



# The Dr. Energy Saver® Dealership Opportunity

*The best and most easily accessible  
business opportunity in Home Performance*

“Dr. Energy Saver exists to help home energy conservation contractors (our dealers) to succeed by providing marketing, sales and training tools and programs they need to be successful in the marketplace and grow their businesses.”

*Larry Janesky, President*



**LEARN MORE**

877-479-3637 | [www.DrEnergySaver.com](http://www.DrEnergySaver.com) | 28 Progress Ave. | Seymour, CT 06483

Knowing how to do the work and knowing how to run a business that does the work are two different things. At Dr. Energy Saver we know how to do both – and we have the knowledge, tools and programs to make the difference in the marketplace. With 25 years in building successful dealer networks in four other home services industries, Dr. Energy Saver has the experience, know how and resources to help our dealers build profitable market leading home performance businesses. Just look at our other dealer networks and you'll see – this is real, proven and valuable.



**Basement Systems** – the largest network of basement waterproofing contractors in the world. From Edmonton Alberta to Atlanta Georgia and everywhere in between, nearly every one of our 124 dealers is the largest in their local market.



**CleanSpace** – The only successful network of crawl space retrofit contractors in North America with 247 dealers.



**Total Basement Finishing** – The company that brought down the market leader (Owens Corning). Today, the largest network of basement finishing contractors with 45 dealers.



**Foundation Supportworks** – In just a few short years, by applying the methods used at our other dealer networks, has become far and away the largest network of foundation repair contractors in North America. 88 Dealers.

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*In 2009 Dr. Energy Saver was formed to become a beacon of sales, marketing, training and software support for home performance contractors who want to join our team.*

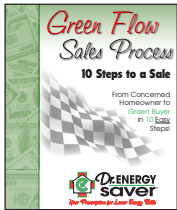
*A Dr. Energy Saver dealership can be for those who want to get started in the home performance business, but it will make someone who is already in the business really shine. Auditors, raters, and contractors in state programs who want to make some money in the marketplace otherwise will find what we offer is their missing link.*

**Cost of a Dr. Energy Saver dealership – FREE.**

**There are no franchise fees, royalty fees, or contracts to sign.**

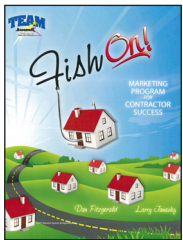
## This is what a dealer gets:

### SALES



- Our Award winning “GreenPro” sales software is used by your salespeople to give professional, persuasive presentations and draw proposals which are stored electronically and can be emailed. The software has many incredible capabilities including over 50 videos, a rate of return calculator, and much more to sell any homeowner with any concern.
- Our “Green Flow” sales process is the result of 25 years of in home sales process development. Never hard sell or high pressure, this process puts the homeowners concerns at front and center and wraps the presentation around them. Your salespeople will sell far better and far more with GreenFlow training and tools. Anyone can learn it at our live trainings, on audio, and video.
- Sales tools – Professional materials for your customers such as brochures, books, presentation folders, and access to our graphics department will make your company highly regarded by prospects.

### MARKETING

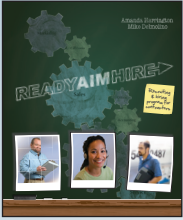


- Access to and training on our complete marketing program called “Fish On!”, which is the most powerful, practical and complete marketing training program ever developed for home improvement and home service contractors. It includes ideas great and powerful, down to the small details in a format that you can implement in your company to become “famous” in your marketplace and have more leads coming in than you’ve imagined.
- Access to our “My Lead Tracking” software program that takes all the risk out of marketing on TV, Radio, Direct Mail and anywhere.
- A wide variety of print ads that can be customized to your business.
- Radio commercials.
- TV Commercials.
- Trade show displays.
- Our famous TreeHouse team will build you a great website and generate leads for you. You only pay for the leads you get and nothing more. We generated 128,000 leads for our dealers last year.
- Access to our Content Input System Tools where you can build photo galleries, write articles, post all your customer testimonials, hours of operation, announcements, and videos to your website whenever you want. We build your website – you enhance it with whatever information you want! This is a remarkable system that has taken millions of dollars to produce.

### TECHNICAL BENEFITS

- Our training will help your staff to be able to sell home performance or “home energy conservation and comfort” services.
- Video training – Dr. Energy Saver has a huge library of “on the job”, real world training videos for your team allowing them to learn quickly.
- “Energy City” – Dr. Energy Saver has built the largest and most comprehensive training facility in the world for home energy contractor training. Yes, we know that’s a big claim, but it’s true. Our 40,000 square foot facility has 22 HVAC and water heating units that all operate! It has a whole house built inside for blower door training, duct blast training, and BPI certification training right at our facility. It includes hundreds of displays of air sealing methods, insulations, ducts, windows and doors, lighting, water conservation radiant barriers and much much more. Your employees will learn faster and more thoroughly here than anywhere else in the world.
- Live technical training is held at regular intervals throughout the year. These include classes on building science, problems in homes, how to evaluate them, and how to fix them.
- HVAC boot camp is a training to educate the employees so they can evaluate existing HVAC systems and propose solutions.

## MANAGEMENT BENEFITS



- **Management Training** – Dr. Energy Saver provides you with easy to understand and powerful home improvement business management training tools so you can understand the mechanics of how your business is supposed to work for you to get out of it what you want to.
- **Ready, Aim, Hire! Program** – The mystery of how to find great employees the first time is unlocked in this easy to understand and use program.
- **Wow Service! Program** – This audio program tells each of your employees how to behave in every situation with the customer no matter what department they work in.
- **Annual Convention** – Each August over 800 people from our dealer networks assemble in Connecticut for the largest and most productive conference in any home improvement company anywhere. Unlike any you've ever attended, the 3 day event is full of important-to-you classes. There are over 80 sessions for you and employees from any department to choose. The networking opportunities are unique because there are no competitors there and real sharing goes on! There are also huge evening events including some of the best parties ever held!
- **Annual Owners Meeting** – Each March we hold an Owners Conference, usually in the Carribean, where issues owners face in running their businesses are discussed. This has proven invaluable. We learn how to be business OWNERS. There are contractors in our networks who do in excess of 20 million in sales to homeowners each year for you to learn from, including our own local Connecticut operation. In addition, dealers forge friendships with other dealers and their families that last a lifetime.
- **Dealer Support** – Have a technical, sales, marketing or operational question? When you're a dealer with us you just pick up the phone and get answers.

A Dr. Energy Saver dealership is a unique opportunity of very high value for those that want to succeed in the home energy conservation business. With your implementation, your business will grow far larger and faster as a Dr. Energy Saver dealer than it would otherwise.

### This is what we require from our dealers to participate –



- A monthly dealer support fee of \$995 for a territory of up to 500,000 population. We can create a custom fee structure for larger territories. New dealers must pay six months of support fees up front before initial training to show their commitment. This support fee can disappear based on rebates from product purchases (see below).
- Dr. Energy Saver becomes your principal supplier of materials you use in your business. This is our primary source of revenue to fund our operations and to be able to offer you all this support. You purchase your materials such as one and two part foam, most insulation, crawl space repair materials, PPE, hatch and can light covers, LED lighting, mastic and caulk, and hundreds of other items you use from our catalog. There is no quota, but we sell you everything you use. That's the deal. That's all we ask. It's the honor system and there is no "cheating". You have to buy materials from somewhere anyway, and if you buy them faithfully from us, you'll get all the things we offer to build and support your business and staff for free! All materials are shipped from our warehouse direct to you. We've been doing this with all our dealers for 25 years and it works very well for everyone.
- The monthly support fee is reduced by rebates on your product purchases. In our catalog each product is designated with a rebate amount. Most products carry a 10% rebate against your monthly support fee. So for example if you purchased \$9,000 worth of products this month at the 10% rebate level, your support fee for that month would be less than \$100. That's all! (A million dollar business will use far more in materials than that, in which case they would pay no support fees at all!)

**Contact our Development Team at 877-479-3637 for more information.**