

Upgrading Below Grade Spaces: A Look Inside the Remodeling Industry

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How do we insulate a basement?

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It all starts with the consumer!

What is the Consumer buying and why?

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1. Square footage

What is the Consumer buying and why?

1. Square footage
2. Finishes

What is the Consumer buying and why?

1. Square footage
2. Finishes
3. An experience

What is the Consumer buying and why?

1. Square footage
2. Finishes
3. An experience
4. Performance

Who does the Consumer buy from and why?

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1. DIY/Box store

Who does the Consumer buy from and why?

1. DIY/Box store
2. Friend/Relative

Who does the Consumer buy from and why?

1. DIY/Box store
2. Friend/Relative
3. Professional Contractor

How do these 3 groups make decisions?

Assume all 3 groups assess the situation and seek out information

Assume all 3 groups assess the situation and seek out information

1. Internet

Assume all 3 groups assess the situation and seek out information

1. Internet
2. Friend/Colleague/supplier/box store

Assume all 3 groups assess the situation and seek out information

1. Internet
2. Friend/Colleague/supplier/box store
3. Code/prescriptive path

Assume all 3 groups assess the situation and seek out information

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2. Friend/Colleague/supplier/box store
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Same Answer?

Assume all 3 groups assess the situation and seek out information

1. Internet
2. Friend/Colleague/supplier/box store
3. Code/prescriptive path

Same Answer? Or not?

After Path is chosen, all 3 will:

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1. Follow through with path

After Path is chosen, all 3 will:

1. Follow through with path
2. Opt out of path for

After Path is chosen, all 3 will:

1. Follow through with path
2. Opt out of path for
 - Better path

After Path is chosen, all 3 will:

1. Follow through with path
2. Opt out of path for
 - Better path
 - Easier/cheaper path

Lets look at the Professional Contractor

**Professional Contractors vary from
versed to not so versed.**

Contractor 1
30 years of experience
30 years of new lessons

Contractor 2
30 years of experience
Same lesson, 30 times

There is the “Business Factor”

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1. Can the professional bid the path correctly as to make enough money to follow through?

There is the “Business Factor”

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2. Will the contractor be in business long enough to warranty failures. More importantly learn from warranty?

Key questions to move forward

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1. Can we educate the consumer sufficiently?

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2. Is there a prescriptive/performance path for basements?

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2. Is there a prescriptive/performance path for basements?
3. Can a path be adapted to all situations?

Key questions to move forward

1. Is there a prescriptive/performance path for basements?
2. Can a path be adapted to all situations?
3. How do we train/educate professionals to know which path and how to adapt it to varying conditions?
4. Can we educate the consumer sufficiently?

Thank You!