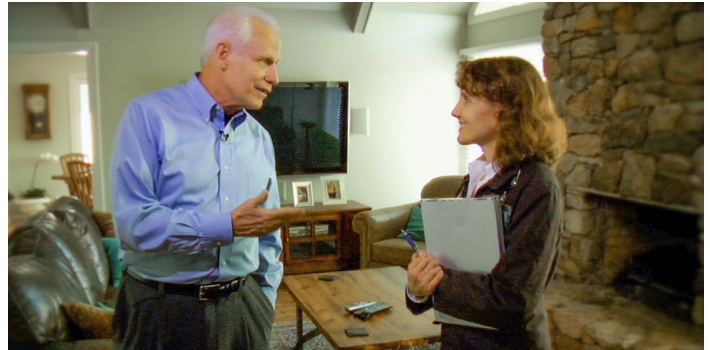


The Better Buildings Residential Network hosts a series of Peer Exchange Calls that connect energy efficiency programs and partners to share best practices and learn from one another to increase the number of homes that are energy efficient. Following are lessons learned shared by members during Peer Exchange Calls held during Summer 2015, demonstrating that “timing is everything” when it comes to getting homeowners to undertake energy efficiency upgrades. Follow the links below to view full summaries of each call, and visit the [Residential Network website](#) to view a schedule of upcoming Peer Exchange Calls.



Energy advisors in Boulder, Colorado’s EnergySmart program encourage homeowners to undertake upgrades at key milestones.

Combine Energy Upgrades With Home Maintenance

- ▶ Combining energy efficiency upgrades with routine remodeling work (e.g., installing insulation when re-siding a home) offers an opportunity to leverage maintenance work already taking place. [Building Media, Inc.’s](#) Reside Tight Program in New Jersey used home re-siding projects as avenues for contractors to provide air sealing services. In 15 homes tested, air sealing in combination with new siding reduced energy use 17% to 38%.
 - > [“Shark Tank: Residential Energy Efficiency Edition,”](#) June 11, 2015

Synchronize Social Media Posts to Popular Times

- ▶ Timing is important when engaging on social media. Followers may be more engaged during a particular part of the day, week, or year, so posting to engage at these times will have the most impact. The City of Columbia, Missouri’s [CoMo Energy Challenge](#) found that followers were most active during lunchtime and at 10:00 p.m. By timing posts at these peak hours, the organization increased its social media following 10% to 15%.
 - > [“Social Media and Messages That Matter: Top Tips and Tools,”](#) July 9, 2015

Identify Other Home Improvement Interests

- ▶ Timing home energy upgrades to occur when homeowners have other areas of interest on the brain can be a savvy business model. Through online applications and surveys, programs can identify customers’ primary and secondary interests, then suggest contractors that best meet their needs. Contractors can introduce home performance upgrades while evaluating homes for other measures.
 - > [“Think Again! Home Performance Business Models and Service Offerings,”](#) July 23, 2015

Split Upgrades Into Multiple Steps

- ▶ Rather than promoting a range of whole home upgrade measures at once, approach the house like a car and spread suggestions over time, the same way a car owner replaces parts after a certain number of miles. By reengaging homeowners over time, contractors can identify additional opportunities for energy savings and upgrade measures. Boulder County, Colorado’s [EnergySmart](#) program program targets homeowners during different points of the homeowner lifecycle (e.g., home purchase, home maintenance, home sale) to introduce new upgrade measures at different milestones.
 - > [“Staged Upgrades: Homeowner-Focused Strategies for Encouraging Energy Upgrades Over Time,”](#) August 20, 2015
 - > [“Staged Upgrades as a Strategy for Residential Energy Efficiency,”](#) June 18, 2015

Explore the Better Buildings Residential Program [Solution Center](#) for more information on these topics and other resources.

Peer Exchange Calls take place on Thursdays from 1:00 to 2:30 p.m. Eastern. The schedule is announced on the [Better Buildings Residential Network website](#) and in the [Better Buildings Network View newsletter](#).

Topics include:

- ▶ Contractor Engagement and Workforce Development
- ▶ Evaluation and Data Collection
- ▶ Financing
- ▶ Market Position and Business Models
- ▶ Marketing and Outreach
- ▶ Program Design and Customer Experience

*DOE shares the items above as information, rather than endorsement.