How to Grow Your Retrofit Business

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Dr. Energy Saver
ANTITRUST POLICY STATEMENT FOR SPRAY POLYURETHANE FOAM ALLIANCE MEETINGS

• It is and shall remain the policy of the Spray Polyurethane Foam Alliance (“SPFA”), and it is the continuing responsibility of every SPFA member company, SPFA meeting or event participant, as well as SPFA staff and leadership to comply in all respects with federal and state antitrust laws. No activity or discussion at any SPFA meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to (1) raise, lower or stabilize prices; (2) regulate production; (3) allocate markets; (4) encourage boycotts; (5) foster unfair or deceptive trade practices; (6) assist in monopolization; or (7) in any way violate or give the appearance of violating federal or state antitrust laws.

• Any concerns or questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at SPFA meetings should be promptly brought to the attention of SPFA’s Executive Director and/or its legal counsel.
Our Purpose Today:

1. The Retrofit Opportunity
2. Define Retrofit Work
3. Critical Success Factors
Who Is Dr. Energy Saver?

#1

100+

25,000 Homes

100,000 By 2020!
Why the Retrofit Market?

80 Million Homes!

½ @ $8,000 Each

$320 Billion!
Why the Retrofit Market?

Competition

Getting Paid

Grow or Die!
“Home Performance”
Critical Success Factors

- Service
- Internet
- Design
- Marketing
- Strategy
- Branding
- Research
- Advertising
- Product
Saving Energy?

Saving Money?

Comfort?
INTERNET MARKETING

Are You Paying For Services or Leads?

THE TREEHOUSE

240,000 Leads
Critical Success Factors
Repeatable + Scalable!
Critical Success Factors
Problems + Solutions = $$
What Does Retrofit Offer?

HUGE “Blue Ocean” Market

Differentiation

$ PROFIT $
For More Information: Booth 419

Thanks!

Questions?