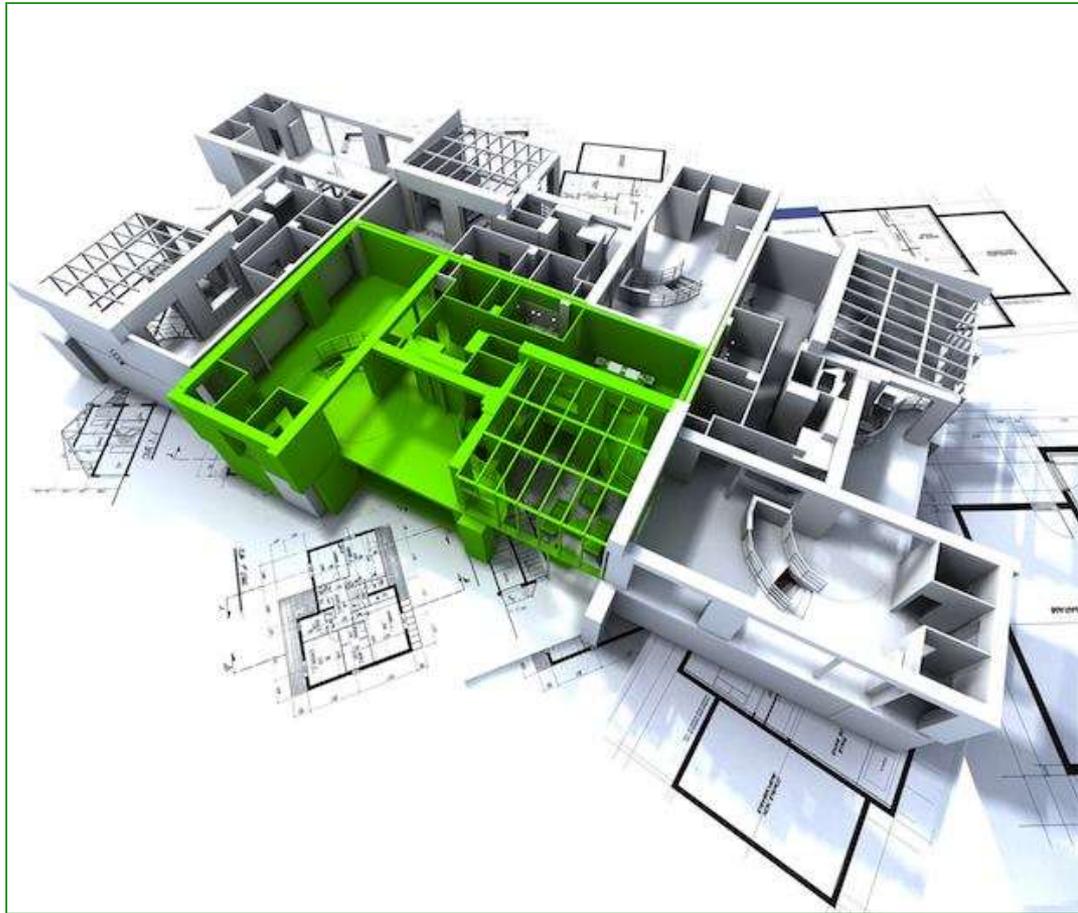


# Energy Efficiency in Multifamily Housing: Understanding the Organization



# Overview

- Introduction
- Organizational Awareness
- Nature of Demand
- Products
- Economic Value
- Industry Opportunities

# Organizational Awareness

## Decision Maker

- Product choices
- Prioritization
- Type of Buildings
- Requirements

## Knowledge Base

- Salesperson
- Professional Organizations
- Local utility
- Colleagues

## Training

- Make informed decisions

# Nature of Demand

## Social and Psychological Factors

Energy Conservation

“The right thing to do”

## Trial and Repeat buying

Purchased one product, it worked!

Keep using the same product

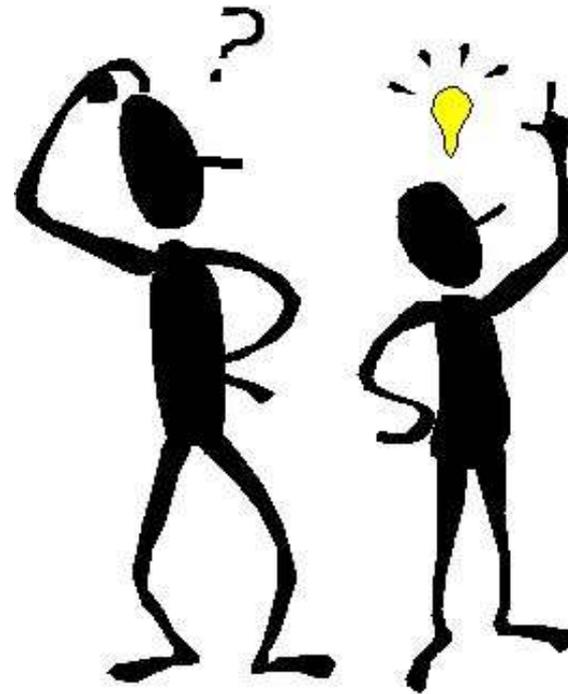
## Purchaser for the Organization

Individual who purchases “knows” what to buy

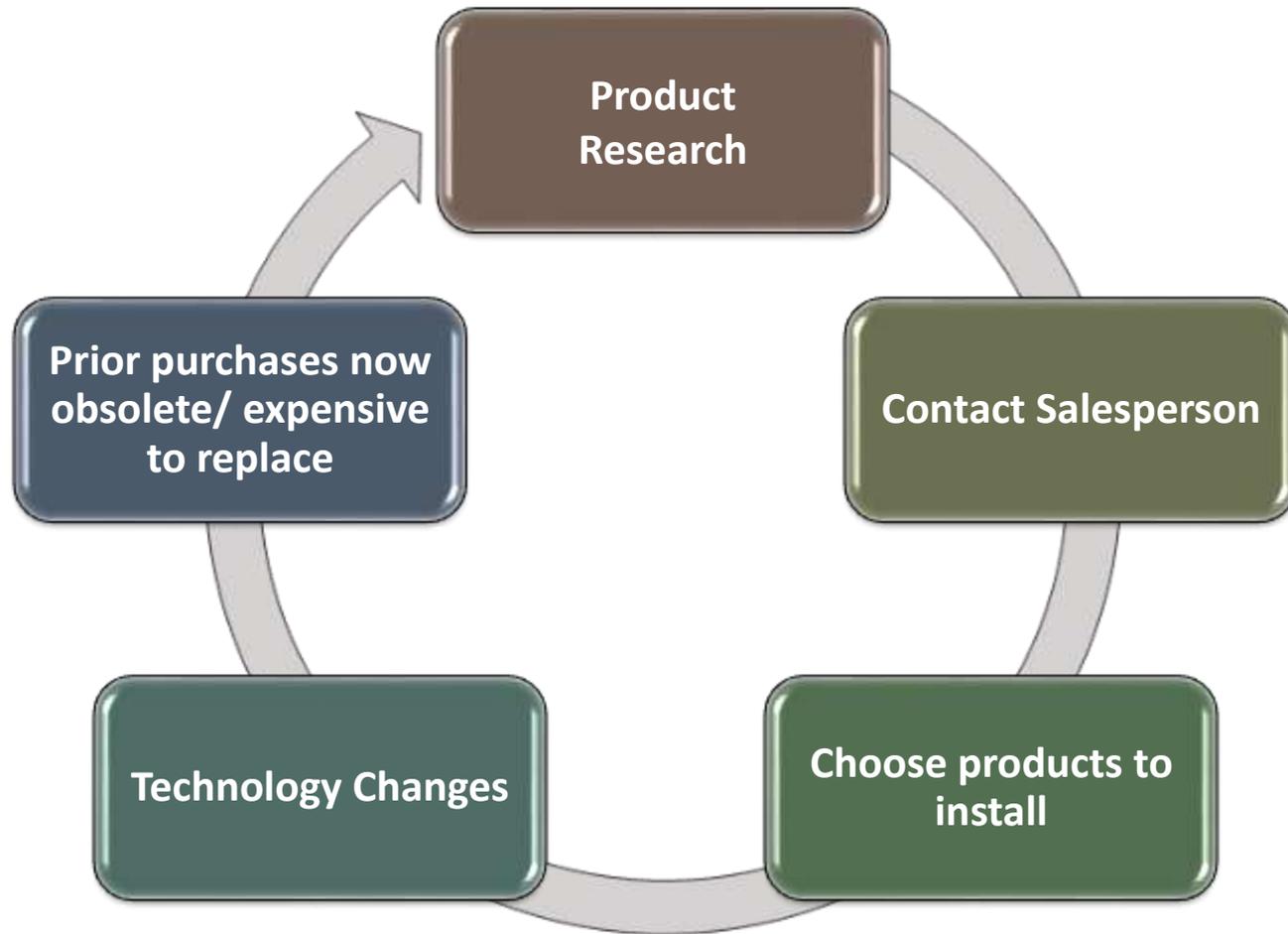
Uninformed buyer

# Products

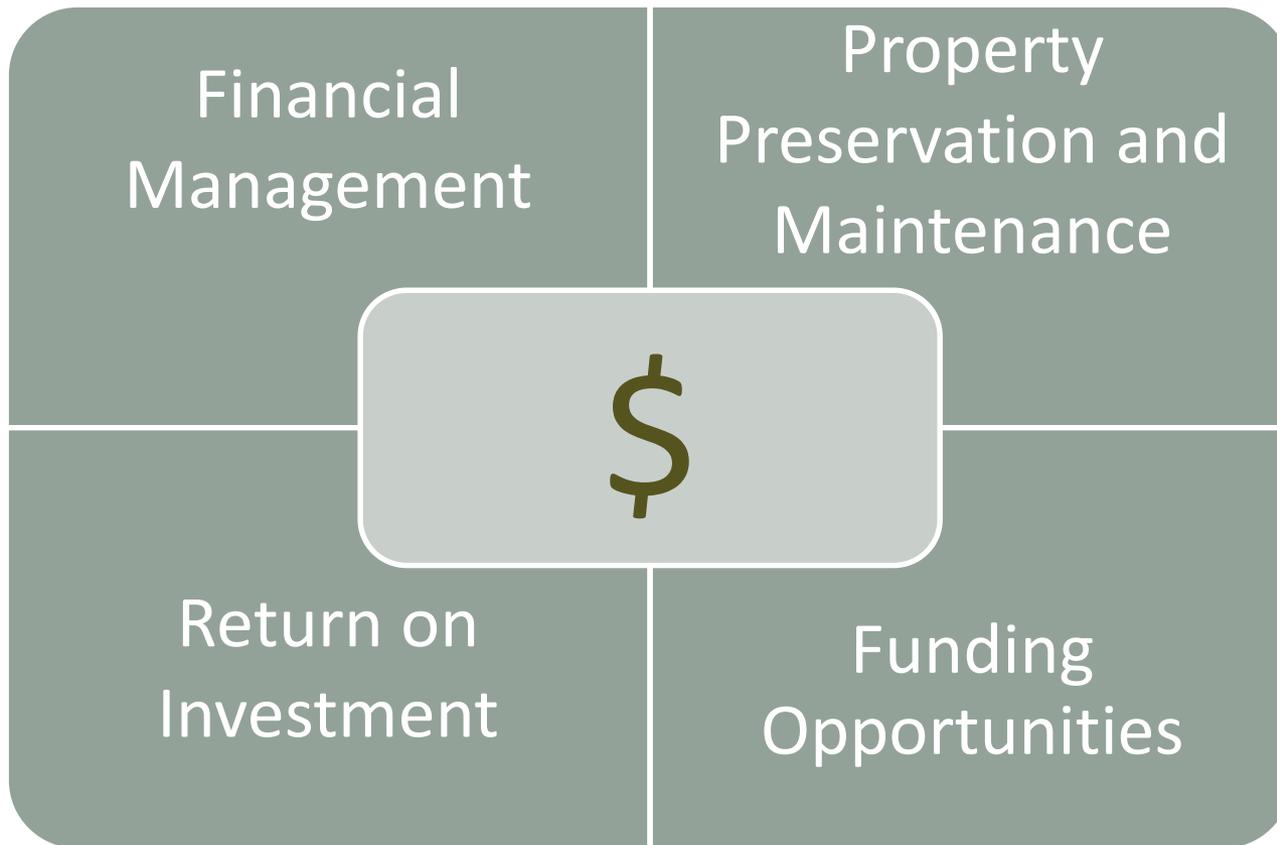
- Prioritizing Choices
  - Where should I start my energy saving initiative?
  - What should I buy first?
- Who should I ask?
  - Salesperson?
  - Local utility?
- Why am I buying this?
  - Short/ long term strategy



# Product Purchasing Cycle



# Economic Value



# Industry Opportunities

## Operational Assessments

- Help to develop short & Long term goals
- Where to focus resources
- Assist with scope
- Vendor recommendations/  
partnerships

## Product Choices

- Availability
- Durability
- Ability to Purchase stock
- Reasonable replacement costs

## Training

- Hands On
- In Person
- Support structure
- Enhanced use of technology
- Resident Education



Questions/Comments?