



4.0 Benefits and Opportunities of a Whole-Home Retrofit Approach

by HPSC Admin

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4.0 Benefits and Opportunities of a Whole-Home Retrofit Approach

Learning Objective

- Learn how to uncover the specific desires, motivations, and needs of your customers, connect them to HAAS benefits, and communicate them in consumer-friendly language.

Overview

There is a growing opportunity for contractors to reshape their sales process to better communicate that 'energy retrofits' are 'home energy improvement solutions.' Contractors can better influence buying decisions by clearly explaining, in easy-to-understand language, how their products and services meet their clients' specific needs and motivations. When retrofitted with a HAAS approach, the same characteristics that make a home energy efficient also make it:



MORE COMFORTABLE



HEALTHIER & SAFER



QUIETER



MORE AFFORDABLE TO OPERATE



**A GOOD INVESTMENT THAT
IMPROVES RESALE VALUE**



**CLIMATE-FRIENDLY
(SMALLER ENVIRONMENTAL FOOTPRINT)**



MORE DURABLE

4.1 Understanding Household Goals and Motivations

Many homeowners say they would renovate their homes to save money on energy bills, but they are seldom motivated to invest. Why? Often homeowners:

- Think their house is already efficient.
- Don't believe the energy savings claims.
- Are uncertain about what energy retrofit options exist.
- Don't understand the technical terms you are using to sell your products.
- Prioritize other purchases they want to make to improve their lives.
- Don't understand that some of the issues they have in their home are actually home energy efficiency issues.
- Don't understand the full value and benefits of an energy efficient home.

Ask questions that help your clients think about their personal or household goals and motivations for improving their home. Some common goals and motivations include:

- Improving home comfort
- Saving money on energy bills
- Taking advantage of limited time rebates
- Having a quieter home
- Improving indoor air quality
- Making a smart investment or enhancing home 'curb appeal'
- Renovating an unfinished basement space for a rental suite or family use
- Improving home value
- Preserving heritage or character defining elements of home
- Improving the durability of the home and the costs of future home maintenance or repair

- Reducing [greenhouse gas](#) emissions from household energy use

By learning about your clients' goals and motivations, you are able provide home energy improvement solutions that have other home and life benefits that, for most homeowners, are more important than saving money on energy bills.

4.2 Identifying Home Energy Related Issues & Concerns

Often homeowners will not understand that common home issues can be fixed with home energy improvement solutions. Ask questions to identify if there are any home issues or concerns that could be solved by purchasing your product or service. Some related common home issues include:

- Are energy bills too high?
- Are areas of the home too cold in the winter?
- Is the house too warm in the summer?
- Is it too hot to sleep at night?
- Are there issues with condensation/moisture or mould on windows?
- Is noise from outside an issue inside your home (from vehicles or neighbours)?
- Does your heating system provide consistent heating to all areas of the home?
- Are there issues with drafts?
- When your heating system operates is it too loud?
- Is your heating system starting up frequently?
- Are there issues with mould, mildew or musty odours in the home?
- Are you concerned with the safety of combustion appliances or heating systems?
- Are you concerned about indoor air quality (e.g., allergies, respiratory issues, wildfire smoke, etc)?
- Is your space or water heating system near end of life?
- Is your home durable and protected from the weather?

4.3 Speaking the Homeowner's Language

After asking about motivations and potential issues with the home you will have a much better understanding of how to explain the full value of home energy improvement solution bundles. Every home energy improvement product or service can have multiple co-benefits. Homeowners may ask for a single upgrade, not realizing that the upgrade on its own will not solve their concerns or deliver on their desires. Your job is to clearly understand your clients' needs and motivations and then honestly describe, in easily understood language, the full home and life improving benefits of your proposed solution(s).

Watch this video clip of Gord Cooke, President of [Building Knowledge Canada](#), explaining how to speak the homeowner's language.

[Go to video file](#)

A visual/descriptive example for ventilation specifying features of an HRV, advantages & benefits. "Focus on emotion" was another topic highlighted within the video. Gord suggested that people buy on emotions & justify on facts, through logical left and emotional right ways of thinking.

Interested in watching the rest of Gord's presentation? It is available on the [HPSC's Hub](#).

Table 3 summarizes some lessons on selling benefits of a HAAS approach to upgrades in consumer-friendly language.

Table 3 Selling HAAS Retrofits

Benefits to Home Upgrades "Think"	Speak the Homeowner's Language "Say"	Recommend these Whole-Home Approach Bundles "Do"	Respond to Homeowner Questions "Know Why"
Improved comfort (house too hot/cold, drafty)	<ul style="list-style-type: none"> • No more sweaty, sleepless, nights in the summer • Cozy family rooms • A truly livable basement 	<ul style="list-style-type: none"> • Air sealing • Insulation upgrades • Window and door replacements • High-efficiency heating and/or air conditioning system • Improve ventilation (e.g., bathrooms/kitchen fans, heat ventilation recovery system) 	<ul style="list-style-type: none"> • Air sealing, insulation, and high-efficiency windows: reduces warm air from leaking out or into the home reducing, drafts and cold spots and providing consistent temperatures • High-efficiency heating and/or air conditioning system: smarter technology means more responsive adjustments for consistent temperatures • Improved ventilation: more even temperatures through improved air circulation and fresher air
Quieter home (reduced outdoor or mechanical system noise)	<ul style="list-style-type: none"> • Don't have to turn up the TV when the furnace is on • Sleep in Saturday morning • Reduce noise from road traffic • Hear the neighbour's dog bark less 	<ul style="list-style-type: none"> • Air sealing • Insulation • Window and door replacements • Heating system upgrade 	<ul style="list-style-type: none"> • Air sealing: fills in gaps and cracks where noise can easily pass through • Insulation: higher levels of insulation reduces noise transfer between walls • Window and door replacements: additional layers of glass and modern technology provide higher levels of insulation from sound • Energy efficient heating systems operate quieter

Improve indoor air quality	<ul style="list-style-type: none"> • Breathe easy! • A safe basement playroom • A healthy home • Less time spent dusting 	<ul style="list-style-type: none"> • Air sealing • Improved ventilation: upgrade ventilation fans and add a 'fresh air machine' by installing a heat recovery, or energy recovery, ventilation system 	<ul style="list-style-type: none"> • Air sealing: prevents pollutants, dust, and insects from entering into the living space due to the elimination of the gaps and cracks • Improved ventilation: stale air and pollutants are exhausted out of the home and replaced by a continuous supply of fresh air; some systems (in combination with heating/cooling) provide air filtration and humidity control that helps rid the home of indoor pollutants, dust, pollen and other allergens
Reduce GHG emissions from household energy use	<ul style="list-style-type: none"> • A smart investment, homebuyers want more efficient homes • A responsible choice • A better future for your family/kids/grandkids • Your personal contribution to addressing global climate change 	<ul style="list-style-type: none"> • Air sealing • Insulation upgrades • Climate-friendly heating system (e.g. air source heat pump) • Window and door replacements • Heat Recovery Ventilator (HRV) 	<ul style="list-style-type: none"> • Air sealing, insulation, and energy efficient windows: reduce heat loss meaning less energy is needed to heat the home, resulting in a smaller carbon footprint • Energy efficient heating/cooling systems: reduce energy use by operating more efficiency and/or operate on cleaner fuel sources, resulting in a smaller carbon footprint • Heat Recovery Ventilator (HRV): recovers heat normally lost through conventional ventilation systems, reducing energy costs and lowering the carbon footprint
Improve home value	<ul style="list-style-type: none"> • A smart investment • A truly livable basement • Spend less time and money maintaining your house while still retaining its value • Make your home last longer • Reducing maintenance costs 	<ul style="list-style-type: none"> • Window and door replacements • Heating system Upgrades • Insulation Upgrades • Air sealing 	<ul style="list-style-type: none"> • High-efficiency windows: furniture, flooring, and art is protected from harmful UV radiation; improves the home's aesthetics and curb-appeal • Heating system and insulation upgrades: future-proofing for selling the home • Air sealing and insulation: reduce risk of moisture damage (mould, rot) in home

Energy bill savings

- A smart investment
- Saved money in your pocket

- Air sealing
- Insulation upgrades
- High-efficiency heating system
- Window and door replacements
- Heat Recovery Ventilator (HRV)

- Air sealing, insulation, high-efficiency window and door replacements: reduces warm air from leaking or radiating in or out of the home meaning there is less energy waste and, therefore, lower energy bills; this also allows for the use of a smaller and more efficient heating/cooling system which will lower energy bills
- High-efficiency heating system: reduce energy use by operating more efficiency which will lower energy bills
- Heat Recovery Ventilator (HRV): recovers heat normally lost through conventional ventilation systems, reducing energy costs

Address the Money Question

Concerned about "the money question" when it comes to recommending multiple projects and services to your customers? Gord Cooke offers further insights on this.

[Go to video file](#)

Customers may ask the money question because "they don't know what else to ask", Gord Cooke says. He said, "60% of the time, customers raise the money question it's the logical side of the brain entering entering the conversation as the emotional side has already bought it". It's important to demonstrate the value first then break down the price using energy & incentive in the Sales Plan.

Additionally, creating a reciprocal referral network can help you connect with fellow tradespeople and share leads. Let's explore what that could look like in Section 5 up next.