

Making Policy Work for People Doing the Work

By Abhilash Kantamneni,
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Contractors are expected to perform miracles!



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Technical Miracle



Social Miracle



Financial Miracle



Technical Miracle

Bespoke custom projects

Home as system of systems

New systems sensitive to
install quality

Contractors are expected to perform miracles!



Technical Miracle



Social Miracle



Financial Miracle



Social Miracle

Transactional -> relational

One-time -> long-term

Combative -> collaborative

Contractors are expected to perform miracles!



Technical Miracle



Social Miracle



Financial Miracle



Financial Miracle

Competing on price, not on value.

Seasonal feast and famine cycles. Stop and start programs.

Employee retention. Succession planning. Modernization. Consolidation

Contractors are expected to perform miracles!



Technical Miracle

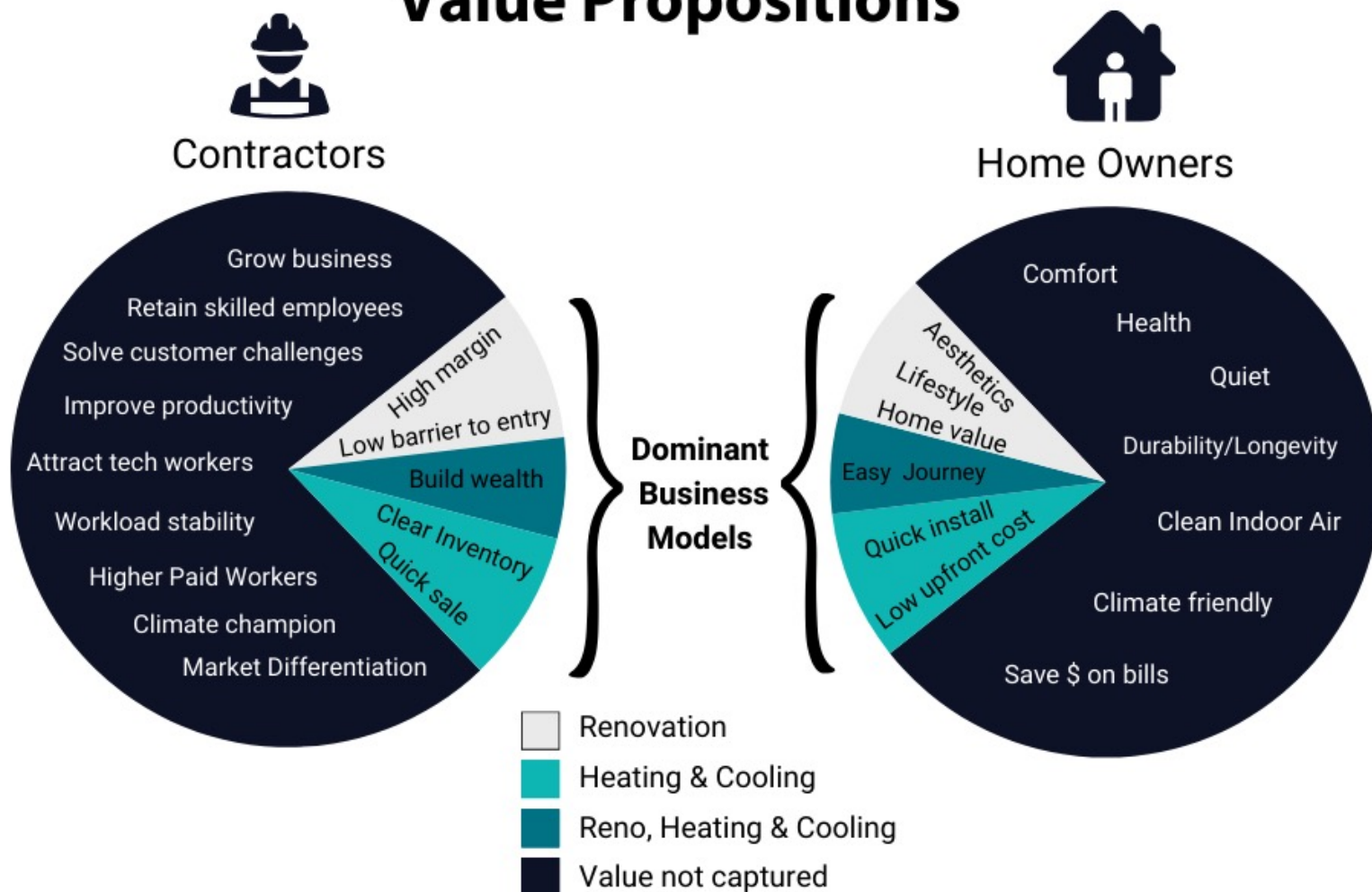


Social Miracle



Financial Miracle

Value Propositions



Existing business models in home improvement services industry in Canada only unlock a small piece of the value proposition pie for both homeowners and contractors





Change is not spontaneous

Need to:

- (Re)invest resources
- Navigate uncertainty
- Reconfigure core functions
- Scale operations
- Normalize practices



How can Policy Work for People Doing the actual Work?



Source: Artist B, Age 4 (Pembroke ON)



How can Policy Work for People Doing the actual Work?



Source: Artist B, Age 4 (Pembroke ON)



How can Policy Work for People Doing the actual Work?



Source: Artist B, Age 4 (Pembroke ON)

Incentives

Standards

Financing

Tools &
resources

Workforce
dev

Consumer
awareness

Coaching

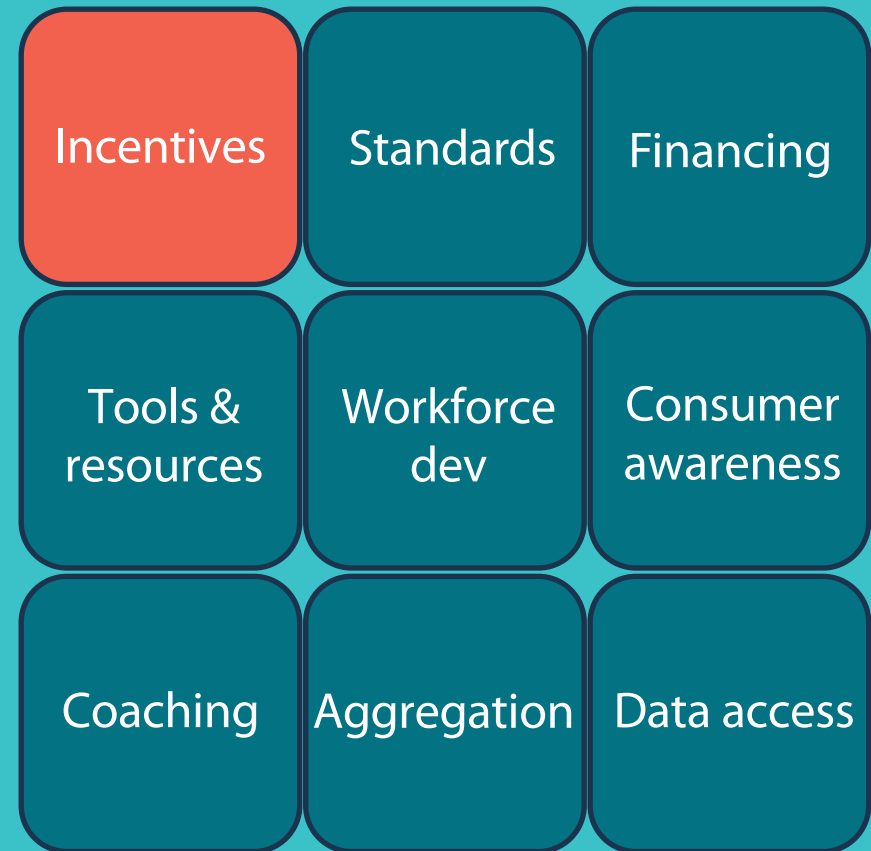
Aggregation

Data access



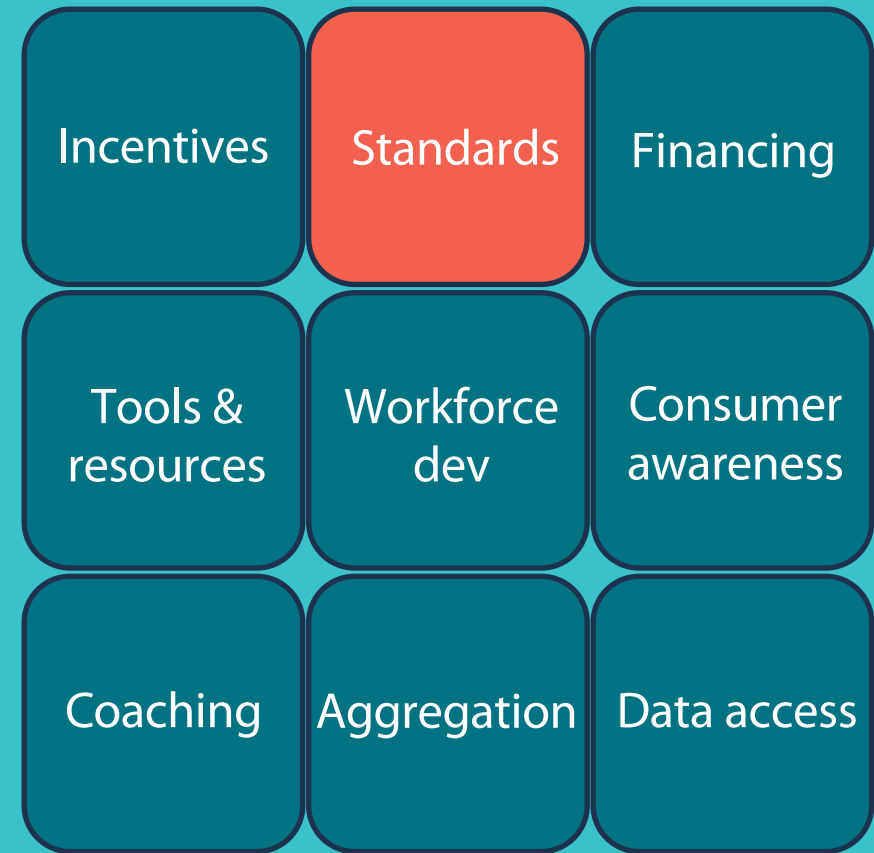
Contractor incentives

- Performance based rebates directly to contractors?
- Upstream or midstream incentives to distributors?
- Every AC a heatpump?



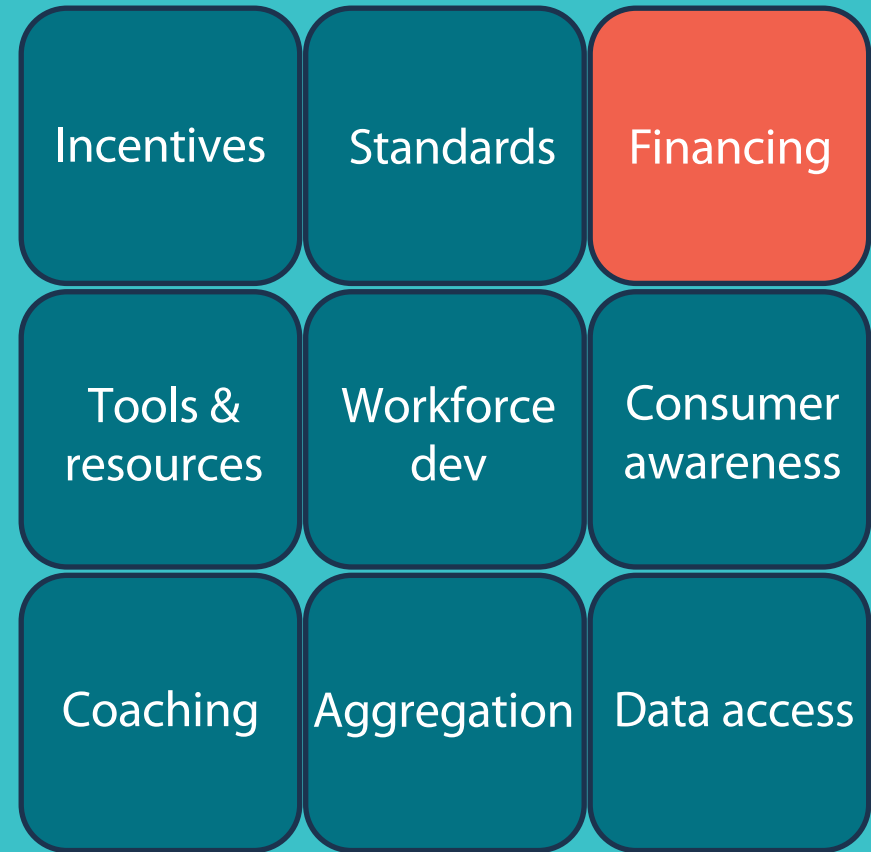
Performance standards and certification

- Minimum energy performance standards for homes?
- Or IAQ standards?



Expanded financing for homeowners

- On-bill financing over long-term?
- Energy efficiency HELOC?
- Performance based loan forgiveness?



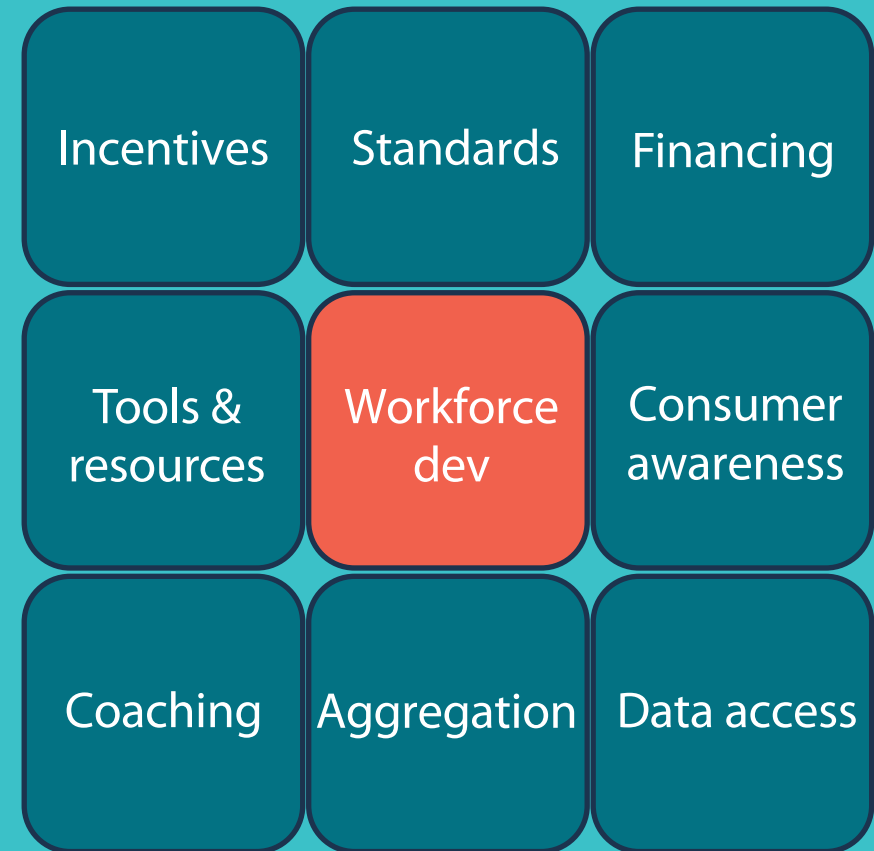
Modernization: tools & resources

- Business innovation grants?
- Expedited permitting?
- Service modernization training?



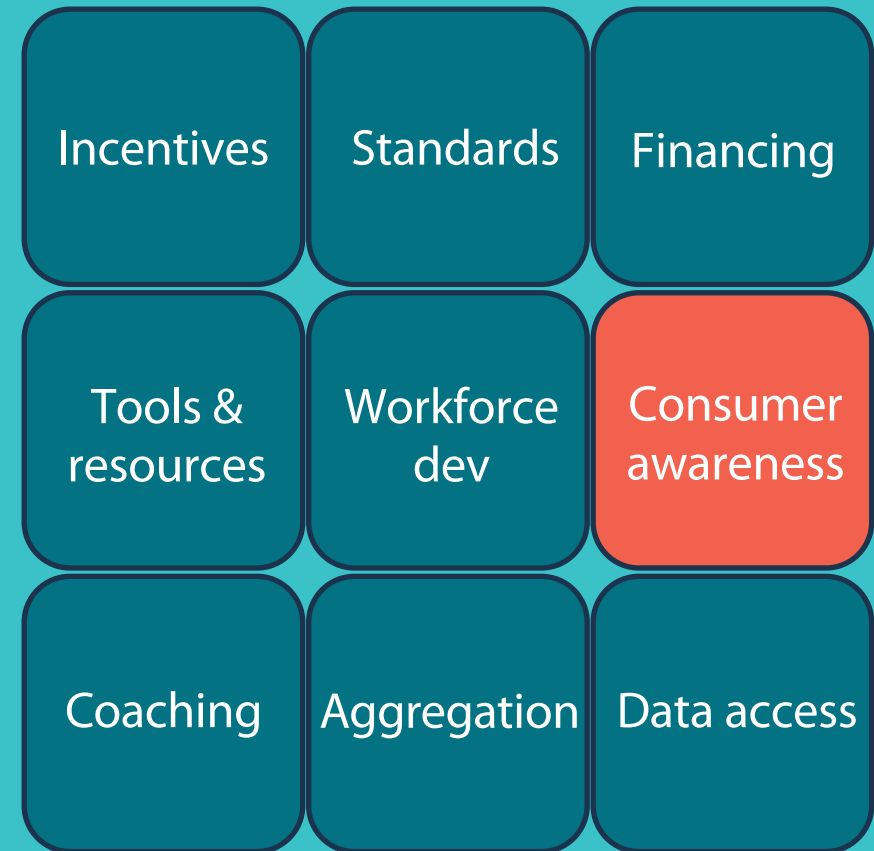
Workforce development

- Virtual training? On-site training?
- Business fundamentals training?
- Transition planning support?



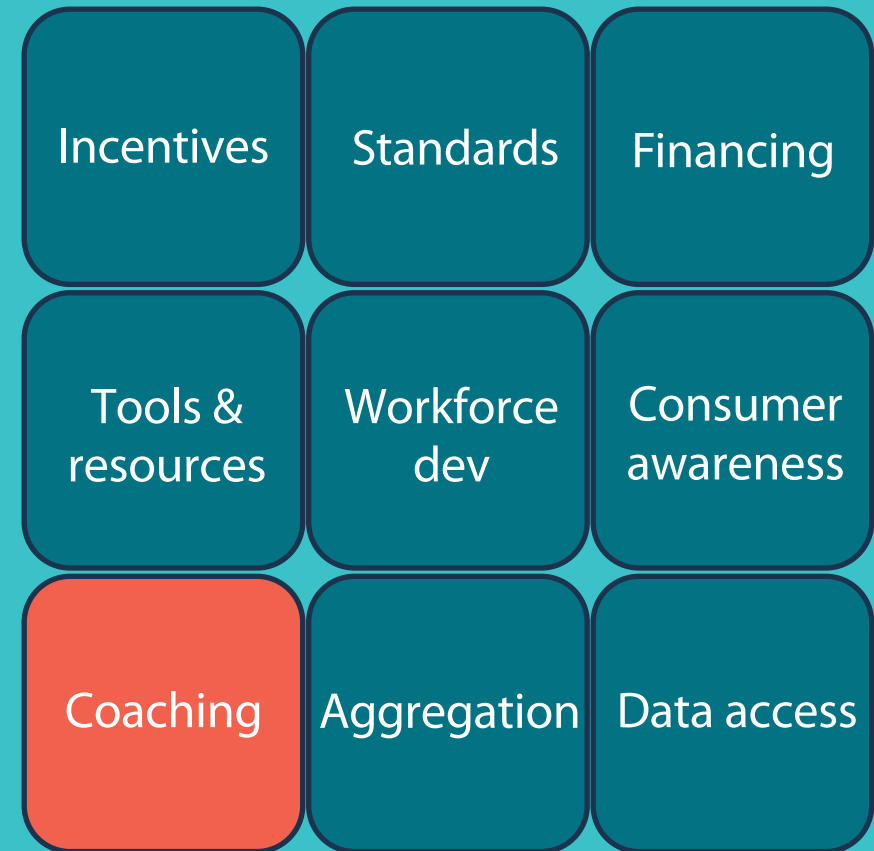
Consumer awareness and education

- Building energy labeling on sale?
- Realtor training?
- Public education campaigns?
- Software based navigators?



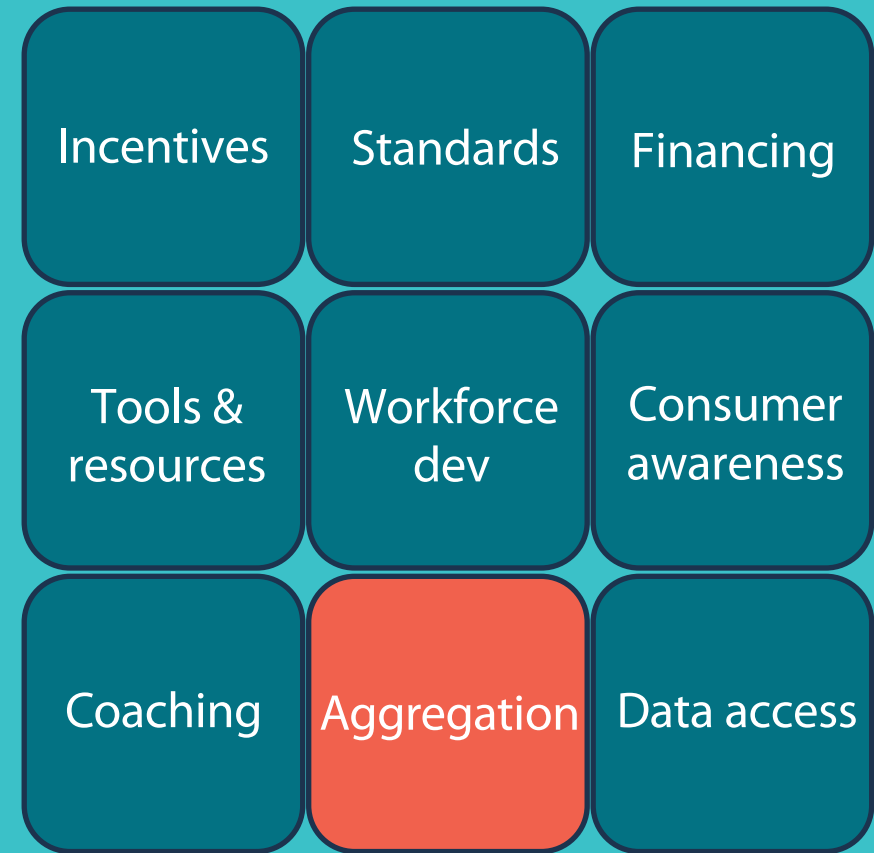
Mentoring and coaching

- Peer-peer business mentoring?
- Incubators and accelerators?
- HVAC center of excellence?
- Business coaching?



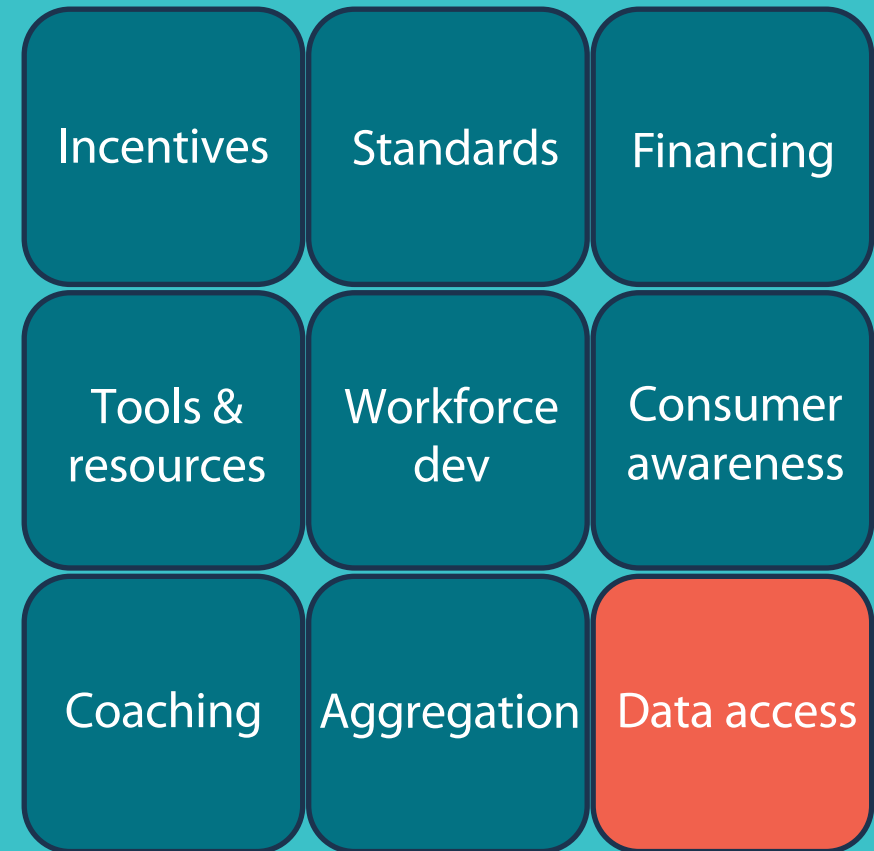
Customer aggregation

- Referral aggregation?
- Concierge services?



Improved access to data

- Home energy data?
- Real time system monitoring?
- Business performance benchmarking?



Supporting business models is important

Good for Canada

- Ambitious climate targets
- Scaling pace and depth
- Maintaining consumer confidence

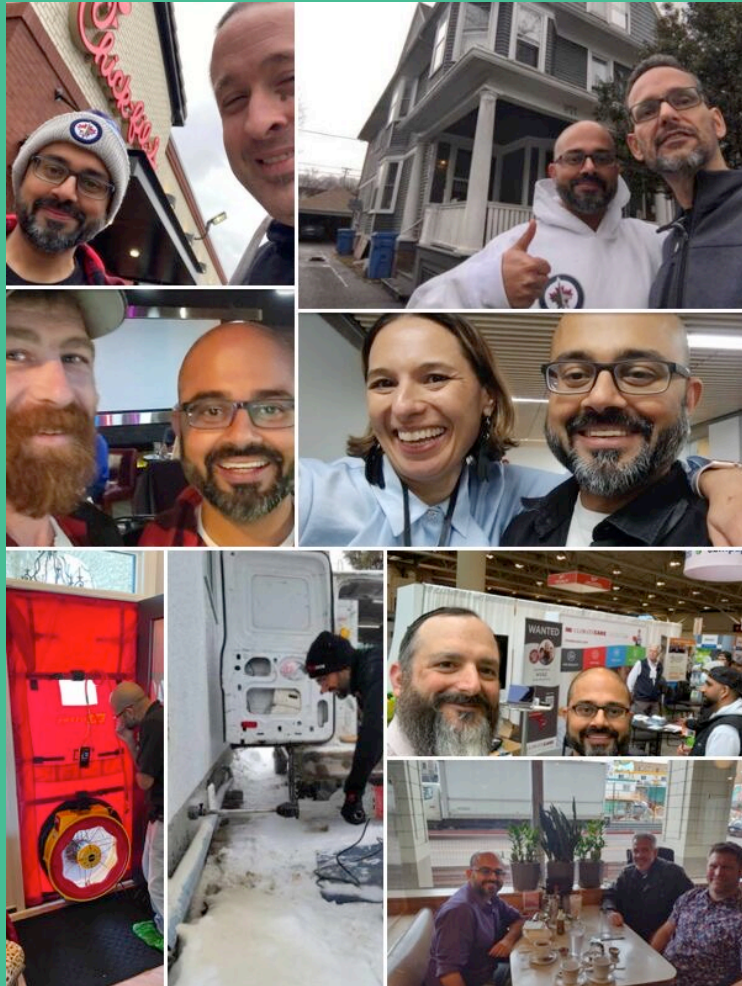
Good for Canadians

- Good middle-class jobs
- Wealth creation
- Stable reliable roles
- Advancement
- Craftmanship
- Small business leadership



Thank you...

To my mentors



To our funders

Canada

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