



# DOES YOUR COMPANY STAND ABOVE?

THE GROWING IMPORTANCE  
DIFFERENTIATION

**Peter Troast, Founder & CEO**

February 7, 2024

# Ongoing Focus on the Implications of AI



## THINKING ABOUT AI IN HVAC & HOME PERFORMANCE:

VIRTUAL ASSISTANTS IN THE FIELD FOR COMPLEX BUILDING SCIENCE

Peter Troast, Founder & CEO

March 29, 2023



## WEB SEARCH IN A WORLD OF AI:

WHAT WILL CHANGE FOR CONTENT AND THE CUSTOMER JOURNEY?

Peter Troast, Founder & CEO

May 10, 2023



## VIDEO MARKETING IN A WORLD OF AI:

WHY THE HUMAN COMPONENT IS CRITICAL FOR SUCCESS

Peter Troast, Founder & CEO  
Jake Van Paepghem, Senior Media Producer

July 26, 2023



## CONTENT IN THE AI AGE:

STRATEGIES FOR NAVIGATING A SEA OF ROBOT-DRIVEN WRITING

Peter Troast, Founder & CEO  
Cory Allyn, Senior Content Strategist

July 11, 2023



## What We'll Discuss

- 1 Research on Homeowner Attitudes Towards Contractors
- 2 Growing Instances of Sleazy Practices and Fake Companies
- 3 Bringing Some Structure to Ways You Can Differentiate

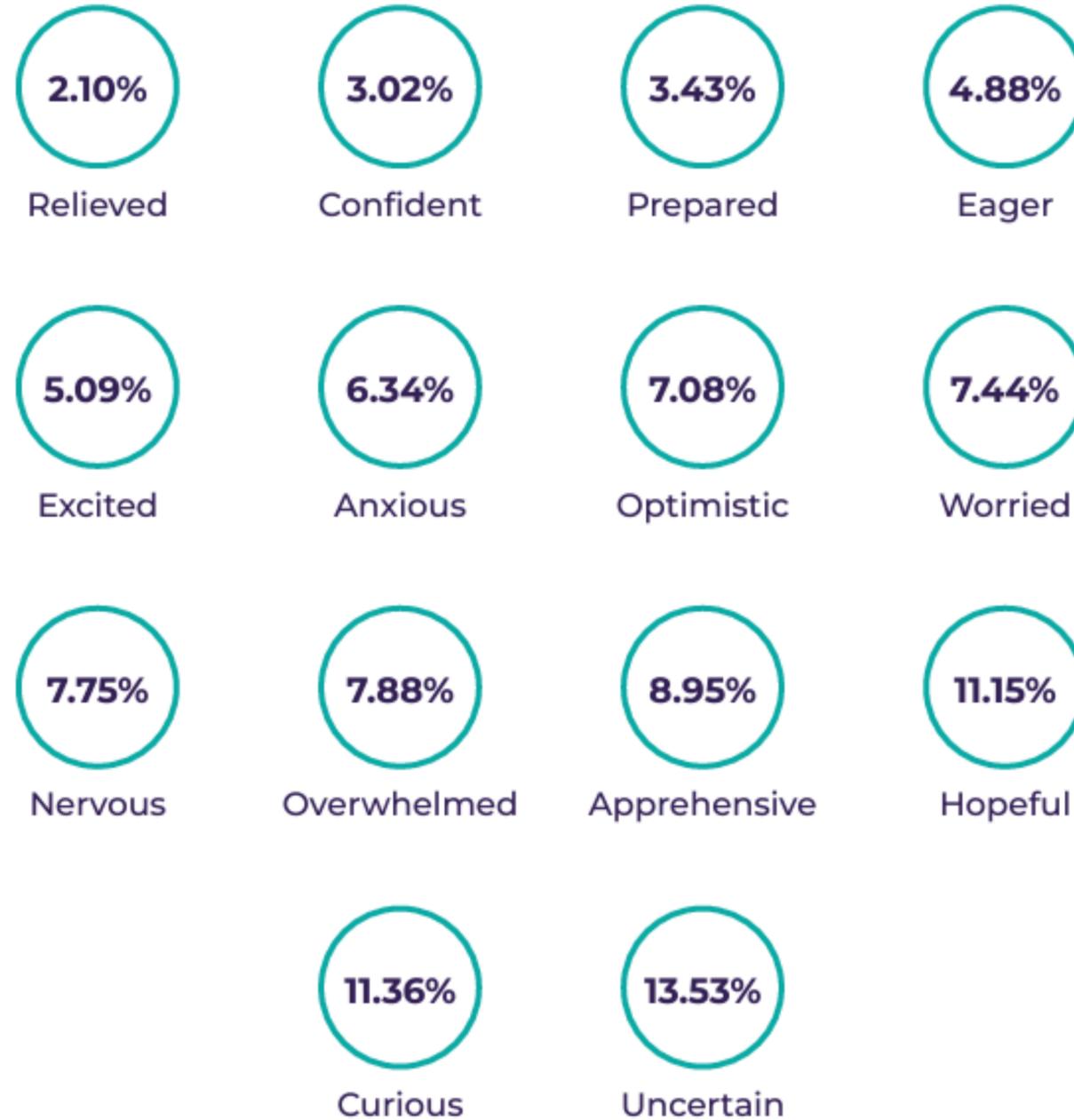


# RESEARCH ON HOMEOWNER ATTITUDES TOWARDS CONTRACTORS



n=3,910

### WHAT EMOTIONS ARE THEY FEELING?\*



When Undertaking a Home Improvement Project

**52%**

*Anxious*

*Worried*

*Nervous*

*Overwhelmed*

*Apprehensive*

*Uncertain*

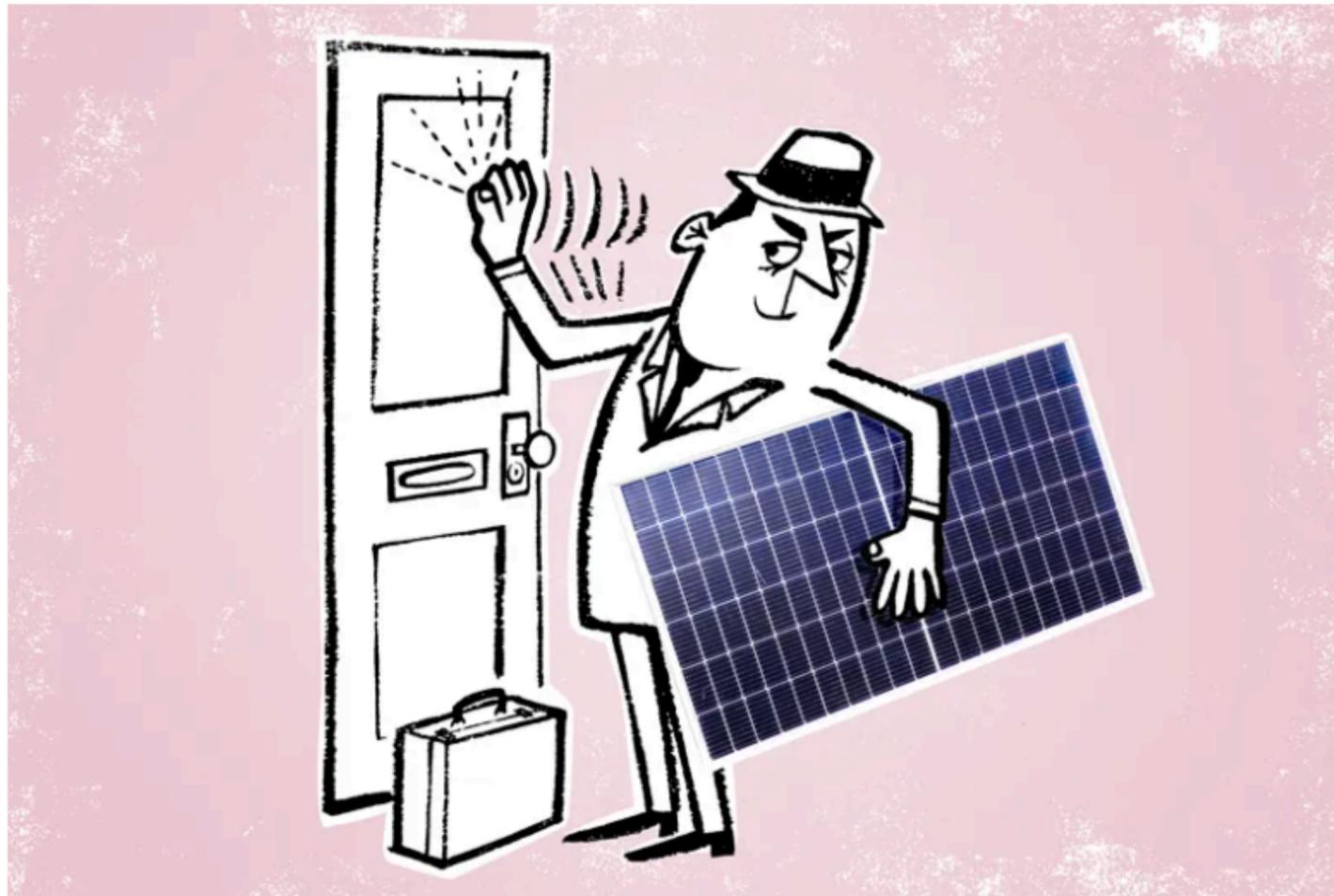


# UNSCRUPULOUS FAKE COMPANIES AND SLEAZE ARE EVERYWHERE



BUSINESS • CLIMATE CHANGE

# How Solar Sales Bros Threaten the Green Energy Transition



Lon Tweeten for TIME; Getty images

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duct cleaning dallas	<p>Results for <b>Dallas, TX</b> · Choose area</p> <p><b>Sponsored · HVAC Pros   Dallas</b></p> <p>GOOGLE GUARANTEED</p> <p><b>Ace Air Duct Cleaning</b>            4.8 ★★★★★ (16K) · HVAC Pro            45 years in business · Serves Dallas            Open 24/7</p> <p><b>BEST Air Duct Cleaning and Dryer Vent Cleaning</b>            5.0 ★★★★★ (57) · HVAC Pro            18 years in business · Serves Dallas            Open until 11:30 PM</p> <p>More HVAC pros →</p>	Ace Air Duct Cleaning
duct cleaning houston	<p>Results for <b>Houston, TX</b> · Choose area</p> <p><b>Sponsored · HVAC Pros   Houston</b></p> <p><b>One Hour Air Conditioning &amp; Heating - Houston</b>            GOOGLE GUARANTEED            4.8 ★★★★★ (6.3K) · HVAC Pro            56 years in business · Serves Houston            Open 24/7            (281) 502-0532 · Accepts urgent jobs</p> <p><b>Top Team Air Pros</b>            GOOGLE GUARANTEED            4.8 ★★★★★ (6.8K) · HVAC Pro            38 years in business · Serves Houston            Open 24/7            (832) 318-0525 · Typically replies in a few hours</p> <p>More HVAC pros →</p>	Top Team Air Pros



🔍 spray foam contractor westchester ny

Rating ▾

Hours ▾

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### The Home Insulators of Pelham

5.0 ★★★★★ (5) · Insulation contractor · 7+ years in business

Open · Closes 8 PM · (914) 202-3670

✔ Provides: **Closed-Cell Spray Foam Insulation**

🌐 Website

📞 Call

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### Spray Foam Express

5.0 ★★★★★ (1) · Insulation contractor

Open 24 hours · (914) 708-8062

🌐 Website

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### The Home Insulators of New Rochelle

5.0 ★★★★★ (6) · Insulation contractor · 7+ years in business

Open · Closes 8 PM · (914) 205-6361

✔ Provides: **Closed-Cell Spray Foam Insulation**

🌐 Website

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### The Home Insulators of White Plains

5.0 ★★★★★ (3) · Insulation contractor · 7+ years in business

Open · Closes 8 PM · (914) 205-4739

✔ Provides: **Closed-Cell Spray Foam Insulation**



# THE CRITICAL CATEGORIES FOR DIFFERENTIATION (AKA STANDING OUT)



## Categories of Differentiation

1. Trust & Credibility
2. Branding & Reputation
3. Quality
4. Building Science & Innovative Technologies
5. Process
6. Community Involvement
7. Price Transparency
8. Risk Reduction (Licensing, Insurance, Guarantees)



## Trust & Credibility

- Third Party Reviews are the Ante
  - Quantity *and* Content
  - Google is Still Most Important
  - AI raising the value of Angi, Modernize, Yelp, BBB
  - Even-Handed Responses to Negatives
- More Believable/Real/Tangible Sources of Reviews
  - Project Case Studies with Testimonials
  - Customer Video Reviews
- Certifications & Accreditations
  - BPI, NATE, NCI, ACCA



## Branding & Reputation

- A Cohesive Story (aka a Good Brand)
  - A Personal About Us Page (Be Undeniably Human)
- An Overall Sense of Care & Quality
  - Professional Website
  - Vehicle Branding
  - Active in Social Media
  - Uniforms
- Community Recognition
  - Best of.....
  - Associations & Memberships



## Quality Work



- Commitment to Quality Standards
- Measurement Tools
  - Blower Door, Infrared, MeasureQuick
- Third Party Quality Verification
  - ACCA QI
  - IRA Rebate Verification
- An Understandable “Commissioning” Process



## Building Science & Innovative Technologies

- A Clear Statement of Your Commitment to the Science of Buildings
  - At Whatever Technical Level Suits Your Company
- At Your Discretion, a Front-end Diagnostic Approach
- Use of State of the Art Tools for Diagnostics & Assessments
- Technology Integration in Day to Day Operations



# Process

**Our Process**

- 1 | Courtship
- 2 | Planning and Design
  - 2A | Pre-planning
  - 2B | Initial Planning
  - 2C | Plan Development
- 3 | Construction** →
- 4 | Post-Construction

*Construction*

**OBJECTIVES**

- Build project as planned on time, on budget and to the client's satisfaction

**DELIVERABLES**

- Weekly meetings and progress notes
- Periodic construction administration site visits
- Completed and signed punchlist on final completion
- Use and care guide

**COMMITMENTS**

- Fixed Price

**STAGES**

- Demolition
- Framing
- Exterior
- Rough Mechanical
- Insulation
- Plaster and Trim
- Flooring
- Finishes
- Painting
- Punchlist

## Byggmeister Design Build

- An Underused Asset
- Emphasize Software Technology Too
- Dispatch & Scheduling



# Ethics and Community Involvement

- Clear Vision, Values, Ethical Standards
- Notable Associations
- Commitment to Local Non-Profits/Other Giveback Initiatives
- Awards and Honors

## Notable Associations:



## Past Awards & Honors:

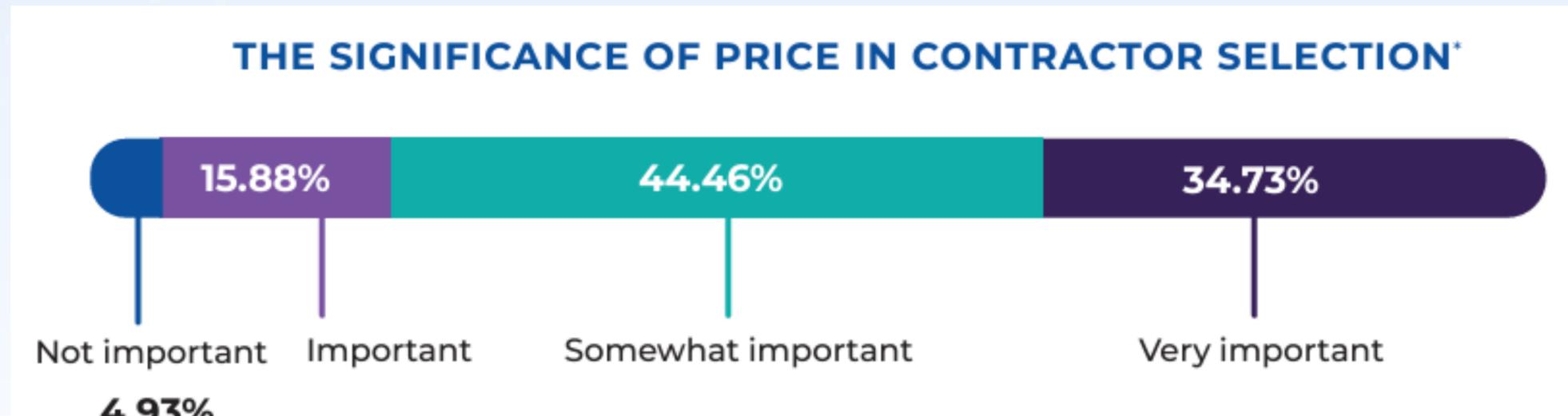


- Top U.S. Solar Company by Solar Power World magazine
- #1 Solar Installer in ME and NH, #5 in MA by Solar Power World Magazine
- #7 Solar Installer in the country by Solar Power World Magazine
- #7 Solar Storage installer in the country by Solar Power World Magazine
- Best For the World company by B Labs



## Directness on Pricing

- Transparency if You Can or Want To
- Pricing Process & Approach is Good Too!



## Risk Reduction

- More Important Than We Realize
- Make More Visible
  - Licensing
  - Insurance
  - Guarantees
- A Meaningful Commitment to Customer Satisfaction



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