The Better Buildings Residential Network hosts a series of Peer Exchange Calls for members to discuss similar needs and challenges, and to collectively identify effective strategies and useful resources. Following is a sample of lessons learned shared by members during various Peer Exchange Calls, with the call title and date listed. Full summaries of each call are available on the Network’s Group on the Home Energy Pros website.

**Utilities:** To make collaboration with a utility easier, show how energy efficiency can solve a financial, public relations, or customer service problem for the utility.
- "Collaborating With Utilities on Residential Energy Efficiency Stakeholder Mapping," June 12, 2014

**Rebates:** Point-based systems for determining rebates based on typical combinations of energy upgrade measures can be a cost-effective alternative to full modeling projections for multifamily properties.

**Stakeholder Mapping:** In order to be successful, programs cannot operate from the bedroom with the windows shut and doors closed. They have to engage their stakeholders.

**Marketing:** Keep energy efficiency program messaging warm, friendly, and personal. Programs found this approach helps promote behavioral change better than some other messaging.

**Data:** Outline what your organization needs in a data tracking and evaluation system at the beginning of the process to avoid rework or collecting unnecessary data.
Consider using customized, off-the-shelf customer relationship management systems. They might require significant staff time and effort, but many programs found the investment worthwhile.

**Workforce:** Provide contractors with a shift in perspective to break down sales. For example, rather than selling a $10,000 loan, contractors should focus on selling a service (e.g., replacing the furnace) at a monthly cost (e.g., $200 per month).
- "Effective Loan Program Design and Integration With Contractors," July 24, 2014
Offer guided peer-to-peer learning opportunities for contractors, such as online discussions. These peer sharing opportunities can make a big difference as a training component.
- "Home Performance Training and Mentoring: Lessons and Resources," August 14, 2014

**Real Estate:** Educate consumers to maintain their house proactively instead of waiting until things break to fix them.
- "Mastermind Session With Arlington County, Virginia," August 14, 2014

For more information, contact bbresidentialnetwork@ee.doe.gov.

*DOE shares the items above as information, rather than endorsement.*

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**Lessons Learned: Peer Exchange Calls**

Peer Exchange Calls are scheduled on the second and fourth Thursdays of the month from 12:30 to 2:00 p.m. and from 3:00 to 4:30 p.m. Eastern. The schedule is announced on the Better Buildings Residential Network Group on the Home Energy Pros website and in the Better Buildings Network View newsletter.

Topics include:
- Data and Evaluation
- Financing and Revenue
- Marketing and Outreach
- Multifamily and Low-Income Housing
- Program Sustainability
- Workforce/Business Partners

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"Better Buildings Residential Network Peer Exchange Calls are invaluable to the industry. This kind of lessons-sharing is critical."

— Don MacOdrom, Home Performance Guild of Oregon, speaker on June 12, 2013, Peer Exchange Call