Southern Energy Management:

A Small Business Perspective on the Opportunity of Energy Efficiency
Introduction to Southern Energy Management

• A leading rooftop solar and building performance company in the Southeast and Mid-Atlantic.

• Founded in 2001 in Raleigh, NC. Divested utility scale solar business unit in June 2012.

• Today, we’re a team of 60 headquartered in Morrisville, NC.

• Serving home owners, builders, developers and business owners in the Southeast and mid-Atlantic.
SEM – What we do…

- SEM provides building energy efficiency and renewable energy solutions to the residential and commercial markets.

**Residential Builders/Developers**
- Residential PV
- Residential SHW
- Integrated Planning
- HERS Ratings
- Green Building Consultation
- Diagnostics

**Homeowners**
- Residential PV
- Residential SHW
- HERS Ratings
- Diagnostics

**Commercial**
- Commercial PV
- Commercial SHW
Southern Energy Management – How We Do It

Our Mission

We improve the way people make and use energy.

We are building a prosperous company that supports people and the planet.

B-Corporation

- SEM is a B Corporation – a 3rd party verified, triple bottom line company.
- Walk the talk – and help SEM manage triple bottom line.
- www.bcorporation.net
Recognition

- National ENERGY STAR Partner of the Year, 7 years in a row
- 2011 NC Companies to Watch
- 2011 City of Raleigh Environmental Stewardship Award
- 2010 - SJF Green Jobs Award
- 2009 City of Raleigh Market Transformation Award (environment)
- 2009 NCSEA Sustainable Business of the Year and board member
- 2008 Triple Bottom Line finalist, Sustainable North Carolina
- 2007 SEO NC Energy Efficiency Leadership Award

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WALK.

Partner with Southern Energy Management to get started on your personalized path toward energy efficient design and construction.

JOG.

Increase the value and health of your property, the community, and the environment with our attractive and efficient solar water heating systems and custom green building solutions.

RUN.

Move toward energy independence and enhanced security with back-up power, radiant floor heating, and our state-of-the-art solar photovoltaic systems.
Energy Efficiency 3rd Party Verification

- Leader in the builder and residential developer channel
- Work with over 300 builders in NC, SC and VA
- Over 17,000 homes verified to date
Building the Value Chain: Who Wins Directly?

- Lender
- Homebuyer
- Appraiser
- Builder/Seller
- Real Estate Agent
PROGRESS!
Market Success:

Homeowners get:
A more affordable, comfortable and valuable home!

Energy Efficiency rated as #1 “Want” by Homebuyers: 94% Want Energy Efficient Features

Source, National Association of Homebuilders
PROGRESS!
Triangle Market Success:

Builders/Sellers, RE Agents Get:
- Homes sell faster, for more $

36% Homes Energy Rated
Those homes:
- 10.9% higher sales price
- 21% less time on the market

Source, Triangle MLS, Q12012
PROGRESS!
Market Success:

For Lenders:
Energy Rated Homes have:

32% Lower Default Rates
9% greater value vs unrated homes

Source, UNC Institute for Market Transformation
What’s NEXT?
Standards are a Critical Need: Create Alignment & Market Signal

- Lender
- Homebuyer
- Appraiser
- Builder/Seller
- Real Estate Agent
What’s Next?

• Finding new ways to add value

• Simplifying the process for consumers/buyers
Winter 2009
Spring 2010
SEM Team – Expanding SEM “Family”

- SEM is a talented group of 100+ team members, including engineers, electricians, plumbers, building scientists, and solar technicians.
SEM Team – The Family Matures

June 2012
EVERYONE Deserves an Affordable, Comfortable, Valuable home!
Hope Crossing - Habitat for Humanity Green Development