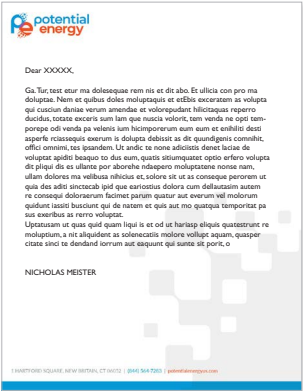




Pocket Folder\* (delivery mechanism)



Cover Letter\*



Top 5 Questions Sell Sheet\*



About Us/Bio Sell Sheet\*



Business Card\*



Package Sell Sheet\*



Testimonials Sell Sheet\*



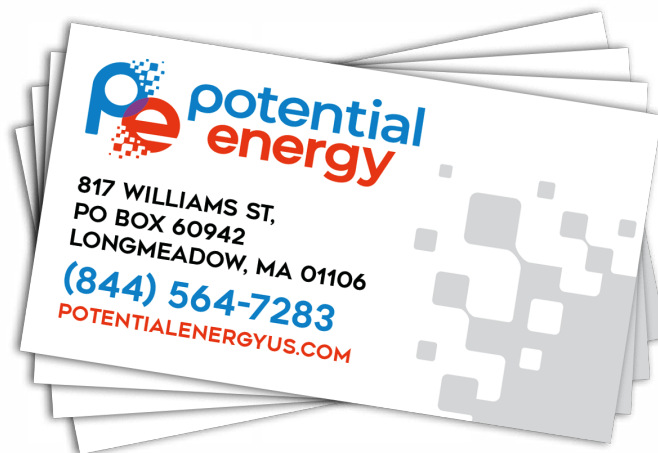
Savings and Benefits Sell Sheet\*

\* creative started / estimate needed

\* production completed



Pocket Folder\*



Business Card\*



Welcome to Potential Energy!

We like to think of ourselves as your home's best friend.

## WHY?

Because at no-cost we can assess your home energy efficiency and then recommend remedial actions, including insulation, where you get 75% off once approved through the Mass Save program. So, for very little cost on your part, we make it easier to save money going forward. A Win-Win!

## HERE'S HOW WE WORK:

**We Discover** – Through either our virtual assessment (which only takes 30-60 minutes) or our in-person assessment (about 1-2 hours) we identify areas of your home where air escapes.

**We Analyze** – Once we have this data, we are able to analyze the extent of the problem. We then put together a comprehensive plan to address these issues.

**We Insulate** – Once we jointly review the plan, we insulate your whole home. You can even get a 75% reduction in the cost through the Mass Save program.

**You Save** - The result of all this? Lower energy bills.

**You All Enjoy** - And, most important of all, your family can live in comfort and you can feel comfortable every time you see your lower energy bill.

It's done quickly, completely and efficiently.

So, give us a call at **844-564-SAVE** and we'll be happy to begin the process that leads to more home energy savings for you and your family.

Sincerely,

Nicholas Meister

A handwritten signature in black ink, appearing to read 'N. Meister', is placed over a light gray rectangular background.

# TOP 5 QUESTIONS YOU SHOULD BE ASKING ABOUT HOME ENERGY ASSESSMENT



Here are the most common questions asked about home energy systems. Finding out the answers can lead to substantial cost savings for you.

1

## WHEN'S THE LAST TIME YOU TESTED THE EXHAUST OF YOUR HOME AND WATER HEATING EQUIPMENT?

Exhaust gases are meant to vent outside the house. But sometimes, due to a fault in the system, they backdraft into the interior. If you see condensation on your water heater's pipes, you may have an issue. Here's a tip: hold a mirror up to the top of your water heater and see if it fogs, a pretty much sure sign of backdrafting.

2

## WHEN'S THE LAST TIME YOU TESTED YOUR CO LEVELS?

Backdrafting is an issue because in the process, it releases Carbon Monoxide into your home. Carbon Monoxide is a toxic gas which, if it builds up past a certain level in your home, can be deadly. Beyond being a health hazard, too much CO means that your heater or furnace is not burning its fuel efficiently. But remember, by measuring your CO levels you can determine if your water heater or furnace is backdrafting, but it doesn't fix backdrafting.

3

## IS YOUR ATTIC PROPERLY INSULATED?

If 5% of your attic is insulated improperly or not insulated at all, it could account for 50% of your BTU loss. That's the reason why you should have regular home energy assessments conducted by Potential Energy. It's a quick, easy and affordable way to save money on your home energy bills.

4

## HOW LONG DOES IT TAKE TO GET A COMPLETE HOME ENERGY CHECKUP?

Easy question, at least for us. You can have a virtual home energy checkup in 30-60 minutes. An in-person one can take from 1-2 hours. The ROI is massive: for no cost to you, you save big time on your home energy bill – and you get a 75% cost reduction on approved insulation.

5

## WHAT APPLIANCE TAKES UP THE MOST OF YOUR ENERGY BILL?

Trick question – or not! Actually, your water heater can take up to 25% of your home energy bill. So, make sure it's working efficiently and safely. We can help.

# ABOUT US

**Potential Energy, LLC** specializes in home energy solutions for businesses and residences in Massachusetts and Connecticut. Our pleasant and knowledgeable staff will be there every step of the way to provide guidance and direction on the latest technologies and solutions.

From research to implementation, Potential Energy specializes in saving you money with efficiency and professionalism. Providing customers with efficient energy is our bread and butter. Whether it's insulation, solar energy, a new furnace or a hot water heater, Potential Energy is here to service all your energy needs and upgrades.

The path to minimizing your home's energy bill begins with our personalized Home Energy Assessment. Potential Energy has highly trained energy auditors and insulation installers who are BPI certified. Our technicians pride themselves on keeping the highest standards and quality while personalizing their approach to best tailor your home.

At Potential Energy, we stride to be a recognized leader in the development and operation of safe, reliable and sustainable energy solutions, to meet the needs of our customers and communities, and to generate value for our customers. We integrate sustainability into our decisions by striding to create value, preserve natural resources and uphold the interests of our communities.

**Nicholas Meister** has been saving residents and businesses hundreds of thousands of dollars in energy costs for the last ten years through his company, Potential Energy and its subsidiary, HomeEnergyCheckup.com.

Born in Massachusetts, Nick's parents were an artist and engineer, endowing him with talent in both areas. Nick earned a Bachelor of Fine Arts from Paier College, but then pivoted towards his engineering instincts with a career in energy conservation. He has earned an impressive list of certificates and licenses including Building Analyst Professional, Multi-Family Building Analysis Professional, Home Improvement Contractor, a Lead-Safe License and a Construction Supervisor's License.

Working with the Mass Save program, Nick has served over 8,000 customers in the service area. He has estimated that saved families and businesses over 360 billion BTUs (yes, that's billions!) and reduced 19,000 tons of CO<sub>2</sub> over his tenure in the industry.

Without doubt, Nick's expertise and experience can help families and businesses save substantially on their energy costs and reduce their CO<sub>2</sub> emissions.

Potential Energy and HomeEnergyCheckup.com are full licensed and insured in Massachusetts and Connecticut.





## SCHEDULE YOUR NO-COST HOME ENERGY ASSESSMENT



## SAVE 75% ON HOME INSULATION

Potential Energy's energy auditors and insulation installers are BPI certified and highly trained to do their job with diligence and professionalism. By scheduling your No-Cost Home Energy Assessment, a personalized plan can then be created and implemented to begin saving your home money. Our technicians pride themselves on the satisfaction of each unique customer, ensuring an efficient energy solution designed to provide sustainable energy at a more affordable price.

- ✓ APPROVED INSULATION AT 75% OFF
- ✓ 0% HEAT LOAN FOR WINDOWS AND MORE
- ✓ NO-COST TARGETED AIR SEALING
- ✓ NO-COST LED'S SMART POWER STRIPS, THERMOSTATS & MORE
- ✓ REBATES FOR HIGH EFFICIENCY COOLING, HEATING & HOT WATER EQUIPMENT

## HOW TO PARTICIPATE

- 1 VISIT [HomeEnergyCheckUp.com](https://HomeEnergyCheckUp.com) OR CALL 844-564-SAVE TO SCHEDULE YOUR NO-COST HOME ENERGY ASSESSMENT**  
Home energy assessments are now available in person at your home or if you prefer, they can be performed virtually. However you feel comfortable, the choice is yours.
- 2 PLAN YOUR IMPROVEMENT**  
During the assessment, our Home Energy Specialist will confirm the measurements for needed insulation and can schedule the work while there.
- 3 INSTALLATION OF IMPROVEMENTS**  
Installation of weatherization improvements generally takes one to two days, so you can quickly realize the benefits of the Mass Save Home Energy Services Program. After the installation is complete, a Mass Save representative may inspect the work at no-cost to you.





# TESTIMONIALS



"We had Bobby and his crew out at our house for the last 2 days and they were amazing!!! What a crew of hard-working guys. They worked hard, clean and efficiently. My husband is in the construction industry and he isn't often impressed when others do work in our home, but he even said they did that little bit extra instead of cutting ANY corners. They cleaned up continuously as they worked and even set up plastic tents to cut back on dust when they were working in our home. I would highly recommend this company and especially this group of guys!!"

Melissa Voas - 5/22/2018

---

"Potential Energy has just completed the installation of the insulation in my home through the Mass Save program. "

"I want to let you know that I was very pleased with the workers who did the install. There were six of them in total: J (Julien? - I was introduced to him as J), Nick, and Phil were here for most of the installation, and Jeremy, Chris, and Lionel who were also here for one day each."

"They introduced themselves, told me what they were doing and why. All of them were pleasant, respectful, and amicable. They also had to contend with two little dogs and took it in stride with humor."

"They represent their company well and I would not hesitate to give them a referral if asked." "Aundrea, the contact person was also pleasant and professional on the telephone, as was Josh. Good vibes all around."

Shirleen Perniciaro - 10/20/2020

---

"I was very impressed with the guys that did the work. They were very personable and thorough. A very enjoyable experience."

Ed Comini - 10/23/2020

---

"The guys did a great job. My wife was very happy with their courtesy and professionalism. They cleaned up their mess. By time I got home from work I couldn't tell that they were there."

Mass Save Customer - 9/16/2020



# SAVINGS & BENEFITS



One of the easiest ways for you to save money is to perform an energy assessment on your home. You'd be surprised at how much hot air (or cold air in the summer) can seep out of your house. And you'd also be surprised how easy and cost-efficient it is to address those issues. Here are some of the benefits of performing a home energy assessment:



**THE RETURN ON INVESTMENT IS QUICK,  
OFTEN FROM 6 MONTHS TO 2 YEARS.**



**HEAT LOSS CAN BE REDUCED BY ABOUT  
20 TIMES, RESULTING IN SIGNIFICANT  
SAVINGS.**



**AN INSTALLED INSULATION SYSTEM  
IMMEDIATELY REDUCES THE NEED FOR  
ENERGY AND RESULTS IN SIGNIFICANT  
SAVINGS.**



**A WELL-INSULATED SYSTEM HELPS  
REDUCE NOISE LEVELS IMPROVING  
THE COMFORT OF YOUR HOME.**