

FREE GUIDE TO ACHIEVING FINANCIAL SUCCESS AS AN ENERGY AUDITOR



What Is An Energy Audit?

History: Energy auditing has been around since the 1970's but has recently increased in popularity due to the new tax incentives and rebates provided through President Obama's stimulus act. Now more than ever homeowners and business owners are interested in upgrading their homes and facilities to be more energy efficient. In addition to being more efficient, they simply want help to lower the cost of their monthly energy bills.

Purpose: The purpose of an energy audit is to analyze the energy flows in a building, and understand its energy dynamics. During the energy audit, the auditor looks for opportunities to reduce the amount of energy input into the building without negatively affecting the output(s). Beyond simply identifying the sources of energy use, an energy audit seeks to prioritize the energy uses according to the greatest to least cost effective opportunities for energy savings.

Process: The process of conducting an energy audit can be very simple. First, the energy auditor will obtain the energy bills for a minimum of 1 year for the building. The current energy data is used to create a baseline and establish what the current energy costs are. Next the auditor conducts a room-by-room inspection of the building. During the room-by-room inspection, the auditor examines energy consuming items as well as areas that waste energy. With the new information obtained during the inspection, the auditor then calculates the current energy usage and proposed energy savings and documents the complete findings along with recommendations for improvement and savings into a Professional Energy Saving Report.

Review: The final step of an energy audit is a review with the homeowner or business owner in a manner that clearly identifies what actions and steps are necessary for them to be more energy efficient. Similar to a home inspection, the use of photos and imagery combined with common language are used to clearly show all areas of the building. The review also includes a review of energy upgrades that need to be made, expected cost savings of upgrading, and what tax incentives and rebates are available to offset the costs of modifying the home or building.

OPPORTUNITIES IN THE ENERGY AUDIT INDUSTRY

The Problems: Legacy energy audit training companies are designed to develop highly skilled auditors and engineers. However, many training companies that certify individuals are paying less attention to the quality of auditor they produce and only focusing on educating people how to pass the written and field exams.

Another increasing problem is that the economy continues to decline. Graduates of legacy energy audit companies are required to spend about \$1,500 on training and another \$20,000 in equipment costs. With this large up-front cost, new graduates are finding it difficult to get clients that are willing to pay and can afford a \$400-\$600 energy audit using the advanced auditing system they were taught.

The Solution: The Energy Audit Institute created a new type of energy audit for the market that reduces the need for energy auditors to buy \$20,000 to \$30,000 of equipment, reduces the amount of time in the consumer's residence or facility, and lowers the cost of an audit to an affordable rate.

While traditional energy auditors continue to only offer "advanced" audits, a new market for "low-cost" audits has emerged. With an average cost of \$100 per home audit and 1-2 hours of time to complete, this new audit continues to gain traction.

Considering the average savings found by a "low-cost" audit is about \$600 per year, being able to only pay \$100 for the audit becomes affordable. With the elimination of the \$10,000 to \$20,000 cost in equipment by the energy auditor, there is no longer the need to try and pass those charges onto the client. This means energy auditors that conduct "low-cost" audits are able to be more profitable- and avoid a large start-up cost.

In addition to learning the "low-cost" methodology to energy auditing at the Energy Audit Institute, graduates are equipped with software to calculate energy savings, and a professional report to explain their findings.

Graduates from EAI are also afforded the luxury of getting marketing tools such as business cards, door hangers, 3-fold flyers, and lots more which gives them a distinct advantage over other graduates from legacy programs that only know how to pass an exam.



Home Energy Audits Save Homeowners an Average of 30% on their Energy Costs

The United States is currently the largest single consumer of energy. The result is that the average homeowner now spends about \$2,200 per year on energy. Continuous heating and air conditioning consumption account for half of home energy costs. With this consumption comes a tremendous amount of wasted energy. Our wasteful use of energy contributes to air pollution problems such as low-level ozone, smog, and global warming.

HOME ENERGY AUDITS are the most direct and inexpensive route for homeowners to reduce wasted energy in their homes is to have an Energy Audit. The primary purpose of a home energy audit is to evaluate the homes energy consumption and make recommendations to eliminate wasted energy and lower monthly energy costs.

Increasingly in the last year, energy audits have exploded as the demand to lower expensive energy costs and move towards a sustainable future have made energy audits greatly important. In addition, there are now a very large number of tax credits from cities and the federal government, which are enabling homeowners to affordably update their homes and reduce their monthly energy costs.



Commercial Energy Audits Help Small Business Owners During Tough Economic Times

Commercial energy audits are designed specifically to help small business owners. As they continue to struggle with lower consumer demand, one area they are now looking at is energy efficiency. The introduction of tax incentives from the federal government through the Obama stimulus program has opened the door to savings opportunities that didn't exist before last year.

COMMERCIAL ENERGY AUDITS are very different from home auditing as you can charge clients based on the square footage of their facility or on the savings you will provide them. Also unlike residential audits, there are only a handful of Certified Commercial auditors to conduct energy audits for over 5 million small business owners. This imbalance has created a large demand and lucrative income streams for auditors that join diversify their auditing into the commercial marketplace.



Get Professionally Trained In Energy Auditing From The Comfort Of Your Own Home

The Energy Audit Institute provides online learning that you can do from the comfort of your own home. There is no need to fly out to a training event or sit in a classroom. You receive everything you need on your home computer.

How it Works:

When you enroll in either the Home Energy Training course or Commercial Energy Training course, you get instant access to 10 training modules. Each module is in PDF format that you can read online. You can also print out each module and make notes as you learn.

Each training module is packed with the latest in energy efficiency insight. You will learn how to easily do a comprehensive energy audit using our proven system. Inside each module there are practice tests so you can gauge your learning.

Our training programs also include “Action Items” and “Homework Assignments” that enable you to conduct an audit on your own home while you learn. This hands-on approach gives you the confidence to be able to repeat the process for your clients.

In addition, with the money you save yourself auditing your own home, you will more than pay for the cost of the training you receive from our courses.



Get Certified in Energy Auditing Online From The Comfort Of Your Own Home

The Energy Audit Institute provides online certification that you can do from your personal computer, work computer, or even your laptop at an Internet cafe.

How it Works:

Once you've completed the self-guided Energy Auditor training program, just login to our secure testing center using your unique login & password to complete the certification exam.

The exam is approximately 80-100 questions and you can take it "open-book" using your PDF training modules or printed materials. The test questions are based on the practice exams included with each module.

Once you complete the exam, you will receive your personalized certification in the mail in about 5-7 business days. It's really that easy!!

Energy Efficiency Opportunities

The following table summarizes the energy efficiency improvement opportunities available for your home and lists estimates of the annual savings, costs, and payback (the cost divided by the annual savings). Details for each improvement opportunity are provided in the recommendations section of the report.

Feature	Recommendation	Estimated Annual Savings	Estimated Cost	Payback (Years)
Programmable Thermostat	Install	\$180.00	\$150.00	1
Water Heater	Replace due to age	\$90.00	\$300.00	4
Duct Sealing	Seal Ducts	\$147.00	\$296.00	2
Knee Wall Insulation	Insulate to R-38	\$22.00	\$73.00	3
Attic / Ceiling Insulation	Insulate to R-38	\$178.00	\$800.00	5
1 Large Window	Replace with double-pane, low-e	\$54.00	\$483.00	9
Refrigerator	Replace due to age	\$84.00	\$900.00	12
Gas Furnace	Replace due to age	\$326.00	\$3,450.00	11
Cooling System	Replace due to age	\$294.00	\$3,770.00	13
Clothes Washer	Replace due to age	\$63.00	\$400.00	7
Clothes Dryer	Replace due to age	\$97.00	\$400.00	4
Window Solar Shades	Install solar shade(s)	\$63.00	\$800.00	12
	Total	\$1,598.00	\$11,683.00	

Get the Software You Need to Calculate Savings and Provide a Professional Report

In addition to learning how to conduct an Energy Audit, you need to be able to have the tools to easily calculate and report your findings to your clients.

The Energy Audit Institute provides you with the software tools necessary to document your client's current energy usage, calculate energy saving opportunities, and present them in a professional report. The software you receive is created using MS-Word and MS-Excel so you can easily operate them and modify them to include your own logo, company name, additional fields, etc.

Unlike other training companies that simply prepare you to take a test, the Energy Audit Institute also gives you the tools you need to succeed.



Get the Marketing Tools You Need to Create and Grow Your New Energy Audit Business

In addition to the training, certification, and software, you will also receive the marketing tools you need to be successful.

Every Energy Auditor program from the Energy Audit Institute includes marketing tools such as a business card, envelope, and letterhead for you to promote your new business with.

In addition, to your new corporate appearance – you need to acquire new clients. That's why we provide you with a 3-fold flyer for face-to-face client gathering as well as a door hanger that you can use to canvas entire neighborhoods.

You will also receive a 1-year membership in both the Energy Audit Institute as well as the Energy Efficiency Association where your new business will be listed and where potential clients can verify your status as a Certified Energy Auditor.



Our Complete System Approach Will Enable You to Start Your Own Energy Audit Business

Apply what you learn from our training programs to build your own empire. Work full-time or part-time to obtain the income level you desire.

Apply What You Learn In Our Course To Achieve Your Desired Income Level

You can experience financial success owning your own business. After you complete your energy training and certification, you will have the knowledge and resources you need to get started in energy auditing.

Working part-time or full-time, you will earn an average of \$100 per home energy audit and even more for commercial audits. By providing your clients with cost savings, you will start to get referrals from them offering you new opportunities to earn even more saving their neighbors, friends, and family as well.

To create a large energy business, hire others and have them do the audits for you. Just get them trained and certified at EAI, then put them in the field working for your company at a "per audit" rate of \$50. This will enable you to get hundreds of audits done by your business each year and will net you \$50 per audit. This is a great way to control your local market!



Add Energy Auditing to Your Existing Business

If you are already working in homes and businesses with a trade such as general contracting, electrical, etc. adding energy audits to your list of services can earn you substantially more each month.

Add Energy Auditing To Your Existing Business To Maximize Your

One way our students have experienced success is by adding learning energy auditing and adding the service to their existing service offerings. Imagine if you have a general contracting company or are an electrician. You can provide your clients with energy audits and show them lighting, HVAC, insulation, and other improvements that will save them money. Since you are already licensed to do the upgrades, you can offer them your services to upgrade their lighting, HVAC systems, or electrical systems and drastically increase your monthly income.

Even if you're not already licensed in a trade, you can still take advantage of this opportunity. All you need to do is outsource the upgrades to a contractor that works for you. You can offer to upgrade your clients home and instead of doing the work yourself, you collect the money and then pay a portion of that to your contractor who comes in and does the work on your behalf.

You can experience huge profits by either doing the work yourself using your licensed trade or by outsourcing to professionals that work for you.



Leverage Your Client List To Get More Clients

If you are or were a realtor, you may already have all the contacts you need to kick-start your new energy business!

Realtors can get certified in energy auditing and help their clients buy and sell "green" homes.

Add Energy Auditing To Your Real Estate Business To Help Your Clients Buy & Sell

Many realtors are struggling to move homes in this market. When you get certified in energy auditing, you can do audits for your clients that will help them get their homes more energy efficient for selling and also help them get "green" modifications for the homes they are buying.

When you have a client that is selling a home, your audit will help them understand how energy efficient their home is now and how they can make it more efficient and attractive to potential buyers.

Your list of contacts can help you get lots of customers fast. Just email all your contacts about your energy auditing capabilities and watch your inbox light up with requests!

Note: EAI Home Energy certifications do not enable you to provide qualifying home resale inspections for Austin, Texas. This is the only place this applies.



Stop Waiting Tables and Put Your New Education to Work for You

Students and recent graduates can apply their higher education in an emerging and dynamic marketplace.

Take Your Formal Education To New Heights In An Emerging Market

Many students are getting trained and certified in energy auditing as an alternative to working for minimal wages and tips. With the ability to earn \$100 hour working part-time around your schedule, you can earn plenty of income to support yourself while getting “real-world” experience.

Unlike internships that give you experience in corporate settings, having your own energy business gives you the opportunity to gain experience as an entrepreneur in an emerging market. Apply your business, marketing, and liberal arts schooling to create your profitable business.

Working full-time during the summer as an Energy Auditor can not only pay for your tuition, but can also give you the financial freedom to not have to work during the Spring and Fall semesters. Your earning potential is truly unlimited!

ENERGY AUDIT TRAINING & CERTIFICATION PROGRAMS



Home Energy Program

- 10 Training Modules
- Online Certification
- Energy Audit Software
- Marketing Tools

Retail Rate: \$347.00

On Sale: Just \$247.00

The Home Energy Audit training program provides you everything you need to know about home energy efficiency. You will learn about lighting, HVAC, water conservation, and more. The program also includes the contracts, worksheets, and tools you need in order to perform a home energy audit. So you can rest assured that you are getting a quality education in energy efficiency and that you will be able to go out and start your new career and be successful.



Commercial Energy Program

- 10 Training Modules
- Online Certification
- Energy Audit Software
- Marketing Tools

Retail Rate: \$347.00

On Sale: Just \$247.00

The Commercial Energy Audit training program provides you with in-depth knowledge in small business efficiency. You will learn about lighting changes, machinery energy usage, and so much more. The program also includes the contracts, worksheets, and tools you need in order to perform a commercial energy audit. This is our most popular program because unlike home energy audits, you can charge clients over \$1,000 per audit. This is the most lucrative career opportunity available.

FALL SAVINGS EVENT

Energy Audit Training without the Classroom
Learn from the comfort of home

HOMEENERGY
AUDITOR TRAINING PROGRAM

Complete Training Program
Includes 8 Modules & Resources

Energy Audit Training without the Classroom
Learn from the comfort of home

COMMERCIAL
AUDITOR TRAINING PROGRAM

Complete Training Program
Includes 8 Modules & Resources

Order Now!
This is a very
Limited Time Offer!

\$344.00

There has never been a better time to get started in Energy Auditing than right now! More and more homeowners and business owners are getting energy audits, which means that your new skills can easily transition into a lucrative career change.

To help you get started, we are now offering a huge savings if you purchase both Energy Auditor courses - \$150 off the retail rate. To take advantage of this savings event – simply go to

<http://energyauditinstitute.com/bundled-energy-audit-training.html>

Or if you would only like to take one of our Energy Auditor courses right now – you can still **save \$50.00 off the price of either energy audit training program.**

To take advantage of this savings opportunity – **simply enter the coupon code: FALL50 when you check out.**

Remember that only the Energy Audit Institute provides you with the training you need, certification, software, and the marketing tools you need to be successful for less than \$200 per course.