

# Leverage Pearl to Close More Sales—Quickly.



Pearl equips home energy contractors with powerful marketing and sales tools, such as our nationally recognized home performance report. This report has been proven to raise the appraised value of homes, turning your work into home equity and a real return on investment for your customers.

## Pearl Works.

- Pearl has shown to **increase home values 5.5%** on average when energy efficiency attributes are considered during valuation.
- Contractors have seen a **20+% increase in close rates** when including Pearl with their installs.
- **72% of surveyed homeowners** said they chose a contractor in part *because they offered Pearl.*

## How to Use Pearl.




### Make Pearl Visible.

Add Pearl to your website, proposals, vehicles, uniforms, etc.



### Add Pearl's 10-Second Closer.

Add one of these value statements or your own version, to your sales track. 



### Use Pearl's Sales Resources

The co-branded leave-behinds Pearl provides help a customer understand the value of their energy upgrades in order to protect their investment long-term.

## Value Statement Examples

*"Home energy improvements are largely under-valued or completely overlooked whether you're thinking of selling or refinancing, or just building a legacy for your family. Our customers don't have that issue because we offer Pearl."*

*"You can buy the same equipment from a number of contractors. The difference is, we issue a home performance report from Pearl to help your home appraise for more because of the investment you make with us."*

*"For your added confidence, our equipment comes with a nationally-recognized home performance report from a program partner with the US Department of Energy to help you recoup your investment."*

*"We offer a third-party home performance report that shows appraisers the value our work adds to your home."*

*"Unlike many contractors, we offer a third-party home performance report that transforms our equipment into a valuable investment, enhancing the value of your home as an extra benefit."*





## Responses to Common Homeowner Objections

*I haven't heard of Pearl.*

**Response:** Pearl is the first company to bring together the U.S. Department of Energy, Energy Star, the Appraisal Institute, and the National Association of Realtors so that energy efficiency home improvements can credibly be translated into home equity. I'm sure you have heard of these names, Pearl simply brought them together.

*I don't plan to sell.*

**Response:** We want you to feel assured that partnering with us means building equity in your home — which you can leverage at time of sale or refinance. Even if you don't plan on moving, you can trust that you're working with a company committed to helping to protect your investment.

*Do I need Pearl?*

**Response:** Absolutely, yes. Upgrades and replacements can represent a significant cost. When you capture the value of that work in language appraisers recognize, then that expense becomes an investment and helps you build equity in your home. Pearl makes this possible.

