



What's motivating consumers to incorporate energy-efficiency in the current real estate markets?

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Lightly Treading: a contractor to Xcel Energy



- 1.1 million residential customers in Colorado
- ~5,100 Audits done since March 2009
- With at least 90% of homes easily saving 25% or more; there is much more to be done.



So, why or why not people taking action?

Reasons for Action:

- Comfort problems -2/3rds of survey respondents in Xcel Energy territory.
- “Unusually” high utility bills –300%+ of typical household
- Local/State rebates and Federal Tax Credits
- Found out about HPwES
- Had an EA now knows what is wrong



So, why or why not people taking action?

Barriers to Action:

- Energy prices too low
- Consumers not knowing the value of the audit; “won’t windows do the trick”
- Confusion around rebates/tax credits
- No appraisal/assessor value added
- Need to have a “team” to get the improvements done.
- Distrust of the construction/insulation industry, due to window and siding heavy push and promises.
- Mess and bother
- Not embracing the “makeover concept”
- Contractor confusion/education, conflicting information



Energy Audit: 1st step

- Auditor as educator: Too few people know auditor they exist
- 89% of people said they wouldn't have acted without the audit
- 72% said they needed help with financing as well as referrals to contractors.





Next Steps?

Action:

- Audits need to be accompanied by
 - 1) contractors,
 - 2) financing,
 - 3) rebate counseling
- Improvements need to be accompanied by post-improvements to earn rebates
- Other?



Questions?

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