The Energy Advisor Model: Lessons Learned

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Why Energy Advisors?

Program Objectives

- Achieve GHG reductions through residential EE
- Serve a full range of households and housing types
- Create a simple, comprehensive program delivery path
- Create new incentives where needed to drive retrofits
- Foster a robust local contractor base
Program Considerations

All Service Energy Advisor Model

Other County & Muni Initiatives

3rd Party Admin
What Makes The Advisor Model Work?

Great Advisors

- Client Intake, Database System Incentives, Contractor Mgmt
- Marketing & Outreach
Ah Ha Moments w/ EnergySmart

✔ The Advisor Drives The Action, Not Rebates
✔ The Advisor Model Is Adaptable
✔ Advising Is Expensive But Effective
✔ 3rd Party Advising Can Be Seen As A Threat To Contractors
✔ Reaching Lower Income And Under-Represented Groups Is Challenging
Thank You

To Learn More About EnergySmart: EnergySmartYes.com

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