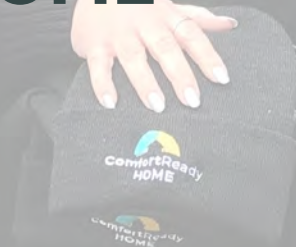




Owned By



**ComfortReady  
HOME**



ComfortReady  
HOME

Comfort Ready Home Field Specialist  
John DeLance with Tina Workman  
and Marcos Huerta at Salem Electric

**Program Quick-Start Guide**

# WELCOME TO COMFORT READY HOME

Comfort Ready Home is a partnership between Bonneville Power Administration (BPA) and its customer utilities. Our goal is to increase the number of residential energy efficient insulation; windows; heating, ventilation and air conditioning (HVAC); and water heating installations in the Northwest.

We connect homeowners, contractors and utilities, providing each with the tools, resources and support they need to prioritize energy efficiency and take advantage of utility programs.

This guide shows how you can use these services to establish new programs or enhance your existing offerings to capture more long-term energy savings.

## TABLE OF CONTENTS

[Participate Your Way](#)

[Field Specialist Support](#)

[Managing Your Contractor List](#)

[Training Catalog](#)

[Multifamily Project Support](#)

[Marketing Support](#)



### Comfort Ready Home offers Northwest utilities a menu of services to choose from, including:

- Dedicated support from a Comfort Ready Home Field Specialist who can provide technical assistance, training, and contractor outreach and recruiting.
- A robust residential contractor network featuring contractors throughout the Northwest with expertise in energy efficiency. As a utility, you can access trusted residential contractors and directly link your website to the contractor search results for your service area.
- A well-rounded training program for contractors which includes in-person workshops, online learning and training videos. See the [Training Catalog](#) for details.
- A customer-friendly website where homeowners can find an energy efficient upgrade that fits their lifestyle and budget, trusted local contractors and links to their utilities for money-saving incentives.
- Marketing tools and resources to promote your utility's residential program, including content for mailers, newsletters, social media and email communications.
- A comprehensive Residential Field Guide for contractors that contains a program overview, sales resources, product guides and more.

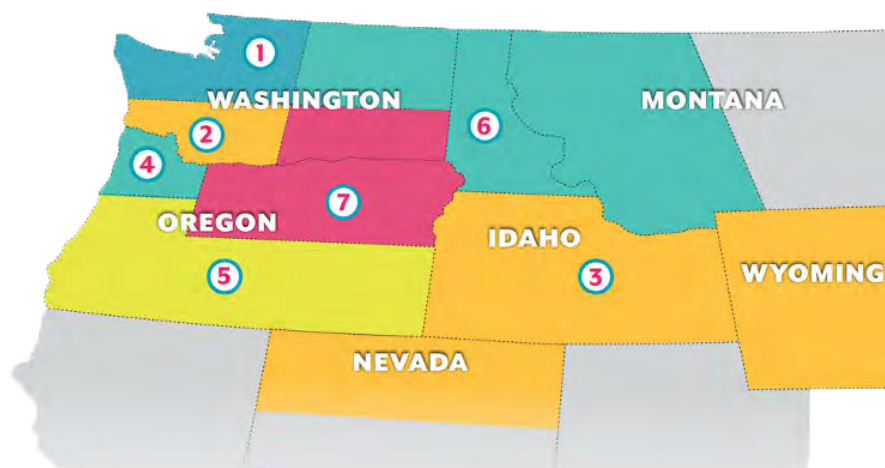


# Field Specialist Support



## Field Specialists are the face of Comfort Ready Home. The support available to utilities and contractors includes:

- Establishing mutually beneficial connections between utilities, contractors and homeowners.
- One-on-one support for weatherization, HVAC and water heating contractors.
- Useful tools, guides and technical resources.
- Free customized hands-on workshops and trainings.
- Sales and marketing materials designed to increase leads and conversions.



## Field Specialists



**Troy Zdzieblowski**  
NW Washington  
Olympic Peninsula



**Nick Phillips**  
SW Washington



**Dean Paler**  
Southern Idaho  
Nevada  
Wyoming



**John DeLance**  
NW Oregon



**Mike Stothers**  
Central Oregon  
South Oregon  
Northern California



**Scott Mayfield**  
NE Washington  
Northern Idaho  
Montana



**Cyrus Collins**  
Associate Program Manager  
SE Washington  
NE Oregon

## Communication Expectations

Field Specialists are your support arm out in the field. Our service standards mean that when you reach out to your Specialist, you can expect a return call within 24 hours.

Your Field Specialist will check-in with you and each of your participating contractors at least once per quarter. If you have more frequent needs, let your Specialist know.





## Managing Your Contractor List



## **Comfort Ready Home provides a utility-specific contractor search tool that allows end-users to find a local contractor providing services in your area.**

These contractors have been vetted and can receive assistance with your rebate program, your requirements, process and forms. Your Field Specialist is available for ongoing support if contractors need additional guidance.

The Contractor Search tool can be customized to only list contractors for rebate measures that you offer, and you will be provided a custom URL to embed into your website to direct end-users from your energy efficiency webpage directly to your contractor search results.

If an end-user contacts a contractor through our website, your Field Specialist is notified and can provide support as needed to the contractor.

### **How Contractor Search Listings Work**

1. The homeowner follows a direct link from the utility's site to their contractor list on the Comfort Ready Home website, or the homeowner searches for their utility on [ComfortReadyHome.com](https://www.comfortreadyhome.com) and is directed to the list.
2. By default, all results are shown. They can also be filtered by specialty:
  - Air Sealing
  - Duct Sealing
  - Ductless Heat Pumps
  - Heat Pump Water Heaters (HPWHs)
  - HVAC
  - Insulation
  - Windows & Doors
  - Energy Assessors
3. The homeowner selects a contractor and contacts them directly through the website or using the provided contact information.



**Contractors, engineers/designers, technicians and home assessors are all welcome to join the Comfort Ready Home Contractor Network. The application process is thorough but simple:**

1. Contractors click the Join Now button on [ComfortReadyHome.com/join](https://ComfortReadyHome.com/join) and complete a short application. The application includes requirements such as business description, service territories and required licenses to perform technical services, including requirements for HVAC installers, plumbing and business licenses.
2. A local Field Specialist will connect with the contractor to further explain the Program and to understand their services and coverage area. The Specialist will also provide training on program requirements and available workshops.
3. The Program verifies business and contractor licenses and ensures eligibility for enrollment. Approved contractors receive a participating contractor badge and are added to the contractor search.
4. If at any time the contractor is not meeting your program's standards, you can contact your Field Specialist and request the contractor receive additional training or be removed from your service territory.



### **By joining, contractors gain free access to Program benefits including:**

- Access to new customers and a listing on Comfort Ready Home's contractor search page.
- Access to the Comfort Ready Home Learning Center, our online learning portal featuring a growing list of courses covering everything from growing their business to technical trainings for performing quality installations.
- Connections to local utilities and incentive programs.
- Customized support from Field Specialists who can answer questions and connect contractors with local utility representatives.
- Resources like the Comfort Ready Home Field Guide and Contractor Marketing Toolkit, which can help contractors market and perform energy-efficient residential upgrades while saving their customers money.
- Invitations to events and workshops, plus information on the latest on industry topics, trends and best practices.



# Training Opportunities





## Free Customized Training

Comfort Ready Home offers a variety of free trainings and workshops designed to familiarize contractors with weatherization and energy efficient installation best practices and acquaint them with utility programs. These courses focus on enhancing skills and fostering beneficial partnerships.



For a full list of training offerings, visit the [Comfort Ready Home Training Center](#).

## In-Person Workshops

Comfort Ready Home Field Specialists are available to provide free on-site or in-office training for contractors. Workshops are intended for small groups of 3-15 people and delivered on-site with contractors or in a classroom. They can easily be adapted for large group setting, webinar or live-streaming. Workshops are typically 2 hours but can be expanded for additional hands-on learning in the field. All trainings come with the opportunity for continuing education credits. In-person Spanish-language support is available for most trainings. Other accommodations may be available upon request.



Reach out to a Field Specialist to schedule your training:

<https://comfortreadyhome.com/field-specialists>



### Online Learning Center

The Comfort Ready Home Learning Center offers free on-demand training courses to help contractors engage with customers and perform quality installations of energy-efficient home upgrades. Modules are intended for contractors looking to achieve a thorough overview and understanding of qualifying energy efficient upgrades through BPA utilities. These courses provide details on installation requirements, specifications and best practices. The Comfort Ready Home program can provide reporting and tracking on completed courses to ensure compliance with utility programs. Some courses are available for Spanish-speaking contractors. The online learning platform is open to anyone and available 24/7. All courses are eligible for continuing education credits (CEUs) and other certifications.

Enroll today: <https://comfortreadyhome.iqed.online/>

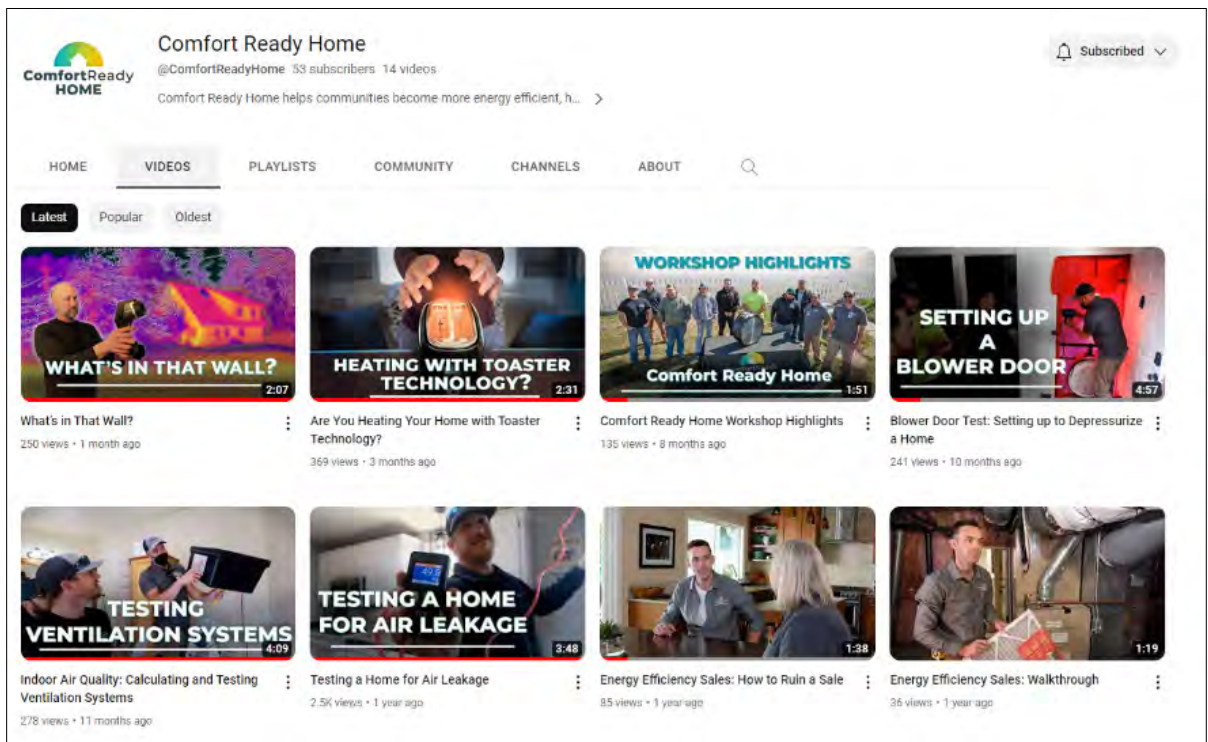


## YouTube Playlists

The Comfort Ready Home YouTube channel features video playlists covering several weatherization and energy efficiency topics. These include **Evaluating the Home as a System, Selling Energy Efficiency, All About Indoor Air Quality** and more.

Bookmark our YouTube channel:

<https://www.youtube.com/@comfortreadyhome>





## Multifamily Project Support



## Comfort Ready Home provides technical support and coordination for Multifamily projects.

Multifamily projects can require higher levels of support because they often include multiple measures, contractors and a mix of standard, low-income, and custom BPA incentives.

### What buildings are eligible?



Multifamily buildings with 5 or more dwelling units within the same structure.



Low- and high-rise Multifamily buildings.



Temporary quarters such as hotels, motels, nursing homes, and dorms are not eligible.

### Your Comfort Ready Home Field Specialist can help you:

1. Identify potential projects by working with utility, property owners, and contractors.
2. Determine the available incentive opportunities and/or conduct an optional energy assessment.
3. Help define project scope.
4. Work with BPA to determine the overall energy savings and incentive amounts.
5. Work with BPA to verify project completion.



## Marketing Support





## Comfort Ready Home offers free marketing support for utilities, including:

- A specialized marketing toolkit with a social media guide, customizable ad script, videos and tip sheets for homeowners.
- Consumer-friendly print-ready Product Guides for energy efficiency and weatherization measures.
- An online resource to help you plan, manage and market a program for low-income customers.
- On-demand customization and content for newsletters, flyers, print ads, social media and your website.
- Additionally, the Program runs region-wide consumer social media campaigns to drive interest and awareness of the benefits of energy efficiency upgrades such as heat pump water heaters and heat pumps.

