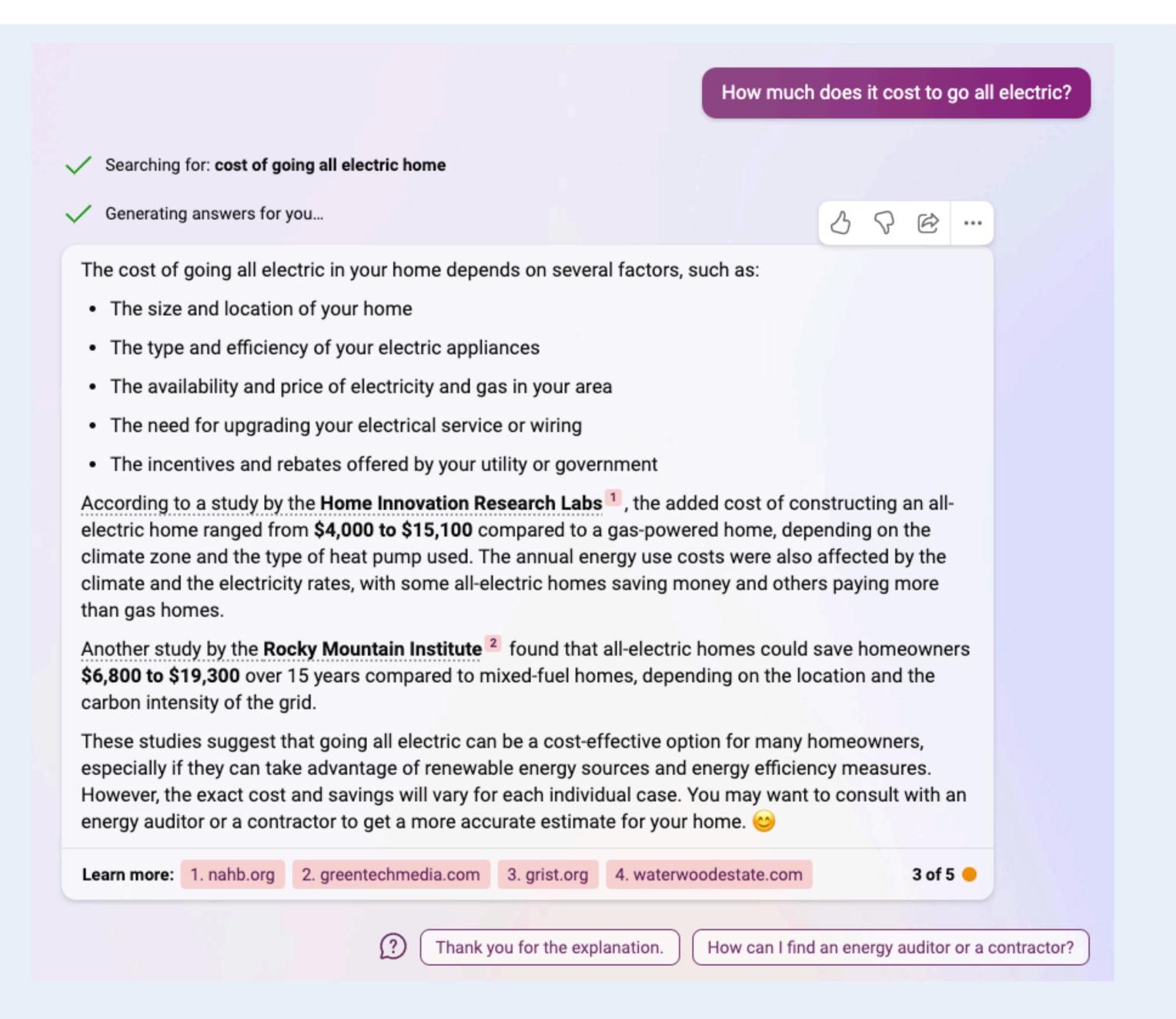
I'd like to go all electric in my home-so need to replace oil heat and hot water as well as a propane stove. How do I go about finding a contractor to help me and do this work



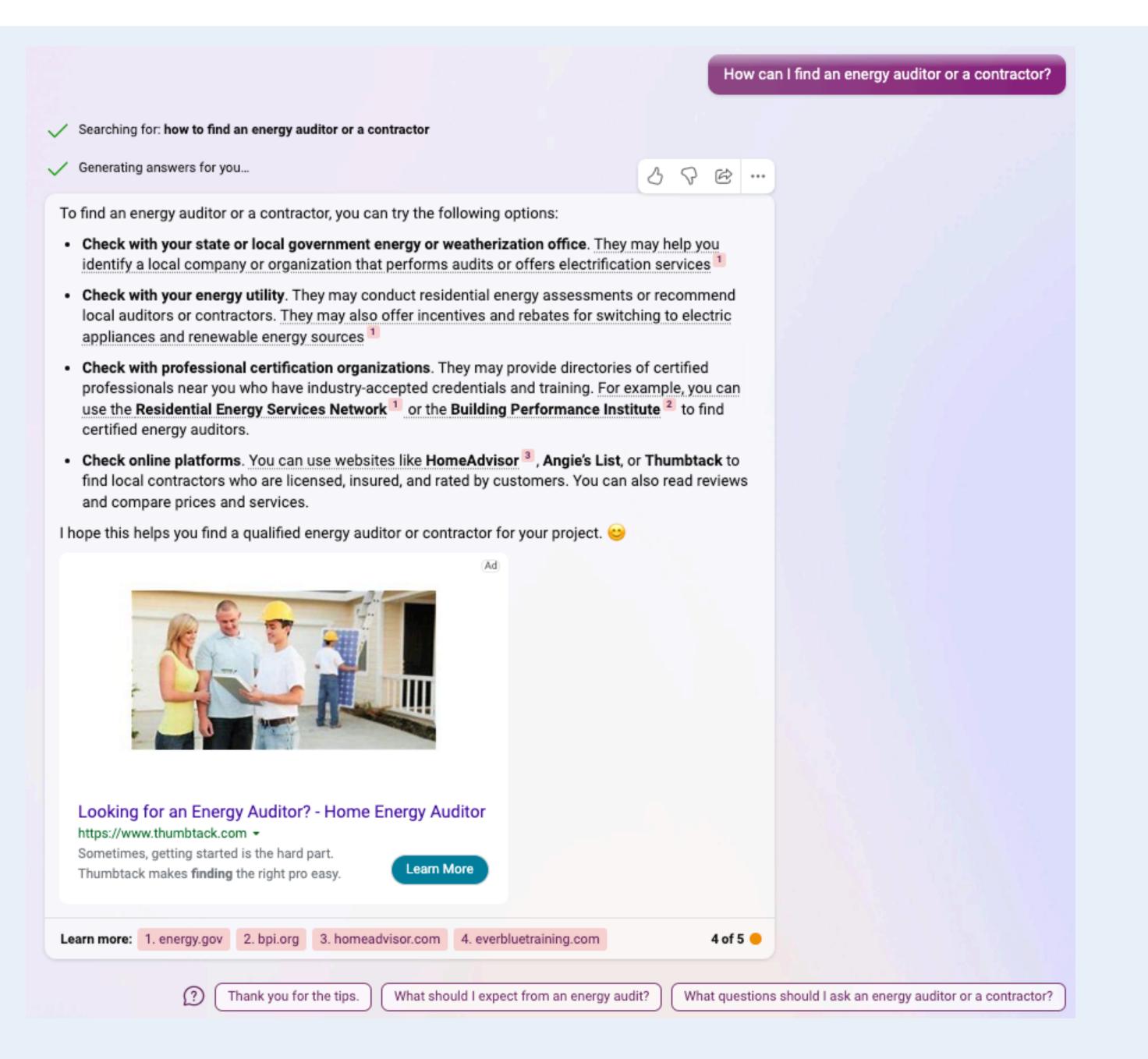














What should I expect from an energy audit?

- Searching for: what to expect from an energy audit
- Generating answers for you...

An energy audit is a process of evaluating your home's energy use and finding ways to improve its efficiency, comfort, and safety. An energy audit can help you save money on your energy bills, reduce your carbon footprint, and increase your home's value 1

There are two types of energy audits: professional and do-it-yourself. A professional energy audit is more thorough and accurate, but also more expensive. A do-it-yourself energy audit is less comprehensive and reliable, but also cheaper and easier 2

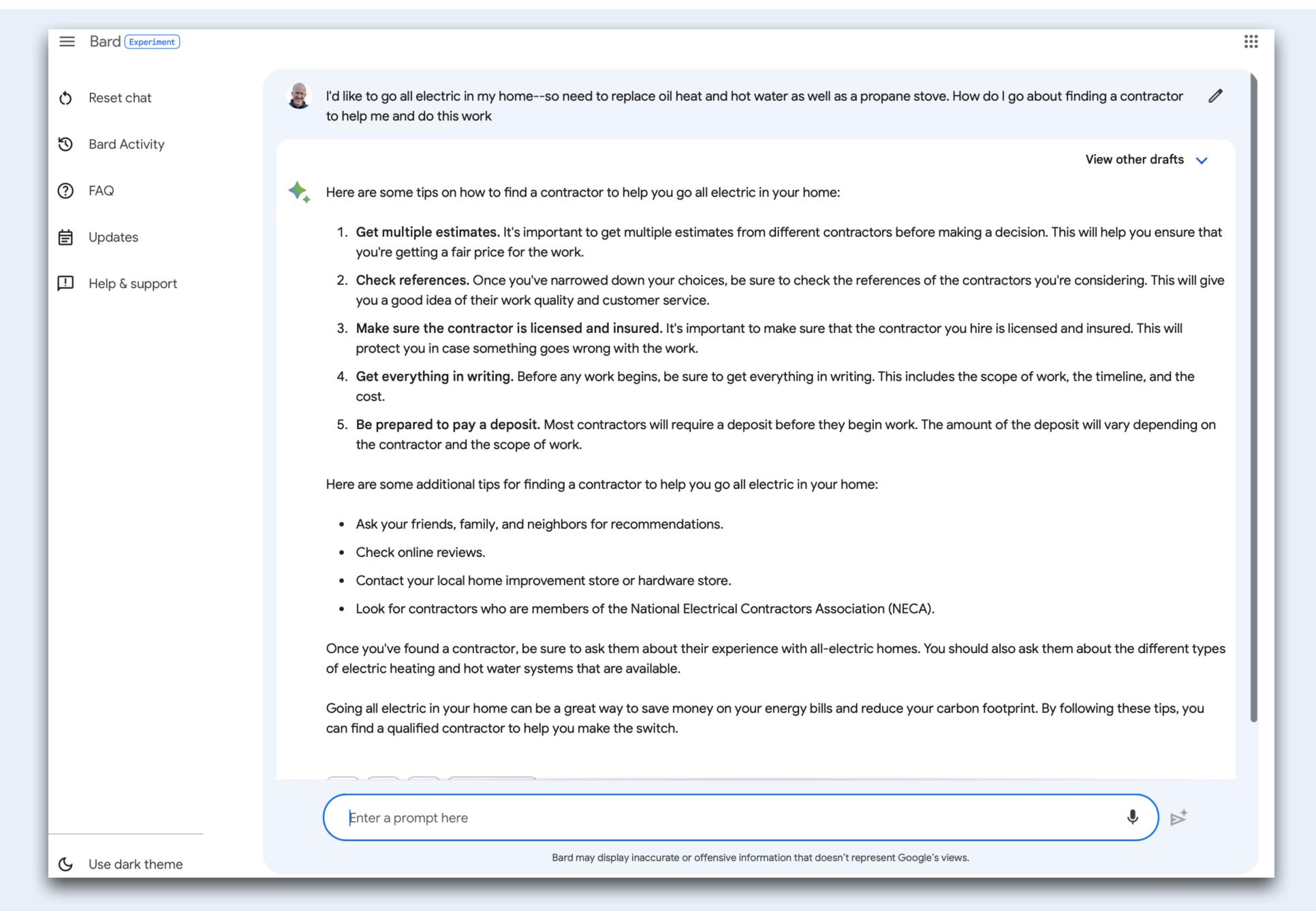
Here's what you can expect from an energy audit:

- During the energy audit, the auditor will ask you questions about your home and its use, such as
 how many people live there, what are your thermostat settings, and when do you use the most
 energy. The auditor will also conduct tests to measure your home's energy consumption, such as a
 blower door test to check for air leaks, a duct blaster test to check for duct leaks, an infrared camera
 to check for insulation gaps, and a gas leak detector to check for gas leaks. The auditor will also
 inspect your home's appliances, lighting, windows, doors, heating and cooling systems, water heater,
 and ventilation 3 4 5
- After the energy audit, the auditor will provide you with a detailed report that shows your home's
 current energy performance, identifies the problem areas and their causes, and recommends the
 best solutions to improve your home's efficiency. The report will also estimate the potential energy
 savings, costs, and payback periods of each improvement. The auditor may also help you find
 incentives and rebates for making the upgrades [3] [2] [5]

An energy audit is a valuable tool to help you make informed decisions about your home's energy use. I hope this helps you understand what to expect from an energy audit.

Learn more: 1. justenergy.com 2. energy.gov 3. energy.gov 4. carboncollective.co +1 more 5 of 5 ●





PREPARING FOR A BRAVE NEW WORLD



What We're Doing

Testing, Trying and Learning

Constant Vigilance by the Energy Circle Al Task Force

All the Things We Currently Do for SEO & Local but <u>Amplified</u>

- Emphasis on clear, concise, well-structured content
- Heading and subheadings to understand structure
- Keywords, keywords
- High quality, original content
- Technical SEO for accessibility
- Renewed importance of Directories



QUESTIONS?

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