



# LEANING INTO ENERGY PRICES

OPPORTUNITIES AND CHALLENGES FOR  
HIGH PERFORMANCE CONTRACTORS

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September 17, 2025

## What We'll Discuss

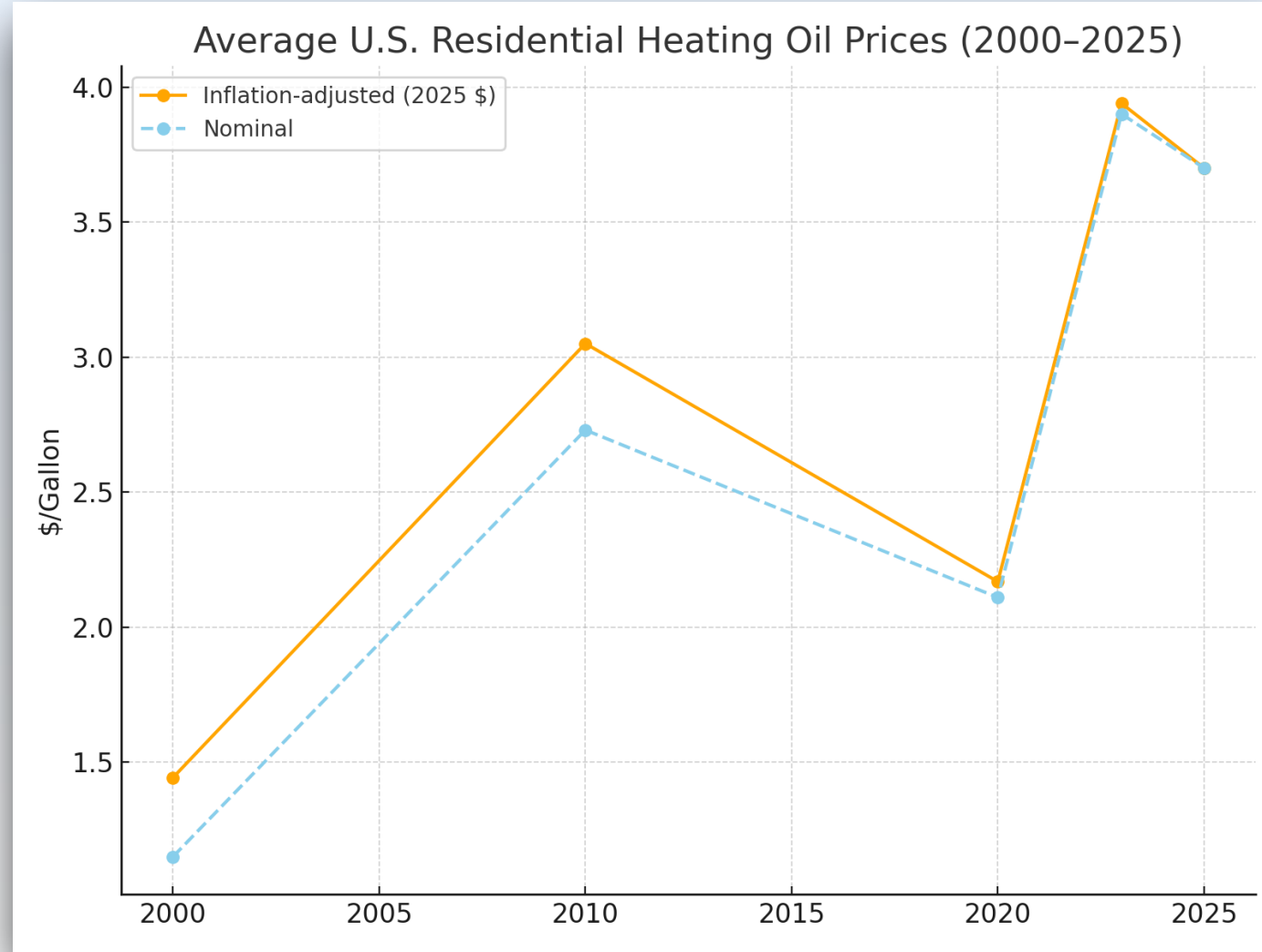
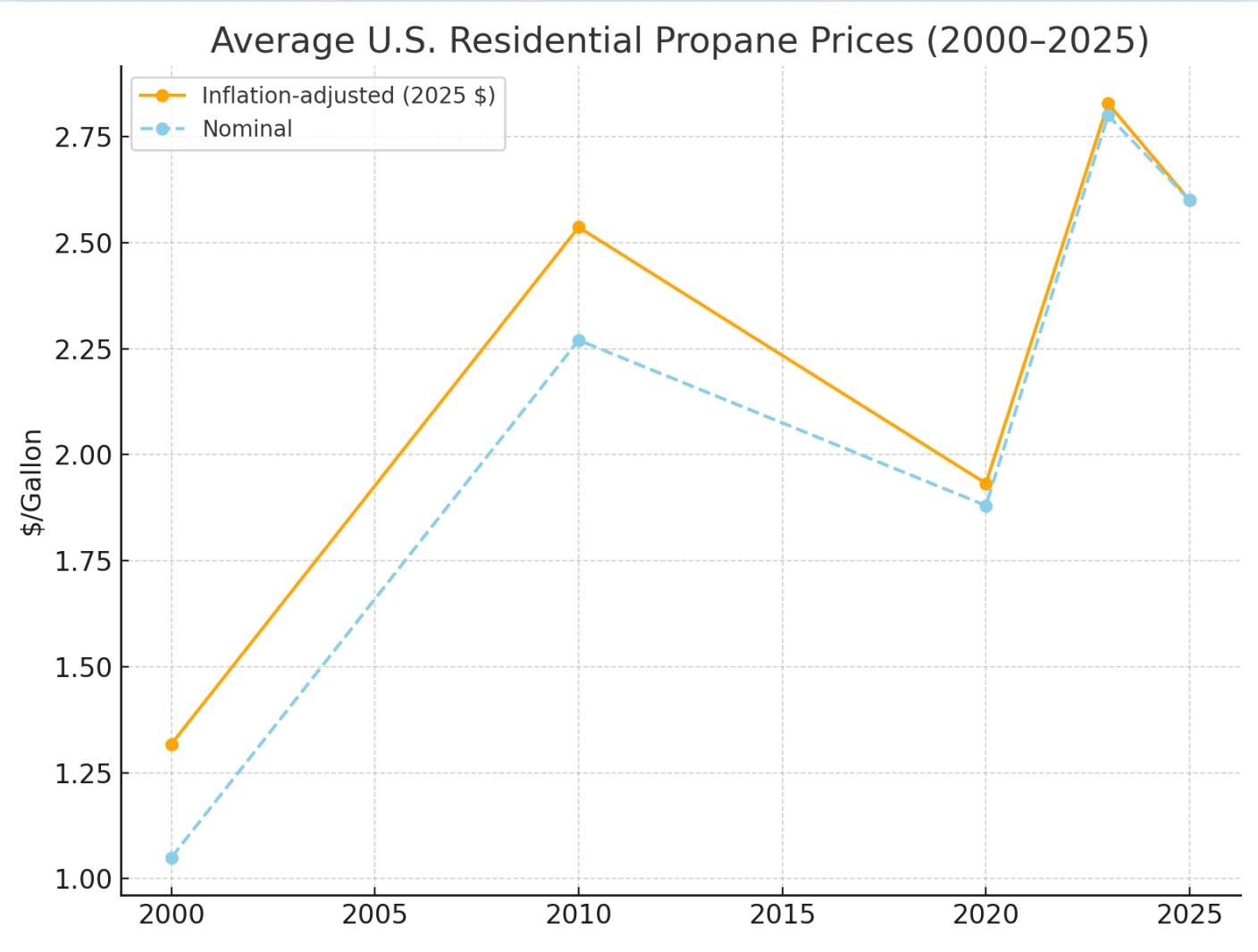
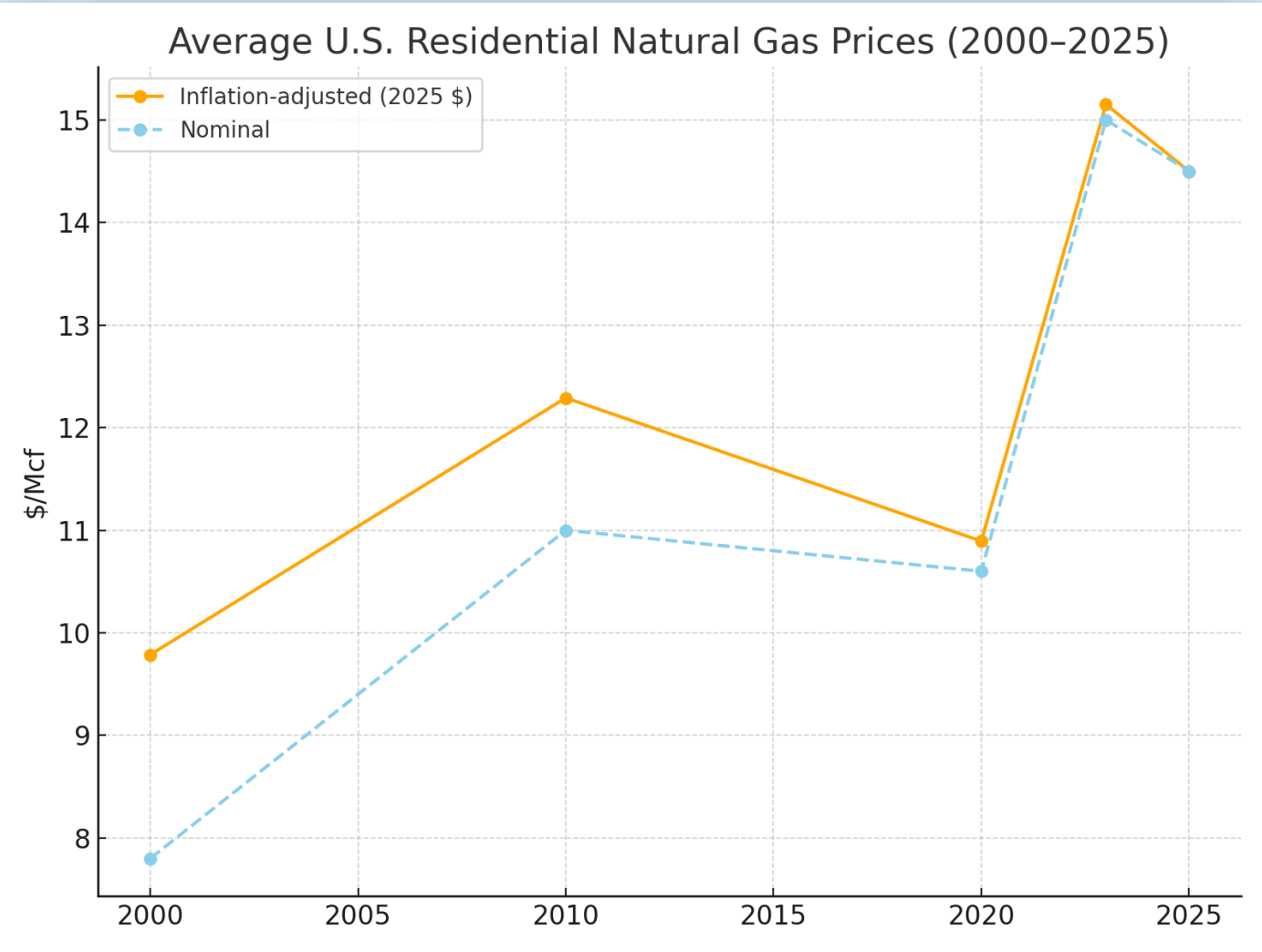
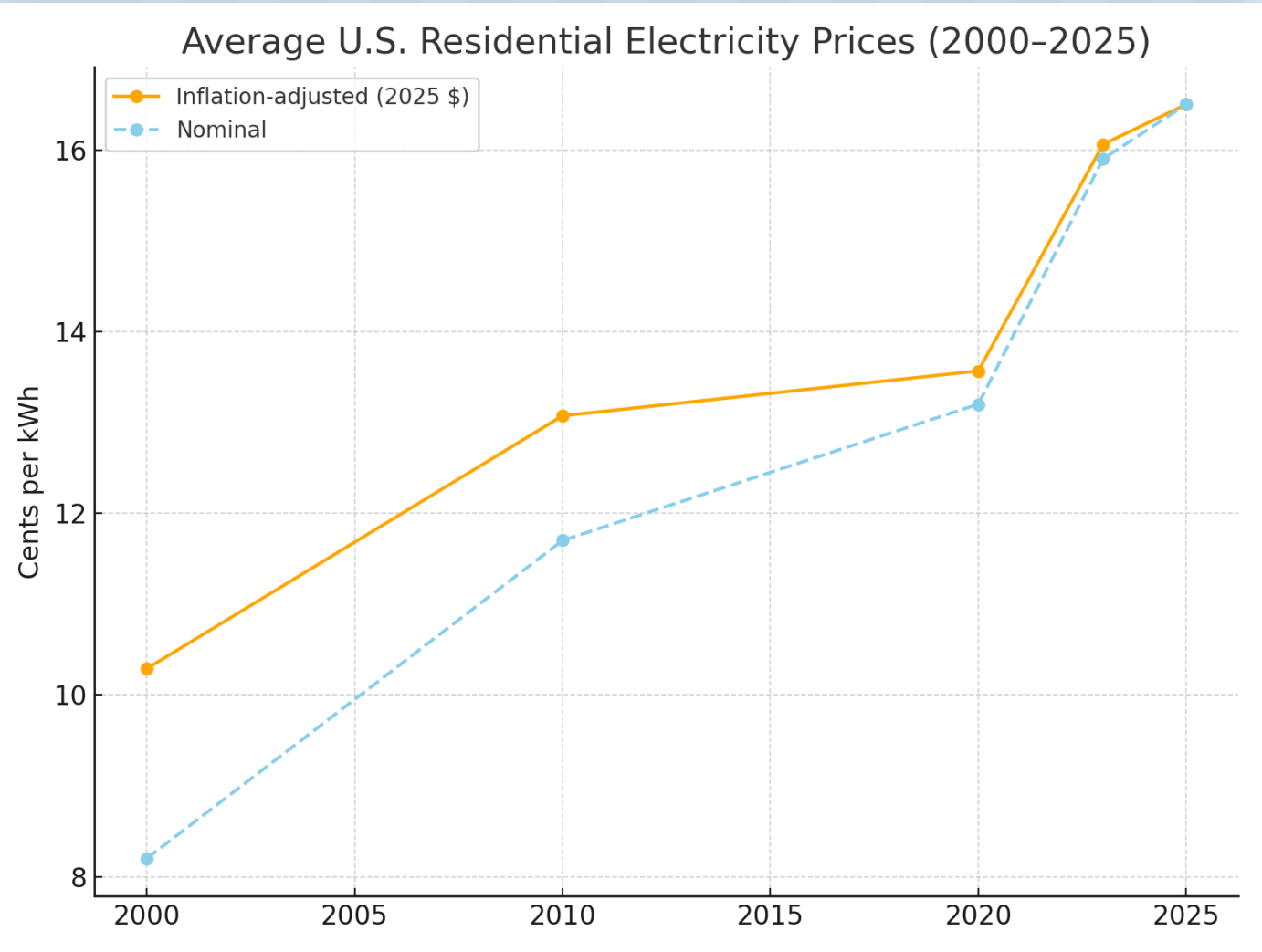
- 1 **The Current and Future State of Energy Prices**
- 2 **What's Known About Consumer Attitudes**
- 3 **Messaging Strategies**
- 4 **Unique Aspects of Heat Pumps, Insulation, Solar**
- 5 **Marketing Tactics**



# THE CURRENT STATE OF ENERGY PRICES



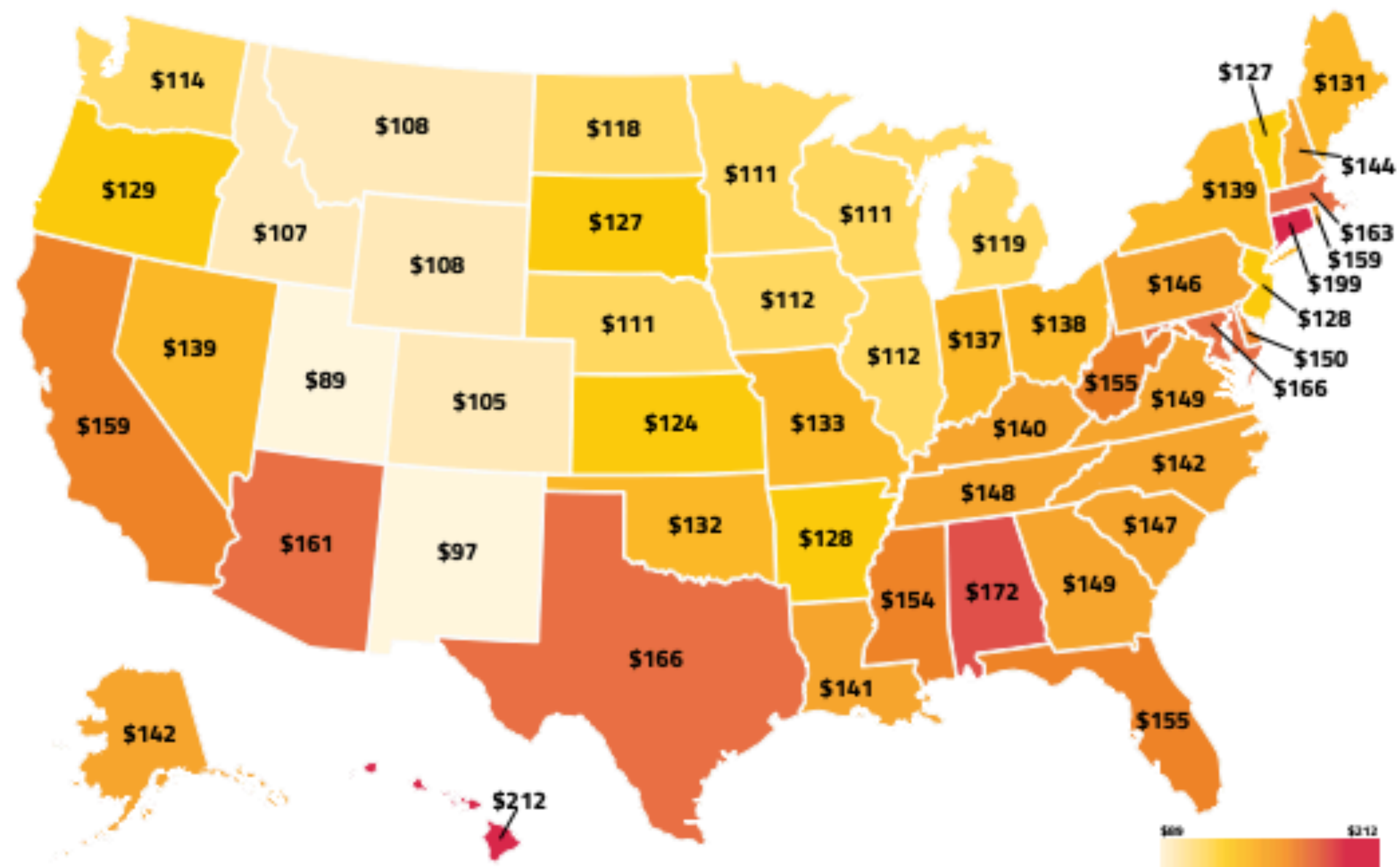
# Home Energy Prices since 2000



- Retail Electricity 2X Inflation in 2025
- Gas, Oil, Propane up significantly 2000-2024







**Figure 9. Average U.S. Monthly Electric Bills in 2024**  
 (Source: U.S. Energy Information Administration<sup>13</sup>)

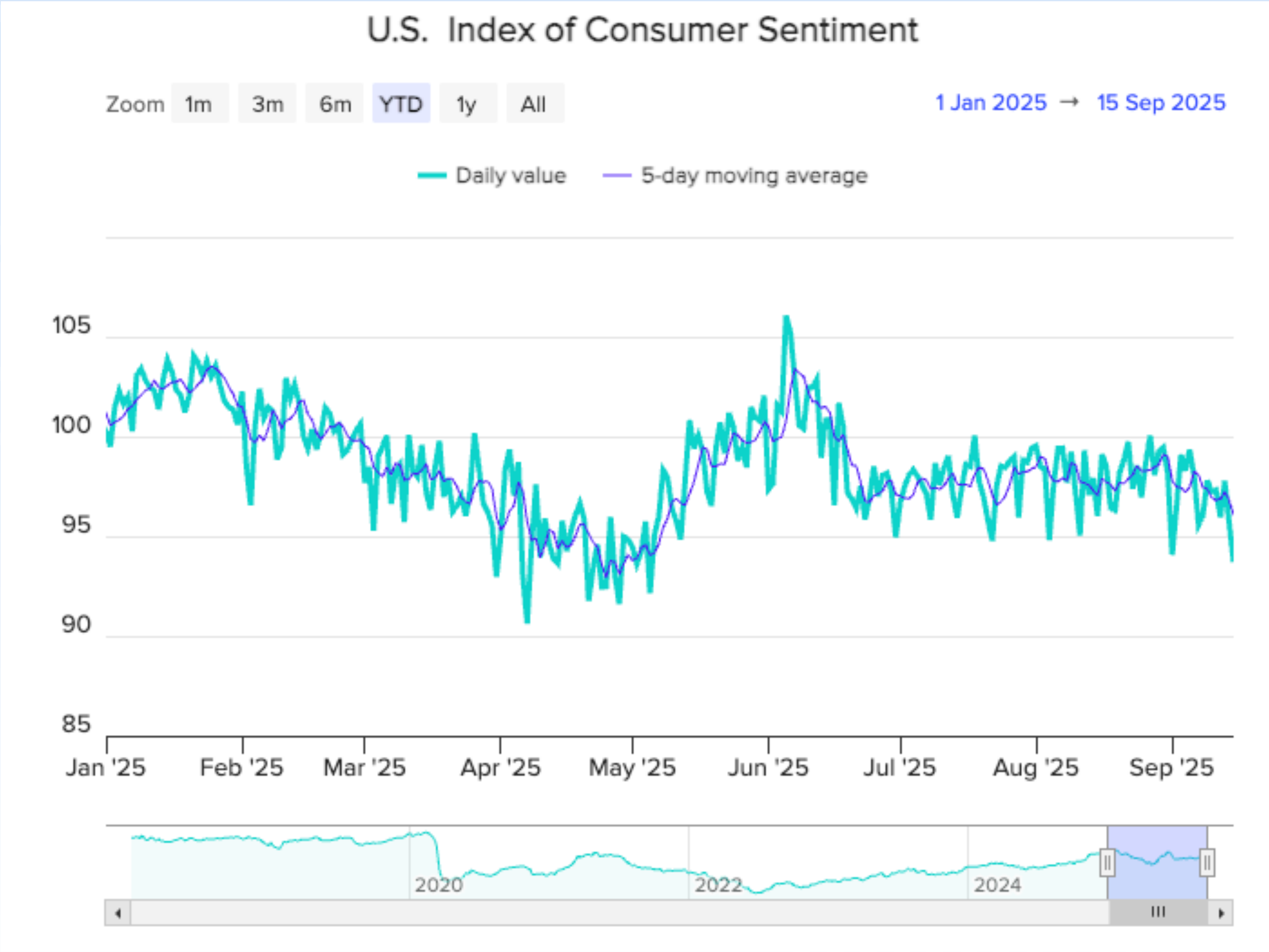
13 U.S. Energy Information Administration [www.eia.gov/todayinenergy/detail.php?id=64384](http://www.eia.gov/todayinenergy/detail.php?id=64384).



# Consumer Sentiment

## Morning Consult

9-15-25







Many homeowners spontaneously cite adding insulation (alongside LED lighting and thermostat adjustments) as one of the most familiar actions

Insulation resonates because it connects directly to things homeowners care about: comfort, drafts, and immediate bill savings

HVAC improvements are attractive, emphasizing comfort, bill savings and energy efficiency

n=1500



# WHAT'S KNOWN ABOUT CONSUMER REACTIONS





# Utility Bills Are Rising

An Analysis of How Utility Bills are  
Impacting American Energy Consumers  
and Who Determines Them

APRIL 2025



**Powerlines/Ipsos**  
**Utility Bill Study**  
March 2025

n=1944



## Americans are Stressed About Energy Costs

- **73% concerned bills will increase further this year**
- **63% say bills add to financial stress**
- **76% under \$50k income say bills add to financial stress**
- **Nearly 80 million struggling to pay, often cutting essentials**

Powerlines/Ipsos Utility Bill Study  
March 2025

n=1944



## Consumers Feel Powerless and Confused

- **80% feel powerless to control charges**
- **56% don't believe they understand what drives costs**
- **59% don't think their state protects their interests**
- **60% don't know which agency regulates utilities**

**Powerlines/Ipsos Utility Bill Study**  
March 2025

n=1944



**RISING ENERGY COST PAIN IS THE  
BIGGEST MARKET DRIVER WE'VE HAD IN YEARS  
(*BUT STILL TRICKY*)**





## Messaging Themes

### **Acknowledge stress:**

'We know rising bills are a strain.'

### **Offer control:**

'You can't stop rate hikes — but you can take control.'

### **Simplify:**

'Bills are confusing, but savings don't have to be.'

### **Focus on action:**

'Efficiency is the lever in your hands.'

### **Highlight resilience:**

'Protect your family from unpredictable bills.'

### **Leverage urgency:**

'Act now to save sooner.'





# Heat Pumps

## Emphasis

High tech

High efficiency

Incentives if you've got em

## Challenges

Switch to electric amidst  
rising rates







# Insulation

## Emphasis

Stop energy waste

Common sense energy saver

Emphasize comfort

Low cost fast payback

## Challenges

It's not sexy







# Solar

## Emphasis

Hedge against price spikes  
—long term stability

Independence

Faster payback

Bridges tax credit gap

## Challenges

Tax credit demise



## Capturing Demand

*Inbound*

*Outbound*

## Creating Demand

*PPC*

*Email*

*Local*

*Content*

*SEO*

*FB/Instagram Ads*

*YouTube Ads*

*Connected TV*

*Digital Radio/Podcasts*

*Premium Placement*

*Display Ads*

*Digital Billboards*

*Reddit*



**END**

