



Marketing and Lead Generation for Electrification

Webinar – September 9, 2026



This webinar was developed in partnership with the LEARN Program.

The LEARN Program is a San Diego-based workforce education and training program that has partnered with New Buildings Institute to offer free energy efficiency and electrification webinars. Please visit the LEARN website for more information: www.sandiegolearn.com

Marketing and Lead Generation for Electrification

In today's webinar we'll discuss:

- Marketing strategies that can help businesses grow with an efficiency and electrification focus
- Real-world tips for contractors based on what our panelists have found successful
- The current state of demand among potential clientele
- Case studies for increasing engagement with equitable opportunities



Today's Panelists



Alex Sloan
Electrify My
Home



Peter Troast
Energy Circle



Jennifer González
C+C



MARKETING & LEAD GEN FOR ELECTRIFICATION

A Contractor's Perspective

PRESENTED BY: ALEX SLOAN



5

Electrify My Home – Electrification Pioneers

Our Mission:

*We provide the **most efficient** cost-effective solutions, practice responsible **electrical management**, and **train and influence** others to do the same.*



Cialdini's 7 Principles of Persuasion

Principle	Marketing / Lead Gen Application
1  Reciprocity	Give value first through education, advice, and helpful content.
2  Commitment & Consistency	Guide small next steps that lead to bigger decisions.
3  Social Proof	Use referrals, reviews, and case studies to reduce uncertainty.
4  Authority	Show expertise through process, credentials, and technical knowledge.
5  Liking	People buy from brands and people they know and like.
6  Scarcity	Real deadlines and limited availability can prompt action.
7  Unity	Shared identity and values build stronger trust.



Know Your Customer!



PERSONA A

Mission-Driven Homeowner

Trust + values + community

WHO THEY ARE

65+ Bay Area homeowner
Environmentally motivated and community-oriented
Wants a trusted guide, not a hard sell

WHAT WINS THEM

- ♥ Community presence and referrals
- ♥ Educational, values-based messaging
- ♥ High-touch service and credibility



PERSONA B

Performance-Driven Homeowner

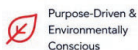
Proof + performance + premium execution

WHO THEY ARE

35–55 Bay Area homeowner
Tech-forward, analytical, and higher income
Wants the best system and proof it was engineered right

WHAT WINS THEM

- ♥ Clear process and proof
- ♥ Technical differentiation
- ♥ Premium design and execution



Purpose-Driven & Environmentally Conscious



Community Oriented & Influential



Thorough Researcher & Detail-Oriented



Seeks Trust, Expertise & Credibility



Long-Term Thinker & Planner



Analytical & Data-Driven



Early Adopter & Forward-Thinking



Values Quality, Trust & Expertise



Efficiency & Time-Conscious

Get Into Your Community





Reciprocity – Give Gifts, Get Gifts



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Stand Out



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Digital: Make The Field Shine!



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Returning To Cialdini’s 7 Principles of Persuasion

Principle	Events	Case Studies	Gifts	Unique Branding	Social Media Field Focus
1  Reciprocity	✓		✓		✓
2  Commitment & Consistency	✓				✓
3  Social Proof	✓	✓			✓
4  Authority	✓	✓		✓	✓
5  Liking	✓		✓	✓	✓
6  Scarcity	✓				✓
7  Unity	✓	✓		✓	✓

Checkmarks indicate strong natural fit; most tactics can support more than one principle when executed intentionally.

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ELECTRIFICATION: THE STATE OF CONSUMER DEMAND IN LATE 2026

Peter Troast, Founder & CEO

San Diego Learn Program
New Buildings Institute

September 8, 2026

Founder/CEO of Energy Circle | peter@energycircle.com | Linked In: Peter Troast

THE LENS I SEE THROUGH

Marketing and lead generation for 350+ high-performance contracting businesses

50 states, Canada, every climate zone · HVAC, home performance, solar, insulation,
auditors and raters, builders, remodelers

350+

CONTRACTING
BUSINESSES

180K+

CALLS ANALYZED
PER YEAR

50M+

SEARCH QUERIES
TRACKED

\$8M+

MANAGED AD
SPEND PER YEAR

A unified view across the full marketing stack — call transcripts, site behavior,
search demand, and paid spend — benchmarked to the high-performance segment.

More successful contractors = more retrofits.

THE
**High
Performance
Edge**
PODCAST



What We'll Discuss

- 1 **Current Economic Conditions & the Impact on Electrification & Heat Pumps**
- 2 **The Emergence of a New (and More Informed) Homeowner: the Rise of AI**
- 3 **Best Practices for Capturing Homeowner Demand**

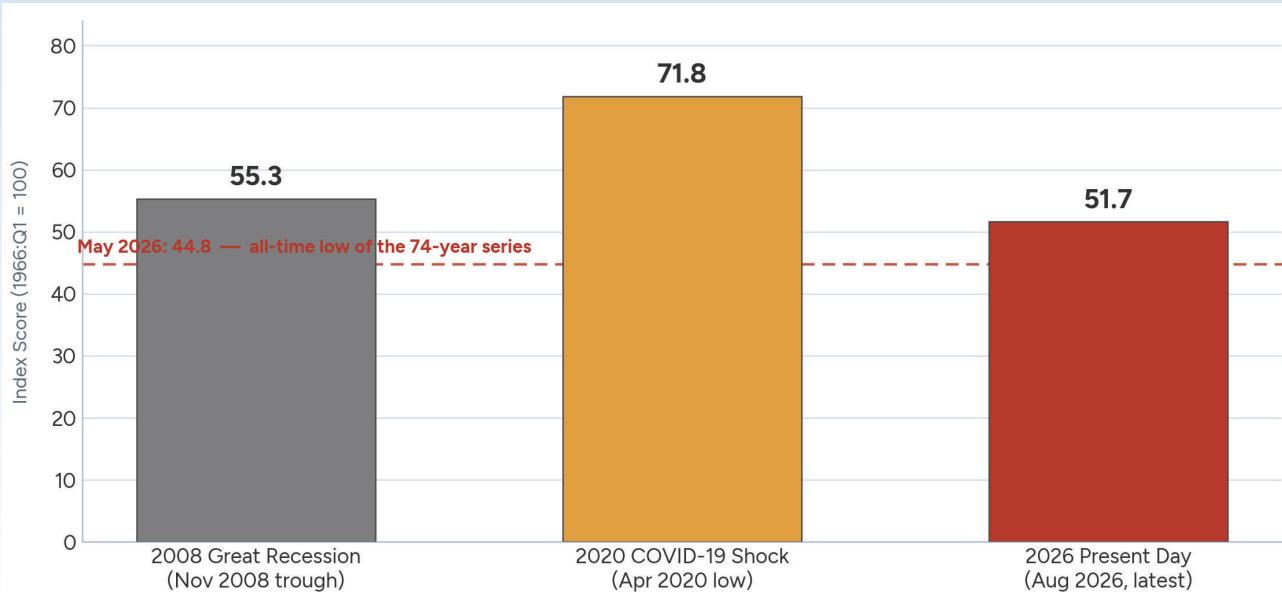


STATE OF THE ECONOMY



Economy & Market Conditions

Univ of Michigan—US Index of Consumer Sentiment

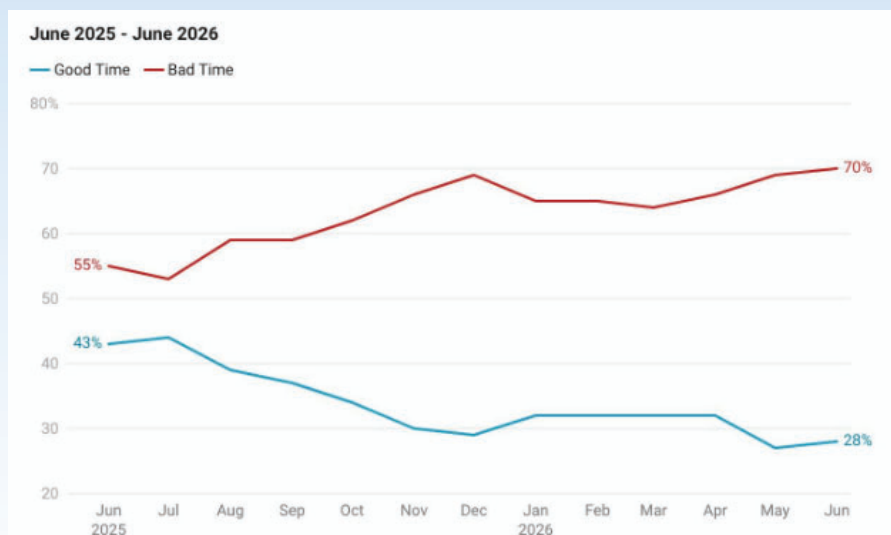


Source: University of Michigan Surveys of Consumers (UMCSENT), final monthly readings. Retrieved September 2026.



Economy & Market Conditions

Univ of Michigan—US Index of Consumer Sentiment

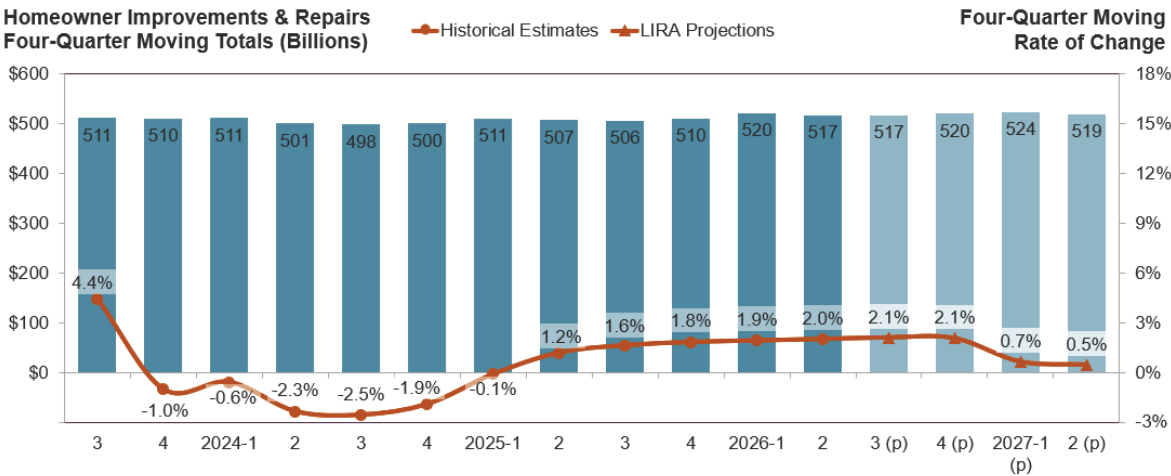


Source: University of Michigan • Created with Datawrapper

"Do you think now is a good time or a bad time for people to buy major household items?"



Leading Indicator of Remodeling Activity – Second Quarter 2026



Notes: Improvements include remodels, replacements, additions, and structural alterations that increase the value of homes. Routine maintenance and repairs preserve the current quality of homes. Historical estimates since 2023 are produced using the LIRA model until American Housing Survey benchmark data become available.

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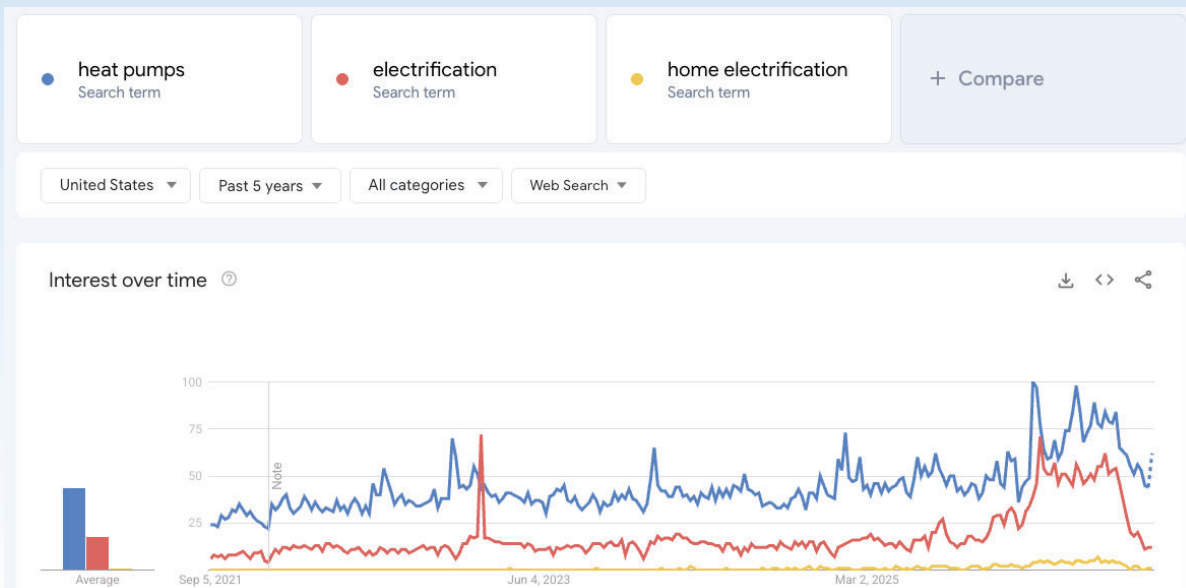
Joint Center for Housing Studies of Harvard University



ELECTRIFICATION DEMAND
(IT'S REALLY ABOUT HEAT PUMPS)



Search Trends Heat Pumps vs Electrification

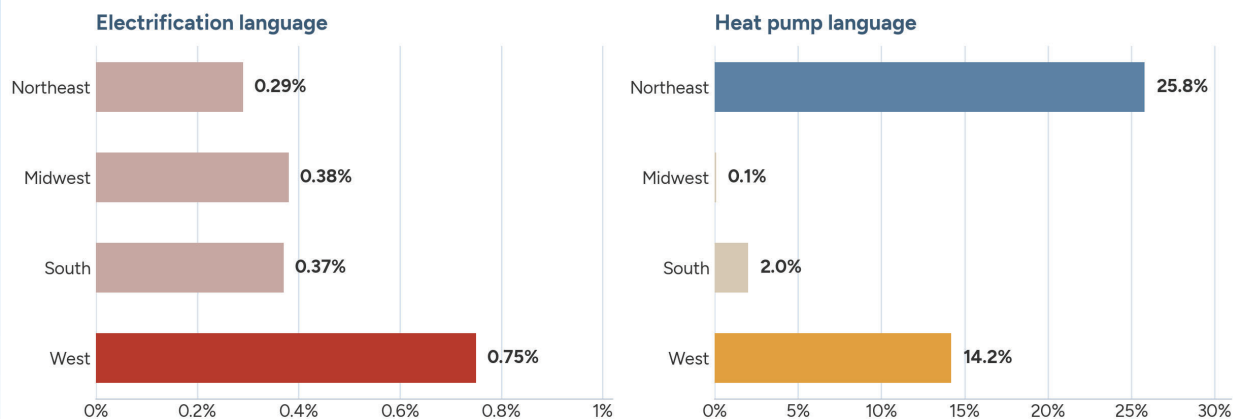


Google Trends, 5 Years, US Data, 9.7.26



Calls to Contractors Language Trends Heat Pumps vs Electrification

The West leads on electrification language — and it is still under 1%



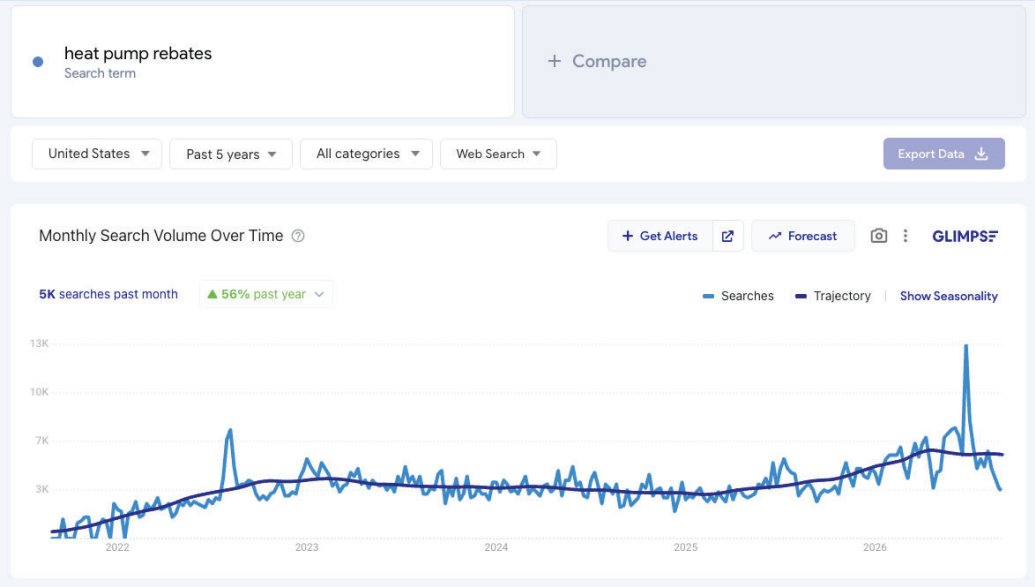
Source: Energy Circle CallRail transcript analysis, 16,753 calls, June–September 2026. West n=1,875 calls (14 electrification mentions). Small counts — directional only.

Energy Circle EC Intelligence, 16K calls, June–Aug 2026



Search Trends

Rebate Volume is Up. Correlation with Economic Conditions



Google Trends, US Data, 9.7.26



THE EMERGENCE OF A NEW,
AND BETTER INFORMED, HOMEOWNER



76%

Of homeowners research extensively
online before hiring a contractor

Modernize Homeowner Insights, n=150,987

AI tools accelerating research depth



Do Homeowners
Understand
Advanced Electric
Heating & Cooling
Technology?

“They Just Don’t Know” Gap

I Feel Warm Air!

I Feel Cold Air!



Top of Funnel

Educational, Exploratory,
Broad Awareness

*Is a heat pump better than a furnace?
Pros and cons of home electrification
Are heat pumps good in San Diego?*

Mid Funnel

Consideration, Comparison,
Project Research

*Heat pump vs. gas furnace cost comparison
CA incentives for heat pumps
Ductless vs. ducted heat pump*

Lower Mid Funnel

Solution Discovery, Planning,
Readiness Signals

*What types of contractors do heat pump installation?
What is a typical price after the rebates?
How do I know if a contractor is good at heat pumps?*

Bottom of Funnel

High Buying Intent,
Transactional,
Ready to Act

*Heat pump installer near me
Request heat pump installation quote
Apply for heat pump rebate in San Diego*



Query to AI:

ChatGPT

Gemini

Claude

Perplexity

*“Give me a list of the
criteria I should consider
when selecting a
contractor to install a
heat pump.”*



Criterion	ChatGPT	Gemini	Claude	Perplexity
Sizing & system design				
Heat-pump-specific experience	✓	✓	✓	✓
Manual J / proper load calculation	✓	✓	✓	✓
Cold-climate / climate-appropriate equipment	✓	✓	✓	✓
Backup heat / balance-point analysis	✓	—	—	—
Ductwork evaluation (Manual D)	✓	✓	✓	—
Electrical / panel capacity assessment	✓	—	—	—
Comfort & zoning plan	✓	—	—	—
Whole-home / building-science mindset	—	—	✓	—
Specific equipment models / matched system	✓	✓	✓	✓
Credentials & compliance				
Licensing & insurance	✓	✓	✓	✓
EPA 608 refrigerant certification	—	✓	✓	—
NATE / manufacturer certifications	—	✓	✓	—
Pulls permits / code compliance	✓	✓	—	✓
Installation & commissioning				
Install detail (line sets, drainage, mounting)	✓	—	✓	—
Commissioning & performance verification	✓	—	✓	—
Old-equipment removal & disposal	✓	—	—	—
Proposal & process				
Detailed, itemized written proposal	✓	✓	✓	✓
Multiple tiered equipment options	—	✓	✓	—
Get multiple bids (2–3 contractors)	—	✓	—	✓
Operating-cost / energy-use estimate	✓	—	—	—
Financial, warranty & reputation				
Rebates, tax credits & incentives	✓	✓	✓	✓
Warranty: parts vs. labor separated	✓	✓	✓	✓
Ongoing maintenance / post-install support	✓	✓	✓	✓
References & reviews (HP-specific)	✓	✓	✓	✓
Communication, responsiveness, no pressure	✓	—	✓	✓
Total (of 25)	20	16	18	13

Criterion	ChatGPT	Gemini	Claude	Perplexity
Sizing & system design				
Heat-pump-specific experience	✓	✓	✓	✓
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Backup heat / balance-point analysis	✓	—	—	—
Ductwork evaluation (Manual D)	✓	✓	✓	—
Electrical / panel capacity assessment	✓	—	—	—
Comfort & zoning plan	✓	—	—	—
Whole-home / building-science mindset	—	—	✓	—
Specific equipment models / matched system	✓	✓	✓	✓
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Licensing & insurance	✓	✓	✓	✓
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Install detail (line sets, drainage, mounting)	✓	—	✓	—
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References & reviews (HP-specific)	✓	✓	✓	✓
Communication, responsiveness, no pressure	✓	—	✓	✓
Total (of 25)	20	16	18	13

BEST PRACTICES FOR CAPTURING HOMEOWNER DEMAND



Target Focus

Right Now:

HEAT PUMPS
HEAT PUMP REBATES

Secondarily:

HOME ELECTRIFICATION



The Electrification
Buyer Super
Simplified

Green & Educated Numerous & Easily Targeted



Global Warming's Six Americas, November 6–14, 2025
Base: 1,146 U.S. adults
Source: Yale Program on Climate Change Communication;
George Mason University Center for Climate Change Communication



Homeowners
Need to Be Shown
the Way:
Offer a Plan

ELECTRIFY MY HOME We Design and Install Heat Pumps The Right Way

Expert Services ▾ Why Electrify? ▾ Rebates and Financing ▾ About Us ▾ Training Programs ▾

NO-VISIT ENERGY ASSESSMENT

Instructions Basic Info Services Your Home HVAC Water Heater Insulation Photos

THREE EASY STEPS

Step 1
Take a few photos of your existing systems. (furnace, water heater, & electrical panels) We'll request these at the end of the form. Can't take photos? No worries, though helpful, we can make do without.

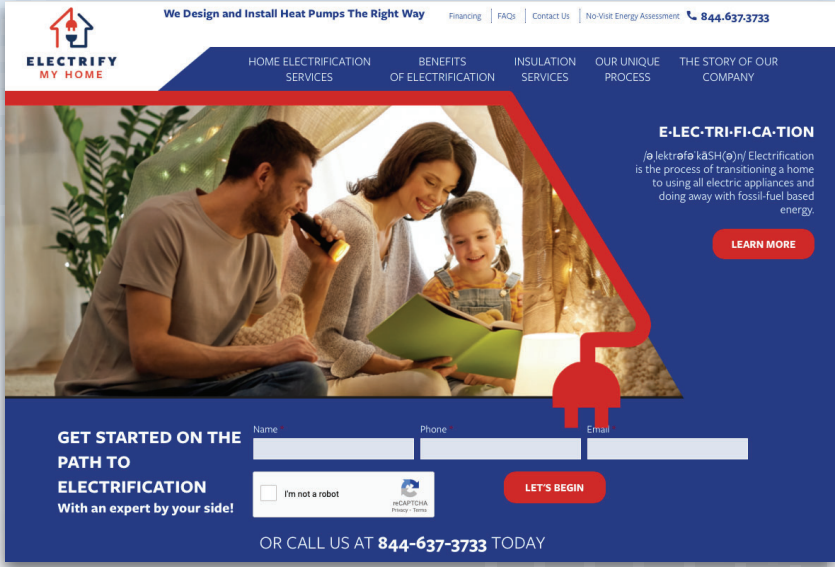
Step 2
Complete the form linked below. On the final screen, you'll have a chance to book your free consultation. This form will take about 8-10 minutes to complete.

Step 3
Meet with one of our engineers, who will design your system and provide a quote.

NEXT [Save and Resume Later](#)



**Strong Market +
Bold Branding =
Success**



The screenshot shows the homepage of 'ELECTRIFY MY HOME'. The header includes the company logo, a tagline 'We Design and Install Heat Pumps The Right Way', and navigation links for Financing, FAQs, Contact Us, No-Visit Energy Assessment, and a phone number 844-637-3733. The main navigation menu lists: HOME ELECTRIFICATION SERVICES, BENEFITS OF ELECTRIFICATION, INSULATION SERVICES, OUR UNIQUE PROCESS, and THE STORY OF OUR COMPANY. The hero section features a family (father, mother, and child) looking at a book, with a red plug icon and a 'LEARN MORE' button. To the right, the text 'E-LEC-TRI-FI-CA-TION' is followed by a definition of electrification and a 'LEARN MORE' button. Below the hero image is a 'GET STARTED ON THE PATH TO ELECTRIFICATION' section with a form for Name, Phone, and Email, a checkbox for 'I'm not a robot', a reCAPTCHA logo, and a 'LET'S BEGIN' button. At the bottom, it says 'OR CALL US AT 844-637-3733 TODAY'.

ELECTRIFY MY HOME

We Design and Install Heat Pumps The Right Way | Financing | FAQs | Contact Us | No-Visit Energy Assessment | 844-637-3733

HOME ELECTRIFICATION SERVICES | BENEFITS OF ELECTRIFICATION | INSULATION SERVICES | OUR UNIQUE PROCESS | THE STORY OF OUR COMPANY

E-LEC-TRI-FI-CA-TION
/əˈlektrəfəˈlæʃ(ə)n/ Electrification is the process of transitioning a home to using all electric appliances and doing away with fossil-fuel based energy.
[LEARN MORE](#)

GET STARTED ON THE PATH TO ELECTRIFICATION
With an expert by your side!

Name Phone Email

☐ I'm not a robot  [LET'S BEGIN](#)

OR CALL US AT 844-637-3733 TODAY



QUESTIONS/COMMENTS?

peter@energycircle.com





Improving Electrification Engagement Among Underserved Audiences: *An Equitable Framework*

SEPT 8, 2026

Jennifer González
SVP, Cultural Strategy, C+C

Information ≠ Engagement

People act when messages feel personally meaningful, culturally resonant, and attainable.





Resource gathering + Building



Creative Mode



Survival Mode



Electrification Landscape

- Most programs are designed for **Creative Mode** customers:
 - **Homeowners** with financial means, decision-making authority, and physical infrastructure to facilitate adoption
- While others are in **Survival Mode**:
 - Low-income households
 - Renters facing landlord restrictions
 - Multifamily buildings without the electrical panel capacity needed
 - Language + trust barriers
 - Not enough certified contractors



Behavioral reality

Under these conditions, **electrification participation** isn't an option. It is limited by access.





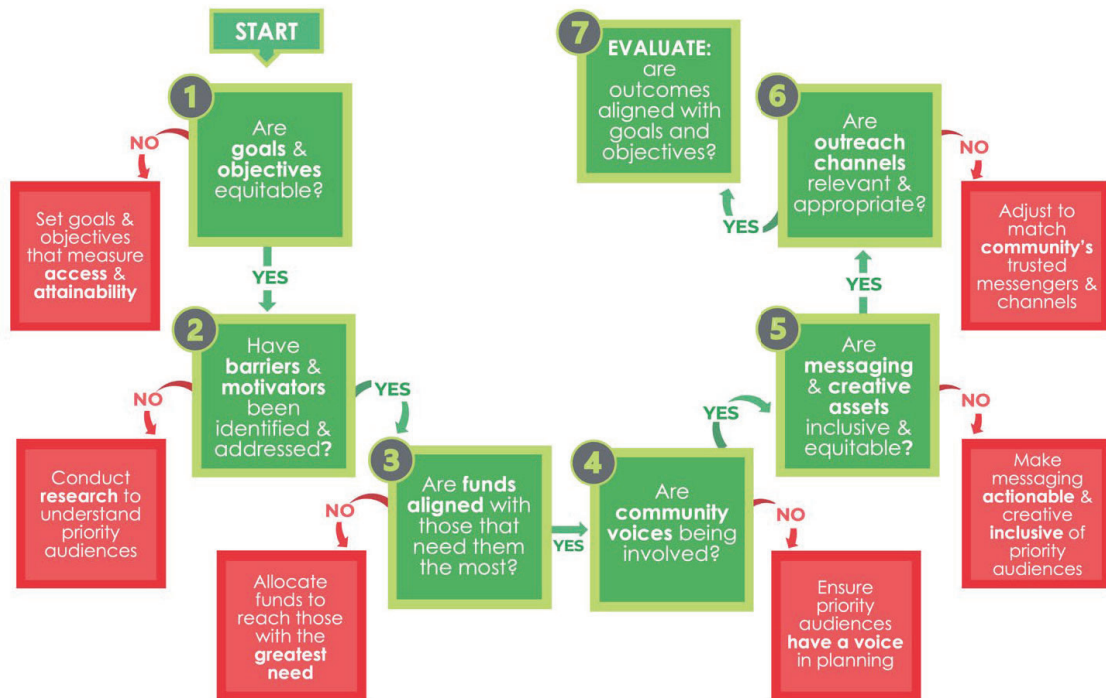
Participation Takes More than Motivation

BEHAVIOR CHANGE DRIVER	IN MINECRAFT	IN ELECTRIFICATION
Motivation (the will & desire to act)	Building shelter = survival	Cost-savings messaging, healthier environment
Capability (knowledge, skills and tools to act)	Knowing the game, securing food, armor, and the tools to build	Upfront capital for installation, in-language resources, authority to make modifications
Opportunity (structural and environmental conditions that make action possible)	Having a safe and resourceful environment to build	Electrical panel capacity, EV charging infrastructure

**An Equitable
Framework:
Designing for
Survival Mode**



Equitable Engagement Framework



Energy Trust of Oregon's Manufactured Home Replacement Program

- Segment generated more than 45,000 online views
- 100+ customer inquiries
- Energy Trust's Spanish-language website traffic increased 900%





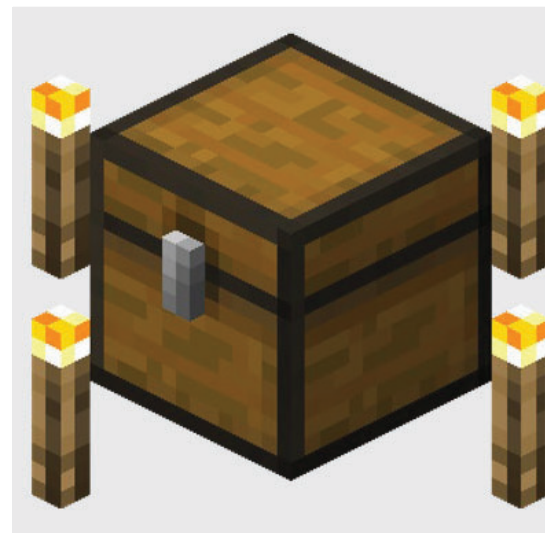
Equitable Framework in Action

STEP	ACTION/RESULT
1. Equitable goal & objectives	Metric set to measure access and participation, not only awareness of program information
2. Barriers & motivators identified	Lack of trust and financial concerns identified as main barriers; savings/financial help as motivator
3. Funds aligned with greatest need	Up to \$21,000 incentive offered
4. Community voices involved	Co-created messaging with community navigator Eddie Sepeda and Juan of TV Jam
5. Inclusive messaging and creative	Information delivered in Spanish, with Spanish call line and website
6. Relevant outreach channels	TV Jam is a trusted communication channel with +90k followers on Facebook
7. Outcome evaluation against goal	Engagement surpassed expectations



The Equitable Electrification “Starter Kit”

- Electrical panel upgrade cost-sharing programs in conjunction with heat pump incentives
- Building envelope improvements
- Direct-install programs
- Assistance securing landlord consent
- EV charging infrastructure
- Access to skilled contractors from their community
- In-language information





If we design with Survival Mode customers in mind, everyone wins.



thank
you

Jennifer Gonzalez

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jgonzalez@cplusc.com

Seattle | Portland | Boston



Thank you for your interest and
joining us today!

nbi new buildings
institute
www.newbuildings.org

Share your feedback
in this short survey

Power up your electrification
knowledge with the
San Diego LEARN program:
www.sandiegolearn.com



nbi new buildings
institute
www.newbuildings.org

Other LEARN courses of interest: Use code

HPWH: Why Split Systems Matter

Explore when/where split systems make a huge difference.



Urban Heat Island Effect

Explore innovative and sustainable cooling technologies being implemented globally.



Alphabet Soup: Energy Efficiency

Intro to technical lingo in Energy Efficiency. Master the acronyms everyone's using!

