




**Find the value in your home**

An aerial photograph of a suburban neighborhood with various houses, green lawns, and trees. A dark blue rectangular box is overlaid on the center of the image, containing white text.

**We are a software platform used by contractors and real estate agents to increase revenue by verifying a home's energy assets**

## 3<sup>rd</sup> Party Certified Energy Efficient Homes Sell for More



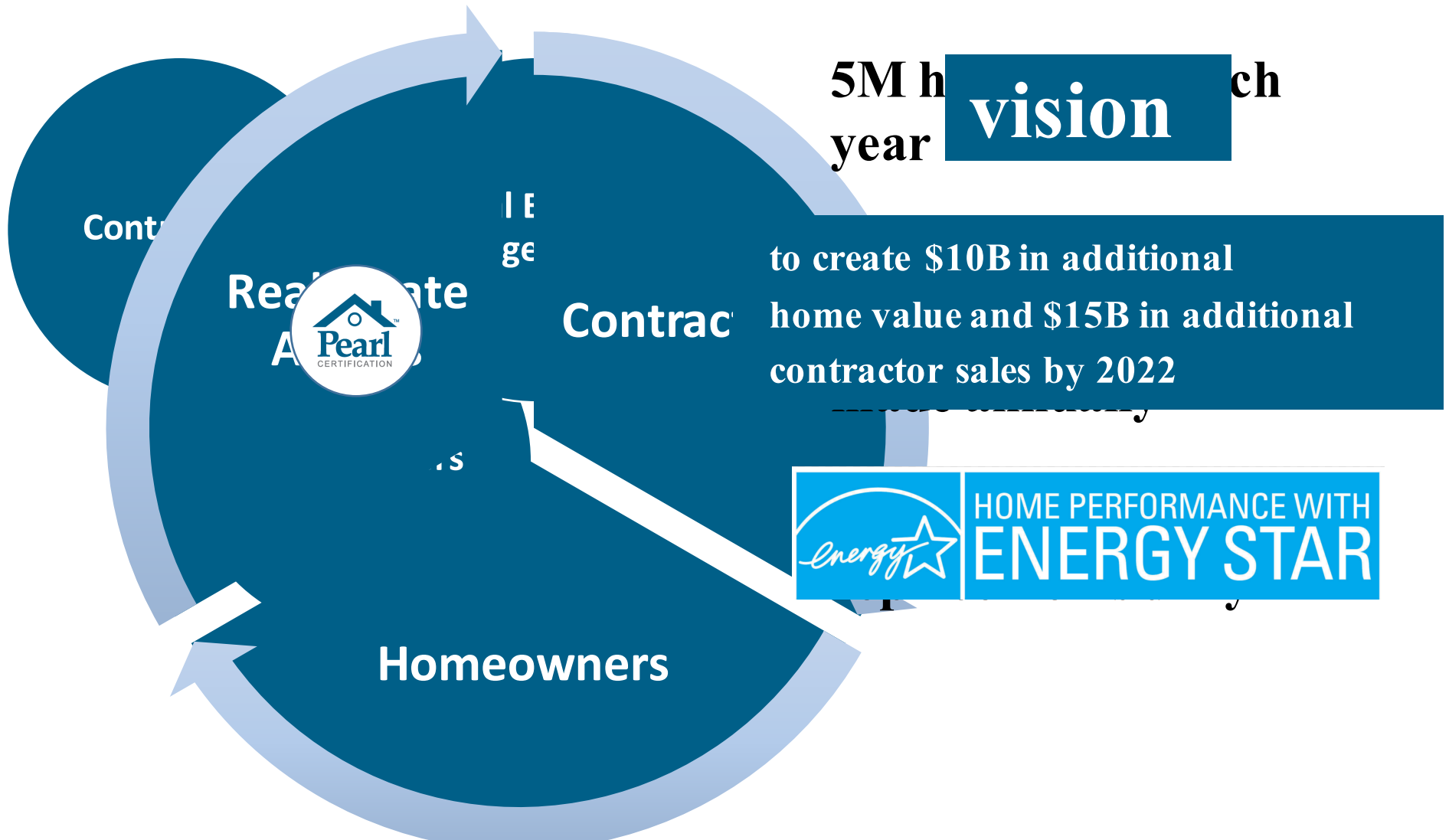
\$500K

\$525K

Market Studies  
Show an Average  
5% Premium  
for Certified  
Efficient  
New Homes



# The Market and the 74 Million Home Problem





## B2B Software Solution: Make Value Visible

**Co-branded services for contractor and real estate agent customers.**

**With Pearl, they can offer *their clients*:**

- **Opportunity to pre-certify home**
- **Home Improvement Plan to add value through upgrades**
- **Access to vetted Pearl-Approved Contractors**
- **Special rebates and financing packages**
- ***Verified* data to populate MLS and Appraisal Addendum**

**Pearl drives demand for home energy upgrades and documents their value**





# Re- and Cross-Marketing

- Segmented customer lists based on home features for contractor re-marketing
- Timely, seasonal “touches” via email for cross-marketing
- Customers’ home profile will include a product push for applicable rebates





# Manufacturers and Retailers



- **Manufacturer rebates and discounts displayed in My Home Profile**
- **Customers will be alerted of *applicable* rebates through email**
- **Marketing is push only**
- **Pearl will feature certain products, services, and new technologies in our email newsletters**



# Go to Market Plan / Traction

## First Clients: Anchor Contractors and Agents



## Early Adopter Channel Partners



## National Impact





## **Pearl Contractor Services: Engagement, Certification, Remarketing**



# Appointment Confirmation



Thanks for calling!

Please confirm the appointment details so we know we've got the date, time, and address correct.

Once you have confirmed your appointment, you can learn about cash rebates, financing, and how to increase your home's value through certification.

If any details need to be updated, please call us at 443-770-1111 or [click to email us](#).

Date: 5/1/2016, 7:00:00 AM  
Address: 1234 Tester Street, Winterfell, VA 20190  
Contact: Pearl Adams

Reason for visit: Insulation needed for remodel.  
Notes: Take off shoes in the home.

[Click Here to Confirm Your Appointment](#)



As a Pearl-Approved Contractor, we can verify your home's energy assets to qualify it for certification. Pearl Certification includes an appraisal addendum and other necessary documentation to help increase the value of your home for refinance or resale. Pearl works closely with real estate agents and appraisers to provide them with the information they need.



The homeowner has confirmed the appointment.  
See details below.

## Appointment Details

DATE:	5/30/2016, 7:00:00 AM
ADDRESS:	77387 Maple Lane, Testerville, VA 20190
CONTACT:	Pearl Smith
REASON FOR VISIT:	Wants ducts sealed in attic.
APPOINTMENT NOTES:	Interested in home energy audit.






Find the value in your home





# Homeowner Education an Engagement

**HOME PERFORMANCE**


HOME PERFORMANCE WITH ENERGY STAR

CALL TODAY FOR A FREE ESTIMATE!  
**443-770-1111**


Home Rebates Financing ENERGY STAR Pre-Certify About Pearl Certification

## Thank you!


Your appointment is confirmed... What's next?





**Get a Rebate**  
MD and VA utility rebates available




**Apply for Financing**  
Fixed rate 9.99%  
1YR same as cash




**Increase Your Home Value**  
Certified Upgrade with

**HOME PERFORMANCE**


HOME PERFORMANCE WITH ENERGY STAR

CALL TODAY FOR A FREE ESTIMATE!  
**443-770-1111**

Home Rebates Financing ENERGY STAR Pre-Certify About Pearl Certification



## A True Sign of Value



**ENERGY STAR®: A Trusted Brand**

ENERGY STAR® means everyday savings, and for more than 20 years, America has looked to the ENERGY STAR® label to save energy and money.

Pearl Certification is proud to be an ENERGY STAR® Partner.

<b>Envelope</b>	<b>300</b>	
Insulation		150
Air sealing		80
Windows, Doors and Skylights		60
Roof		10
<b>HVAC</b>	<b>300</b>	
Heating		170
Cooling		130
<b>Distribution Systems</b>	<b>120</b>	
Duct sealing		100
Duct insulation		20
<b>Water Heaters</b>	<b>80</b>	
<b>Electric Loads</b>	<b>100</b>	
Appliances		60
Lighting		40
<b>Monitoring and Controls</b>	<b>100</b>	
Load monitoring		30
Device monitoring		30
Device-specific controls		20
Whole-house controls		20
<b>Home Improvement / Maintenance</b>	<b>200</b>	
MHP		50
Basic inventory and plan		50
Whole-house CAP		50
Customized Home Maintenance Plan		50

## Certification Points Distribution

**1200 total points:**

- **HomeEnergy Asset Inventory & Plans**
- **Products**
- **Installation quality**
- **Measuring performance**





# Certification System Key Elements

**Points-based approach has four tiers:  
BRONZE, SILVER, GOLD and NET ZERO**

## **Bronze**

- 300-599 points
- Roughly equivalent to early 2000s IECC
- Home with a good envelope or a good HVAC system, with other minimally efficient features

## **Silver**

- 600 – 899 points
- Roughly equivalent to early 2010s IECC
- Home with a good envelope and a good HVAC system, with other minimally efficient features

## **Gold**

- 900+ points
- Roughly equivalent to latest IECC
- Home with an excellent envelope and excellent HVAC system, with other efficient features

**Certification applicable to already efficient homes, as well as homes making improvements.**



## **Pearl Real Estate Agent Services: For Sellers and Buyers**



**Helping you  
document your  
home's value**

Take credit for energy improvements  
you've *already* made. Ask us how.



[www.pearlcertification.com/homevalue](http://www.pearlcertification.com/homevalue)

## **For Sellers - how the process works:**

- 1. Agent emails client about Pearl or shares brochure**
- 2. Homeowner takes quick, online Pre-Qualification Survey**
- 3. Certifying Contractor creates Certification Report**
- 4. Marketing package is emailed *and* mailed hard copy to client**
- 5. Agent uploads photos and documents into MLS**

# Making Value Visible



Home Buyer's Package

**Find the  
value in  
your home**



**Home Buyer's Package**

**Find the  
value in  
your home**

## Property Energy Asset Certificate

This home and its features have been recorded in Pearl's national energy asset registry. This home was upgraded according to the requirements of the Pearl Home Performance with ENERGY STAR® program.

Certificate No. 00001

Issued March 12, 2015

# SILVER

244 Starcrest Road, Charlottesville, VA 22902

This home has achieved the Pearl Silver and Home Performance with ENERGY STAR certificate.

*Cynthia Adams*

Pearl CEO Signature

03/12/15

Date

*Andrew Grigsby*

QA Inspector

03/12/15

Date

Contractor: CroppMetcalfe

*Neil Oser*

Certifying Contractor

This home's Energy Assets are listed on the Certification Addendum that accompanies the certificate number

**AD Reports®**  
Home RPS-0001

Client File #: \_\_\_\_\_ Appraisal File #: \_\_\_\_\_

### Residential Green and Energy Efficient Addendum

Client: \_\_\_\_\_  
Subject Property: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Additional resources to aid in the valuation of green properties and the completion of this form can be found at:  
[http://www.greenstudiesite.org/valuation/green\\_energy\\_addendum.asp](http://www.greenstudiesite.org/valuation/green_energy_addendum.asp)

#### ENERGY EFFICIENT ITEMS

The following items are considered within the appraised value of the subject property:

Insulation	<input type="checkbox"/> Fiberglass Blank-In	<input type="checkbox"/> Foam Insulation	<input type="checkbox"/> Cellulose	<input type="checkbox"/> Fiberglass Batt Insulation	A-Value
	<input type="checkbox"/> Other (Describe): _____				<input type="checkbox"/> Walls
	<input type="checkbox"/> Basement Insulation (Describe): _____				<input type="checkbox"/> Ceiling
	<input type="checkbox"/> Floor Insulation (Describe): _____				<input type="checkbox"/> Floor
Water Efficiency	<input type="checkbox"/> Recirculated Water System (Spirax)			<input type="checkbox"/> Toilet - Size: _____	Location: _____
	<input type="checkbox"/> Rain Barrels - # _____			<input type="checkbox"/> Rain Barrels Provide Irrigation	
Windows	<input type="checkbox"/> ENERGY STAR®	<input type="checkbox"/> Low E	<input type="checkbox"/> High Impact	<input type="checkbox"/> Storm	<input type="checkbox"/> Double Pane
Day Lighting	<input type="checkbox"/> Skylights - # _____	<input type="checkbox"/> Solar Tubes - # _____	<input type="checkbox"/> ENERGY STAR Light Fixtures		
	<input type="checkbox"/> Other (Describe): _____			<input type="checkbox"/> Other (Describe): _____	
Appliances	ENERGY STAR Appliances:		Water Heater:		
	<input type="checkbox"/> Range Top	<input type="checkbox"/> Dishwasher	<input type="checkbox"/> Tankless (On Demand) Size: _____ Gal.	<input type="checkbox"/> Appliances (Energy Source):	
HVAC (Describe in Comments Area)	<input type="checkbox"/> High Efficiency HVAC - SEER _____	<input type="checkbox"/> Heat Pump	<input type="checkbox"/> Thermostat - Conventional	<input type="checkbox"/> Programmable	<input type="checkbox"/> Natural Gas
	<input type="checkbox"/> Programmable Thermostat	<input type="checkbox"/> Mini-Split	<input type="checkbox"/> Radiant Floor Heat	<input type="checkbox"/> Geothermal	<input type="checkbox"/> Propane Boiler
Energy Rating	<input type="checkbox"/> ENERGY Star Home		<input type="checkbox"/> Indoor Air Purification Package		
	<input type="checkbox"/> HERS (Home Performance with ENERGY STAR)		<input type="checkbox"/> Energy Recovery Ventilator (ERV)		

PH: The appraiser may be responsible for \_\_\_\_\_  
June 2013

## ENERGY STAR® Home Energy Yardstick

EPA's Home Energy Yardstick compares your household's actual energy use to similar homes and assigns it a score from 0 to 10 (10 being the most energy efficient). An average household scores a 5.

### Your Home

Occupants: 2  
Square Footage: 3,120  
Fuel Types: Electricity, Natural Gas

### Your Score

November 2014 - October 2015

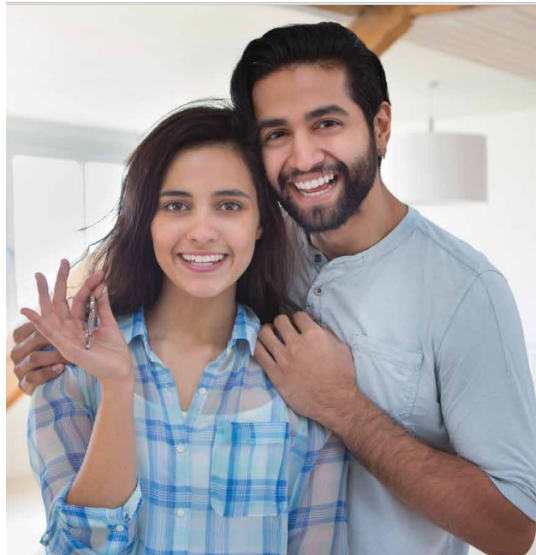
0 1 2 3 4 5 6 7 8 9 10

6.1\*



© 2015 Pearl Certification: Verified Home

© 2015 Pearl Certification: Verified Home



Come home to  
health, comfort,  
savings and value.

At the corner of comfort and value:  
a Pearl Certified home is a  
smart investment.



[www.pearlcertification.com](http://www.pearlcertification.com)

## **For Buyers - how the process works:**

- 1. Agent enrolls Buyer client in their Pearl account**
- 2. Agent gives special Pearl Gift Card to Buyer at closing**
- 3. Buyer goes to Pearl's website to enter in some additional home information**
- 4. Pearl creates a home improvement and maintenance report for new homeowner**
- 5. New homeowner works Pearl contractors to certify home over time**



## **Pearl Homeowner Services: My Home Profile**





## Welcome home, Pearl!

YOUR HOME QUALIFIES AS

### PEARL PRE-CERTIFIED

SCORE: **50 / 1200**

YOUR REFERRING AGENT:



**Andrew Oser**  
CroppMetcalfe  
[cynthia+cropp@pearlcertifica...](mailto:cynthia+cropp@pearlcertifica...)  
800-462-7677

## Make Your Home Healthier And More Comfortable Add Value To It!

Is your home eligible for Pearl Certification?

- The features of your home that make it healthier, more comfortable and more energy efficient qualify for Pearl Points
- If your home has enough Pearl Points it can be certified as Bronze, Silver, Gold or Net Zero
- [Click here](#) to learn more about Pearl's certification system and how it can add value to your home

The tiles below show your home's Energy Assets, based on the age of your home and its heating fuel. It's likely your home has more assets and points than what we've estimated below!





### HOME PLANS

YOUR SCORE

50 / 200



### ENVELOPE

YOUR SCORE

28 / 300



### HEATING AND COOLING

YOUR SCORE

0 / 420



### APPLIANCES

YOUR SCORE

0 / 60



### LIGHTING

YOUR SCORE

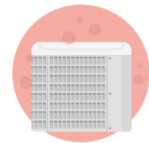
0 / 40



### WATER HEATING

YOUR SCORE

0 / 80



### HEAT PUMP

YOUR SCORE

0 / 300



### HEATING SYSTEM

YOUR SCORE

0 / 170



### COOLING SYSTEM

YOUR SCORE

0 / 45

YOUR CURRENT

## HEATING SYSTEM

GIVES YOU A SCORE OF: 0 / 170

Modern units can be quiet, comfortable, and affordable to operate. Inefficient units can waste a lot of money and energy, and fail to deliver comfort.

The efficiency of heating systems that use combustion fuel (like natural gas or oil) is measured in Average Fuel Utilization Efficiency (AFUE).

Start with selecting efficient equipment. Minimum ENERGY STAR specifications require gas furnaces to have 90% AFUE in the South and 95% AFUE in the North. For oil furnaces, the specifications require 85% AFUE.

However, to deliver properly your equipment should be installed according to industry-accepted quality standards. Make sure your contractor does follow these standards -- it's more common than you think for contractors NOT to do this!

Pearl-Approved HVAC contractors can design, install and maintain your heating system for maximum comfort and savings.

LEARN MORE!



## ADVICE AND GUIDANCE ON MONTHLY MAINTENANCE

### Every Month:

- Inspect your fire extinguishers
- Restock batteries
- Restock lightbulbs\* with LED or CFL products

\*These activities can add Pearl points towards your score and home certification.

### May Focus: Water!

East coast weather this spring has had its share of wet, and with that in mind, our focus for May is on water.

[READ MORE...](#)

### April Focus: Home Interior

Now that you've done your March spring cleaning (and repairing) to the outside of your home, this month we switch our focus to the inside. In addition to quarterly maintenance tasks, it's important to prep your cooling system for the heat of summer and change out your air filters.

[READ MORE...](#)

Check For Some Current

## Rebates For Home Improvement



**FilterEasy**

FIRST FILTER ORDER FREE!  
(SHIPPING INCLUDED)

FILTEREASY

Pearl Certification has partnered with FilterEasy to provide our enrolled homeowners a special offer on filters for their heating and cooling equipment - first one free!

[Full Text](#)



FURNACE AND THERMOSTAT  
REBATES

WASHINGTON GAS

Washington Gas provides a number of rebates to residential customers who utilize energy efficient equipment and measures in the home. Rebates are limited to natural gas furnaces and programmable thermostat. Homes must receive natural gas service from Washington Gas in order to be eligible for the program. All rebate applications are

[Full Text](#)



HOME ENERGY CHECKUP

DOMINION VIRGINIA POWER

The Home Energy Check-Up provides you with: an on-site analysis of your energy use, a report which contains cost-effective options and easy-to-follow recommendations to help you reduce your energy usage, financial incentives that cover approved measures, connection to prequalified contractors who can perform the work, and equipment installation at your convenience

[Full Text](#)



HIGH EFFICIENCY HEAT  
PUMP REBATE

DOMINION VIRGINIA POWER

A heat pump upgrade can save you money as you use less energy to heat and cool your home with a more efficient model. A \$200 rebate is available for a 14.5-15.9 SEER / 8.2+ HSPF upgrade, and \$250 is available for a 16+ SEER / 8.7+ HSPF upgrade

[Full Text](#)

LOAD MORE REBATES



## **Three Easy Steps to Get Started**

- 1. Enroll online to set up your My Home Profile account at [yourhomeprofile.com](http://yourhomeprofile.com)**
- 2. Contact Pearl or complete online survey to true up and pre-certify your home**
- 3. Contact Pearl or a Pearl-Approved Contractor to create your Home Energy Asset Inventory record**



**find the value in your home**

**[www.pearlcertification.com](http://www.pearlcertification.com)**

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