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Local Business Finds Success with Focus on Energy Partnership

- Business gains a competitive advantage with special training and third party endorsement -

KENOSHA, Wis. – Last year more than 2,000 Wisconsin homeowners had an energy evaluation through Focus on Energy’s Home Performance with ENERGY STAR® Program; with the cost of energy on the rise, this interest in energy efficiency is no surprise. While more and more homeowners are looking to improve the energy efficiency of their homes, local businesses can gain the attention of these prospective customers by partnering with the Home Performance with ENERGY STAR Program.

One business owner who is leveraging his partnership with the Home Performance with ENERGY STAR Program to gain a competitive advantage in a demanding market is Jason Schnaare, president of Schnaare’s Heating, Air Conditioning and Insulation in Kenosha, Wis.

Schnaare’s Heating, Air Conditioning and Insulation

Schnaare’s Heating, Air Conditioning and Insulation has been in business since 1984; however, it wasn’t until Schnaare started running the company for his father in 2002 that he began his partnership with Focus on Energy.

“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.”

According to Schnaare, when he’d install a new furnace in someone’s house he was recommending the amount of insulation needed and would then pass that business on to another contractor. Instead of missing out on that business, Schnaare decided to add insulation to his list of services in 2006.

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To get started, Schnaare received special training from the Home Performance with ENERGY STAR Program to help his company 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 he does any work. Once the evaluation is done, and Schnaare has done the necessary work, he does 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,” continued 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.”

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

Opportunities for other Businesses

Home Performance with ENERGY STAR is an energy efficiency program resulting from a collaboration between the nationally recognized ENERGY STAR program and Focus on Energy, Wisconsin’s energy efficiency and renewable energy initiative. The program is designed to provide owners of existing homes in Wisconsin with a cost effective way to reduce their energy bills and enhance the safety and comfort of their homes.

Because the Home Performance with ENERGY STAR Program provides the homeowner with an objective, third-party pre- and post-work analysis, when businesses add their name to the list of participating contractors, they are demonstrating their:

- **Dedication** to ENERGY STAR-level quality and the very latest testing and installation procedures.
- **Commitment** to giving homeowners more bang for their buck, by encouraging them to have a whole-house energy evaluation before proceeding with projects. This ensures they make targeted improvements that genuinely improve energy efficiency.
- **Value** through standing confidently behind their work by including a post-test. This proves to the homeowner that their work has improved the home’s energy efficiency.

To learn more about participating in the Home Performance with ENERGY STAR Program or to receive program materials, contact Focus on Energy at (800) 762-7077 or visit focusonenergy.com.

About Focus on Energy

Focus on Energy works with eligible Wisconsin residents and businesses to install cost effective energy efficiency and renewable energy projects. Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. Its efforts help Wisconsin residents and businesses manage rising energy costs, promote in-state economic development, protect our environment and control the state's growing demand for electricity and natural gas. For more information call (800) 762-7077 or visit focusonenergy.com.

About the Home Performance with ENERGY STAR Program

Home Performance with ENERGY STAR is one of the Focus on Energy Residential Programs. It is designed to provide owners of existing Wisconsin homes a cost effective way to reduce their energy bills and enhance the safety and comfort of their homes. To participate, a homeowner must have a comprehensive home evaluation and work completed by consultants and contractors partnering with the program. To date more than 4,500 whole house projects have been completed under the Home Performance with ENERGY STAR Program. For information, call (800) 762-7077 or visit focusonenergy.com.

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