



# Local contractors boost their businesses with Home Performance with ENERGY STAR®

## CASE STUDY



APARTMENT & CONDO  
EFFICIENCY SERVICES



ENERGY STAR  
PRODUCTS



HOME PERFORMANCE  
WITH ENERGY STAR



WISCONSIN  
ENERGY STAR HOMES



EFFICIENT HEATING  
& COOLING

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With energy costs on the rise and consumer interest in “green” solutions at an all-time high, today’s contractors have a great opportunity to grow their businesses by offering energy efficient products and services.

The Home Performance with ENERGY STAR Program gives contractors the tools they need to tap into the growing demand for energy efficient home upgrades, improve customer satisfaction and increase their bottom lines.

Two contractors that are leveraging their partnership with the Home Performance with ENERGY STAR Program to gain a competitive advantage in a demanding market are Schnaare’s Heating, Air Conditioning and Insulation in Kenosha, and Professional Heating and Cooling in Sheboygan.

### SCHNAARE’S HEATING, AIR CONDITIONING AND INSULATION

*“Our customers get to see in black and white that the work is paying off—a payback is in sight. This gives us a huge advantage over our competitors.”*

—Jason Schnaare, Schnaare’s Heating, Air Conditioning and Insulation

In business since 1984, Schnaare’s Heating, Air Conditioning and Insulation partnered with Home Performance with ENERGY STAR in 2002. Jason Schnaare, the company’s president, says the program’s financial incentives, training opportunities and post-test evaluations give his business a competitive advantage.

“We were already selling high-end energy efficient products,” said Schnaare. “However, when we partnered with Home Performance with ENERGY STAR, we were able to offer our customers Cash-Back Rewards. This made it a lot easier for them to purchase the systems from us.”



Schnaare received special training from the Home Performance with ENERGY STAR Program to help his staff learn how to approach the home as a system. Continued educational opportunities keep his employees up to date on ENERGY STAR standards, techniques and processes.

As a qualified contractor partner, Schnaare is able to offer home energy evaluations to his customers before doing any work. Once the evaluation is complete and Schnaare has made the necessary improvements, he performs a post-test to make sure the work was effective.

“Offering a home energy evaluation before we do the work makes our customer more comfortable with the investment, and the post-test solidifies their decision,” said Schnaare. “Our customers get to see in black and white that the work is paying off—a payback is in sight. This gives us a huge advantage over our competitors.”

“I’m getting business from my competitors who charge half as much because the customer knows I’ll do the job right,” concluded Schnaare.



**focus on energy™**

*The power is within you.*

## Contractors partnering with Home Performance with ENERGY STAR enjoy many benefits:

- Affiliation with the ENERGY STAR brand
- Third-party endorsement of your work
- Education and training opportunities
- Ability to offer Cash-Back Rewards
- Access to state-of-the-art diagnostic and testing equipment
- Marketing support and materials, and more



### PROFESSIONAL HEATING AND COOLING

*“The combination of financial incentives and the detailed report on the effectiveness and payback period of the improvements has given our customers peace of mind that we have their best interest at heart.”*

*—Werner Binkowsky Sr.,  
Professional Heating and Cooling*

Werner Binkowsky Sr. started his family-owned business, Professional Heating and Cooling, in 1975. As a heating and air conditioning contractor, Binkowsky has many years of experience with HVAC systems; however, he added air sealing and insulation to his list of services about three years ago.

“We realized that many insulation companies weren’t offering air sealing when they added insulation to the homes,” said Binkowsky. “We know air sealing is crucial when it comes to the efficiency of furnaces and air conditioners, especially for existing homes, so we decided to offer not only HVAC system installation, but insulation and air sealing as well. Our customers appreciate being able to get everything from one place.”

That’s when Binkowsky contacted the Home Performance with ENERGY STAR Program. He learned that the program could teach him and his team to approach the home as a system. Today, his company continues to take advantage of training and educational opportunities offered by the program. “It’s much more than sticking a box in the basement,” said Binkowsky.

As a trade partner with the Program, Binkowsky is able to offer homeowners who approach him directly the assurance that his staff is taking the entire house into consideration before making recommendations.

According to Binkowsky, the pre- and post-testing performed by a consultant partnering with Home Performance with ENERGY STAR is a strong selling point that helps him attract customers—and it’s something his competitors can’t offer. Another advantage his business enjoys is the ability to offer financial incentives and Cash-Back Rewards.

“The combination of financial incentives and the detailed report on the effectiveness and payback period of the improvements has given our customers peace of mind that we have their best interest at heart,” explained Binkowsky. “Even in the rare instance when the post-test indicates more work needs to be done, all parties are happy because we know the job is being done right—customers know we are committed to their project.”

### BECOME A PARTNER. GROW YOUR BUSINESS.

As a consultant partnering with Home Performance with ENERGY STAR, you’ll help homeowners identify energy efficiency problems and provide them practical solutions that produce tangible results verified by professional testing. To find out more about the benefits of partnering with Home Performance with ENERGY STAR, call Focus on Energy today.

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