



# Geothermal Alliance of Illinois

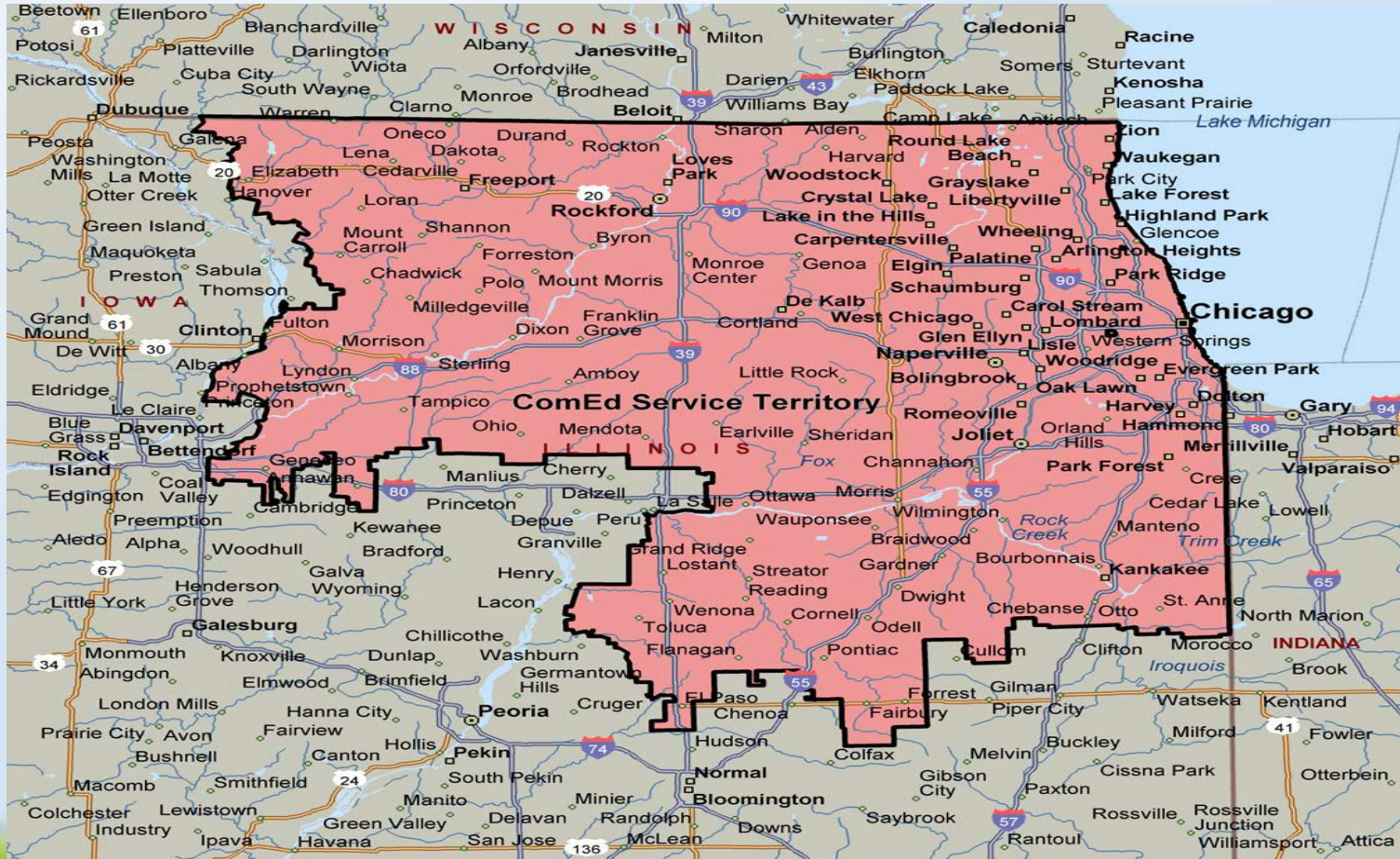
## Trade Ally Roundtable Discussion

Jim Fay & Jacob Stoll, ComEd

Doug Dougherty, The Geothermal Exchange Org.

# ComEd Territory Profile

*ComEd Serves 3.8 Million Total Customers*



# Trade Ally Discussion

## *Introductions*

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- Role in geothermal industry
  - Contractor/Installer
  - Manufacturer
  - Driller/Piping
- How many years has your company been in business?
- Average number of installations per year?
- New construction vs. retrofit breakdown (%)?
- Currently serve ComEd customers?



# Trade Ally Discussion Questions

## Market Status – Consumer Economics

1. What are the 1-2 biggest barriers to customers deciding to go with Geothermal?



# Trade Ally Discussion Questions

## Market Status – Consumer Economics

2. What kinds of customers will invest in Geothermal?
3. What incentive level would move the market (i.e., would really change behavior)?



# Trade Ally Discussion Questions

## Performance Results

4. Are Geothermal HVAC Systems delivering on the efficiency promise?
5. What are typical warranties?



# Trade Ally Discussion Questions

## Contractor Qualifications

6. What contractor certification would be best?
  - National: IGSHPA
  - State: GAOI
7. What do manufacturers require for reps/installers to ensure quality?
8. What are typical warranties?



# Trade Ally Discussion Questions

## The Optimal Transaction for the Consumer

9. What is the best way to deliver the incentive to the customer?
- Option 1: Contractor helps customer with rebate application; check is mailed to customer after processing
  - Option 2: Contactor presents incentive to customer and applies to ComEd for re-imbursement





# Trade Ally Discussion Questions

## Contractor Network

### 10. Trade Ally Agreement

- Share needed information
- Represent program fairly & accurately

### 11. What are the benefits of a ComEd contractor network?

- Co-marketing & Lead Generation
- Rewards/Awards for top performers?



# Qualified Weatherization Contractor List

## Approved Contractors

Company name	Services offered	Counties served	Website	Phone
Assured Energy Solutions †	Air sealing and insulation Duct sealing	Champaign, Cook, DeWitt, DuPage, Ford, Grundy, Iroquois, Kankakee, LaSalle, Livingston, McLean, Vermillion, Will, Woodford	Assuredenergyllc.com	708.570.3260 309.807.9360
Building Energy Experts *†	Air sealing and insulation Duct sealing	Boone, Cook, DeKalb, DuPage, Kane, Kankakee, Lake, McHenry, Will Winnebago	Buildingenergyexperts.com	888.623.3769
Expert Plumbing, Heating Electrical *	Air sealing and insulation Duct sealing	Cook, DuPage, Kane, Kendall, Will	Expertplumbing.com	630.579.1996

†



Denotes Illinois Home Performance (IHP) Participating Contractor. Use one of these contractors to potentially receive an IHP Certificate of Completion, which recognizes homes that have successfully completed an IHP upgrade. Learn more at [illinoishomeperformance.org/certificate](http://illinoishomeperformance.org/certificate).

\*

Offers on-bill financing. Energy efficiency loans are available to eligible ComEd and Nicor Gas customers to cover the cost of qualifying energy efficiency equipment and improvements in their homes. For more information visit [ilenergyloan.com](http://ilenergyloan.com).



# Trade Ally Discussion Questions

## Program Training

### 12. What should training include?

- Delivery: Webcast vs. In-Person?
- Web resources



# Web Services

The screenshot shows the ComEd website's navigation bar with categories: HOME SAVINGS, BUSINESS SAVINGS, EDUCATION, TECHNOLOGY, and a red 'Manage My Account' button. The breadcrumb trail is: Home > Home Savings > Rebates & Tips > Home Energy Rebates.

**Home Energy Rebates**

EXPAND ALL | COLLAPSE ALL

Home Energy Rebates

**Home Improvements to Help You Save**

ComEd, in coordination with the local natural gas utilities, is offering rebates for installation of qualifying, high efficiency equipment and services such as central air conditioning systems and weatherization. Click the drop downs below for more information.

Central Air Conditioner Rebate

Weatherization Rebates

Application Form | FAQ | 855-433-2700

FINANCE YOUR ENERGY EFFICIENCY IMPROVEMENTS TODAY!

Find out more information on the [Energy Efficiency Loan program](#).

smart ideas<sup>®</sup>  
ComEd Energy Efficiency Program

**Rebates & Tips**

- Fridge & Freezer Recycling
- Lighting Discounts
- Home Energy Assessment
- Home Energy Rebates**
- Multi-Family Efficiency
- Energy Efficiency Loan
- Central AC Cycling
- Peak Time Savings
- Low Cost No Cost Tips

Energy Tools & Devices


Energy@Home

Email Sign Up

Game Arcade

Community Events

Online Store



# Trade Ally Discussion Questions

## Final Thoughts

Any additional comments/input/suggestions?

