



**CARBON  
SMART  
BUILDING  
DAY**

**San Francisco  
September 11, 2018**

**Title  
Sponsor**



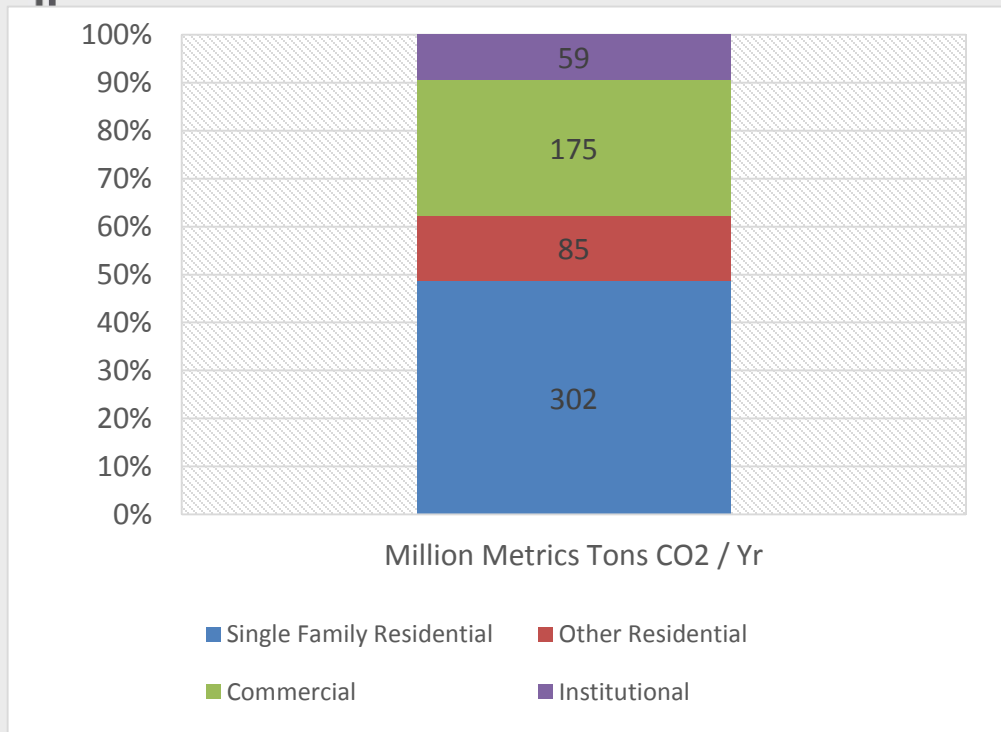
**CARBON  
LIGHTHOUSE**



# **Scaling Residential Efficiency**

**Andy Frank, Sealed**

# Large Potential

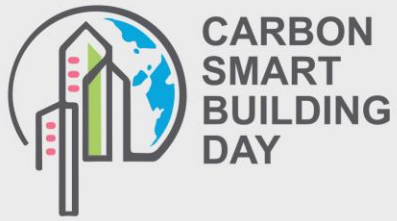


*“Residential energy efficiency represents the largest carbon reduction opportunity we have in the US”*

Source: Rockefeller Foundation, Deutsche Bank

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# We Keep Doing it Wrong

*“Would you like to pay \$5-\$10k for a project with uncertain financial benefits?”*

- Start with an energy audit
- Focus on energy bill savings
- Drive sales with rebates



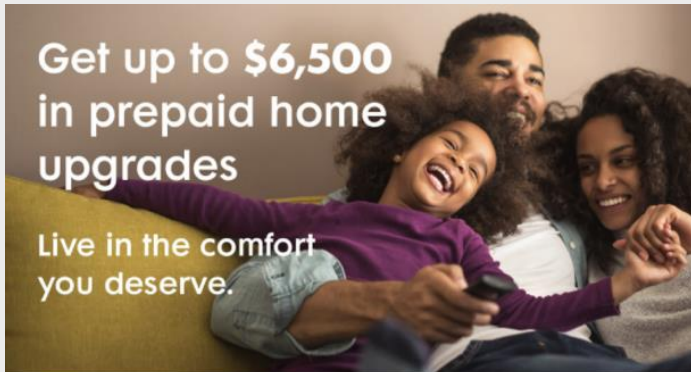
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# There's a Better Way



Get up to \$6,500  
in prepaid home  
upgrades

Live in the comfort  
you deserve.

If your home is cold and drafty in the winter, that's a sign you're wasting energy—and money! Con Edison is partnering with Sealed to offer the HomeAdvance program for qualified customers.



HomeAdvance **pre-pays up to \$6,500** for professionally-installed insulation and smart home technology that keeps you warm in the winter and cool in the summer. **And the money you'll save covers the work, guaranteed.**

Live in the comfort you deserve. Start with a FREE home profile.

*“Would you like to have a better, more comfortable home at no added cost?”*

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# Potential for Scale

- Pre-pay for home efficiency upgrades
- Guarantee homeowners only pay what they actually save
- Turn a \$5-\$10k decision into <\$2k decision

2-3x  
Marketing  
Response  
Rates

25% Close  
Rate...Over  
the Phone

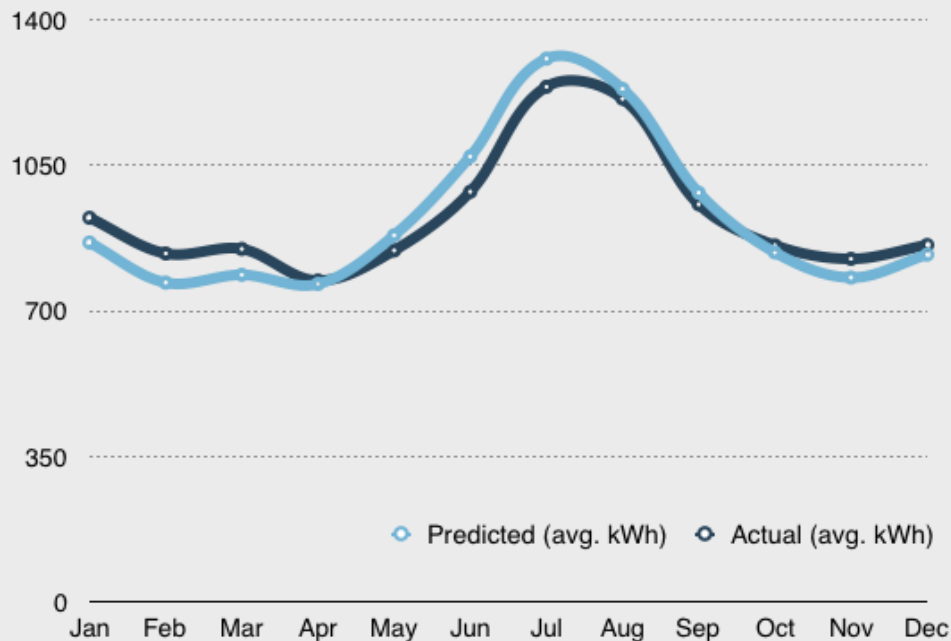
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# Data is Paramount

Predicted vs. actual electricity usage (kWh)



- Large, high quality data sets to underwrite energy savings
- Simple process to gather energy usage data from homeowners
- Mandatory disclosures of energy usage and costs as part of home buying process

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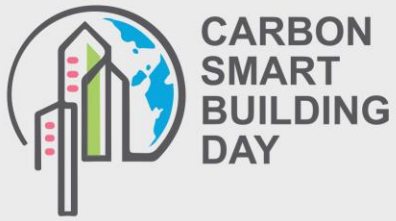
# EE is a Resource NOT a Subsidy

- State regulators must treat energy efficiency as a resource not a subsidy
- Utility investment in energy efficiency should be seen as part of the market not outside of it
- Utilities can also leverage their brand and customer reach to accelerate the market



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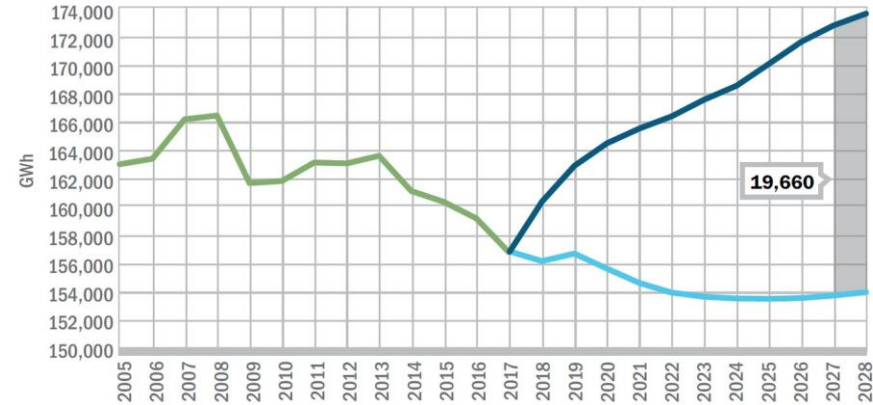
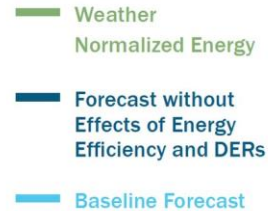




# We Can Reverse the Curve!

*“Energy efficiency can not only eliminate the need for new power plants, but it can eliminate the need for many existing power plants.”*

Figure 3:  
Electric Energy Usage  
Trends and Forecast in  
New York State: 2005-2028



Source: NYISO

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*“A world where we do more,  
and live better, while using  
less.”*

**Thank You**

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