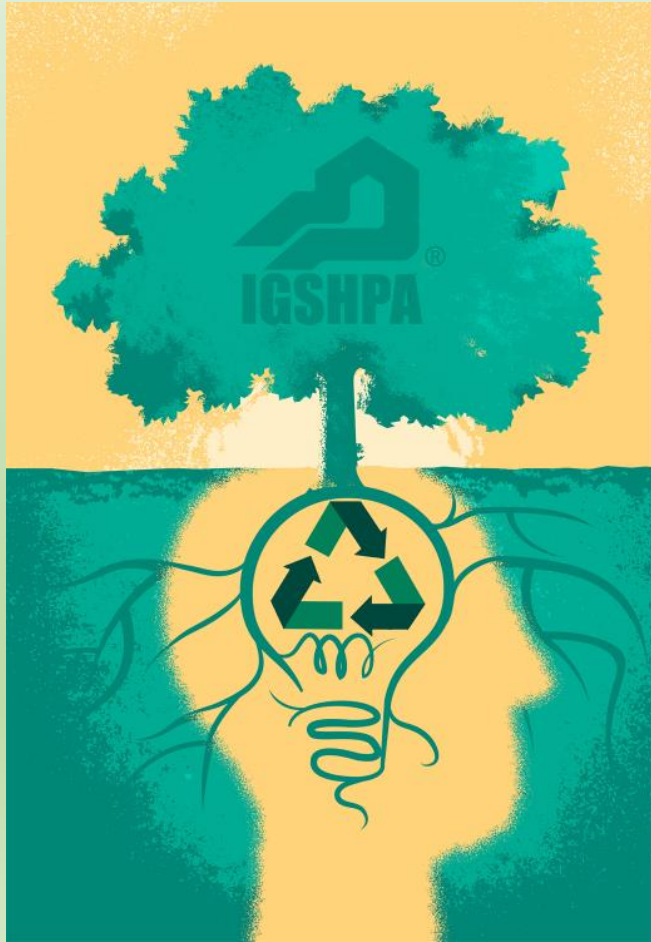


Becoming a Geothermal Powerhouse



Geothermal: The Genius Renewable

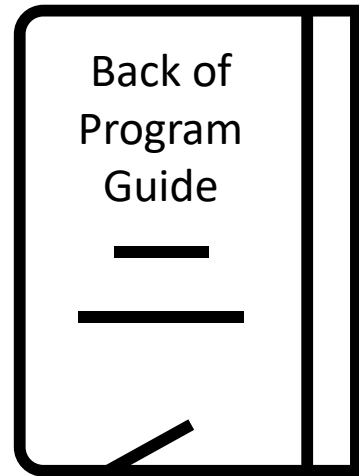
Live at Groundwater
Week in partnership
with NGWA



Las Vegas, NV
December 5-7, 2023

CEUs for this workshop

Be sure to scan the QR for Tuesday, Wednesday, and Thursday workshops to get points towards your IGSHPA certification CEUs



Important Places to Check Out!

2023 Conference Survey

We would like to get your feedback on future conferences. Please use the QR code to the right (for your laptop/desktop, go to <https://igshpa.org/2022conferencesurvey>) to complete a survey to let us know your preferences and suggestions. *Thank you for helping us build the Groundwork for Sustainability!!*



Get CEUs for Your Certification Renewals

Tuesday's Sessions

Scan the QR code to the right. For your laptop/desktop, go to: <https://igshpa.org/2023-conference-CEUs-TU>



Wednesday's Sessions

Scan the QR code to the right. For your laptop/desktop, go to: <https://igshpa.org/2023-conference-CEUs-WE>



Thursday's Sessions

Scan the QR code to the right. For your laptop/desktop, go to: <https://igshpa.org/2023-conference-CEUs-TH>



 **2023 Conference & Expo**
Las Vegas, Nevada

Six P's

- Prioritize
- Partnering
- Prepare
- Practice
- Promote
- Present

Dallin H. Oaks

“Desires dictate our priorities,
Priorities shape our choices,
And choices determine our actions.”

Prioritize

- Be an excited Geo Champion
- Choose to commit
- Act on the necessary steps
- To be a Powerhouse you have to be all in

Partnering

- Supplier / Manufacturer
- Community – Building loyalty to your brand
- Associations – Builders, Chamber of Commerce
- Trade Relationships – share referrals
 - Electrical
 - Excavation
 - Drillers
 - Energy Auditors / Home Inspectors
 - Insulators
 - Other HVAC Contractors – be a Mentor
 - Realtors

Annual Conference, December 5 - 7, 2023 – Las Vegas, NV



Prepare

- Training – Product knowledge, Design, Sales, Installation, Service
- ***All education comes at a cost, it's up to you if you pay for it upfront or you pay for it through the job training.***
- Investing in knowledge will lead to better profitability, better customer experiences, and a shorter learning curve and a more positive experience with the technology.
- Develop your “Why Geothermal” message and make sure all of your staff understand and can deliver this message consistently

Practice

- Practice what you preach – Install a system in your own home first
- Encourage and incentivize employees to do the same
- Learn in the comfort of you home not under the watchful eyes of a customer
- Being able to tell perspective customers you have Geothermal speaks volumes.

Promote

- Maximize free marketing
 - Company Website – Feature Geothermal don't bury it on page 6
 - Company Social Media Accounts – Remember our kids are now buying homes
 - Create or update your Google Business page and claim your business on Google maps.
 - LinkedIn for Business to Business connections
 - Share content from other non competing businesses
 - Market your installations – Job site photos, spotlight special projects, promote the average job not just the big ones
 - Market your people, Company culture, Community events
 - Be the local source for information through your social media accounts
 - Promote your partners and ask them to do the same

According to Mobal.io
(Leading AI powered local marketing software)

- 78% of Consumers use the internet to find info about a local business more than once a week
- 75% don't scroll past the first page of search results
- 50% of 'near me' searches result in a physical store visit
- Over 60% of searchers will disregard a business if they can't find it online
- 86% of consumers use Google Maps to find a local business

Simple Low Cost Marketing

- Add photos of installs to Social Media accounts
- Yard signs
- Vehicle graphics – Be Generic – Add Geothermal or Ground Source Heat Pumps to the side of the vans and trucks
- Realtor Education
- Architect Lunch and Learns
- Service call leave behinds
- Tap tag for soliciting online reviews

Present

- Educate first – our job is to tell what’s possible the customer will decide what is practical
- Break the ice and tell them about geothermal. “If.....”
- Avoid the “Why didn’t you tell me about ...” call
- Emergency changeouts don’t eliminate geothermal as an option

Make it affordable

- Accurate sizing and pricing – avoid rules of thumb
- Understand your profitability and what you truly need to do the job
- Breakdown items that are truly optional
 - Extended warranty
 - Desuperheaters
 - IAQ products
 - Offer entry level equipment options not just the high-end models

Financing is the key

- Statistics provided by Enerbank – 600 homeowners / 436 contractors
 - 37% of homeowners don't know how they'll pay for a project until after they have spoken to a contractor
 - 61% of homeowners use contractor for financing
 - 41% of homeowners underestimate their project cost before meeting with contractors
 - 32% say the interest rate is most important factor of a loan
 - There is a 76% increase in close rates when you offer a choice of SAC and low interest loans
 - 44% increase in the project size when homeowners finance

- Offering in house financing helps you retain control of the sale
- Uncertain economic times can drive consumers to retain cash
- Using "net cost" messaging can help homeowners understand and value the efficiency upgrades.
- Example
 - Monthly payment \$250 – Monthly Savings \$100 = Net cost \$150
 - 40% of the monthly payment is covered by your reduced energy bill

Do you want to be a Geothermal
powerhouse?

Make it a Priority !