

HVAC Geo Targeting Plan for Ontario Campaigns

Strategic Approach to Ontario HVAC Market

This presentation outlines our comprehensive geo targeting strategy for two distinct HVAC campaigns across Ontario:

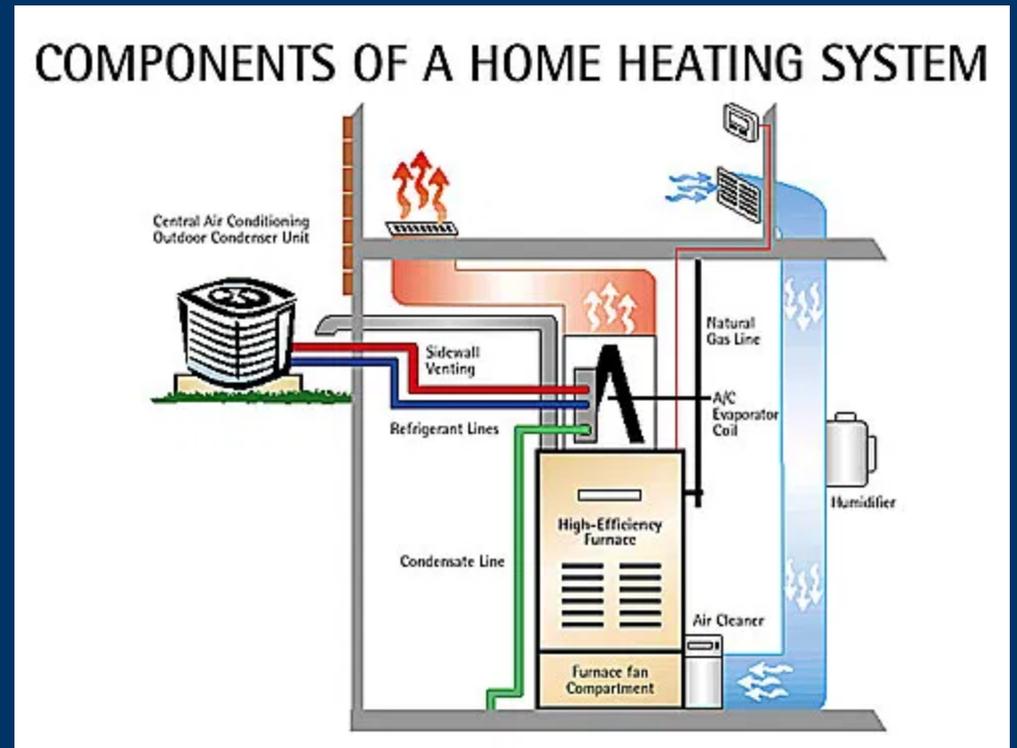
1. Rebates Campaign - Utility Bill Credit & Rebates up to \$5,000

Targeting homeowners with older HVAC equipment in propane and hydro-heavy rural/semi-rural areas.

2. Funding Campaign - \$40,000 Federal Funding

Targeting homeowners considering large retrofits/efficiency upgrades in areas with older housing stock.

Our geo targeting approach is designed to maximize appointment generation while avoiding market saturation and optimizing lead quality.



Rebates Campaign Overview

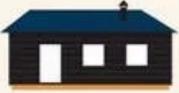
Utility Bill Credit & Rebates up to \$5,000

Our Rebates Campaign targets homeowners looking to reduce energy costs through government and utility incentives.

Target Profile

-  Homeowners with older HVAC equipment (10+ years)
-  Paying >\$150/month in utility bills
-  Located in propane and hydro-heavy areas
-  Rural/semi-rural towns where rebates are appealing

Campaign focuses on immediate cost savings through utility credits and government rebates, with emphasis on reducing monthly energy expenses.

HOME EFFICIENCY REBATES			
			
	Single-Family Homes	Multifamily Buildings	Low-Income Home or Dwelling Unit
 Range of Energy Savings			
20% to 34% Modeled	\$2,000 OR 50% of project costs	\$2,000 per Dwelling Unit (DU) max \$200,000 per building	\$4,000 OR 80% of project cost
> 35% Modeled	\$4,000 OR 50% of project costs	\$4,000 per Dwelling Unit (DU) max \$400,000 per building	\$8,000 OR 80% of project costs
> 15% measured	\$ per kWh saved equivalent to \$2,000 for 20% energy savings OR 50% of project costs	\$ per kWh saved equivalent to \$2,000 for 20% energy savings per DU OR 50% of project costs	\$ per kWh saved equivalent to \$4,000 for 20% savings OR 80% of project costs

Rebates Campaign: Target Regions

Recommended Geographic Areas

📍 Eastern Ontario

(Propane + Rural Hydro Focus)

Renfrew County: Renfrew, Pembroke, Arnprior

Lanark County: Carleton Place, Perth, Smiths Falls

Prescott & Russell: Rockland, Hawkesbury

📍 Southwestern Ontario

(High Hydro Bills, Propane Usage)

Grey-Bruce: Owen Sound, Hanover, Walkerton, Kincardine

Huron & Perth: Goderich, Stratford, Listowel

Oxford County: Woodstock, Tillsonburg

📍 Northern Ontario

(Non-North Bay/Sudbury, Propane Areas)

Timmins, Kapuskasing, Kirkland Lake

Sault Ste. Marie (select areas)



Rebates Campaign: Strategic Rationale

Why These Areas Were Selected

Propane Home Concentration

These regions have a high concentration of propane-heated homes, which typically face higher heating costs and are prime candidates for energy-efficient upgrades.

Higher Winter Heating Bills

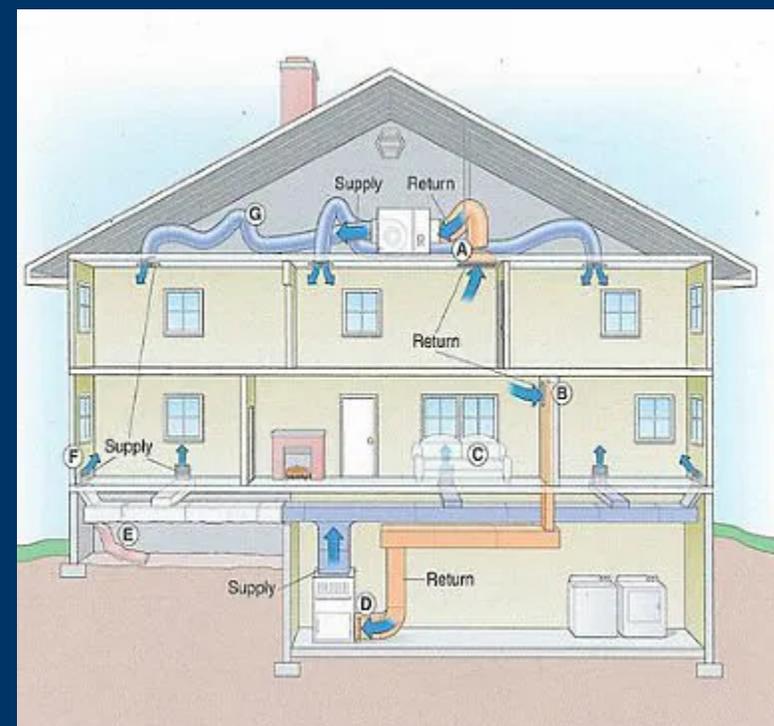
Target areas experience colder winters with higher average heating bills, making the rebate proposition more financially appealing to homeowners.

Lower Market Saturation

These regions have less competition compared to the GTA, with fewer HVAC companies and telemarketers targeting these homeowners.

Cost-Conscious Demographics

Rebates pitch works well in semi-rural communities where homeowners actively look to reduce costs but don't have as many local options for HVAC services.



This strategic targeting approach maximizes appointment generation potential while focusing on areas where our rebate offerings provide the most compelling value proposition.

Funding Campaign Overview

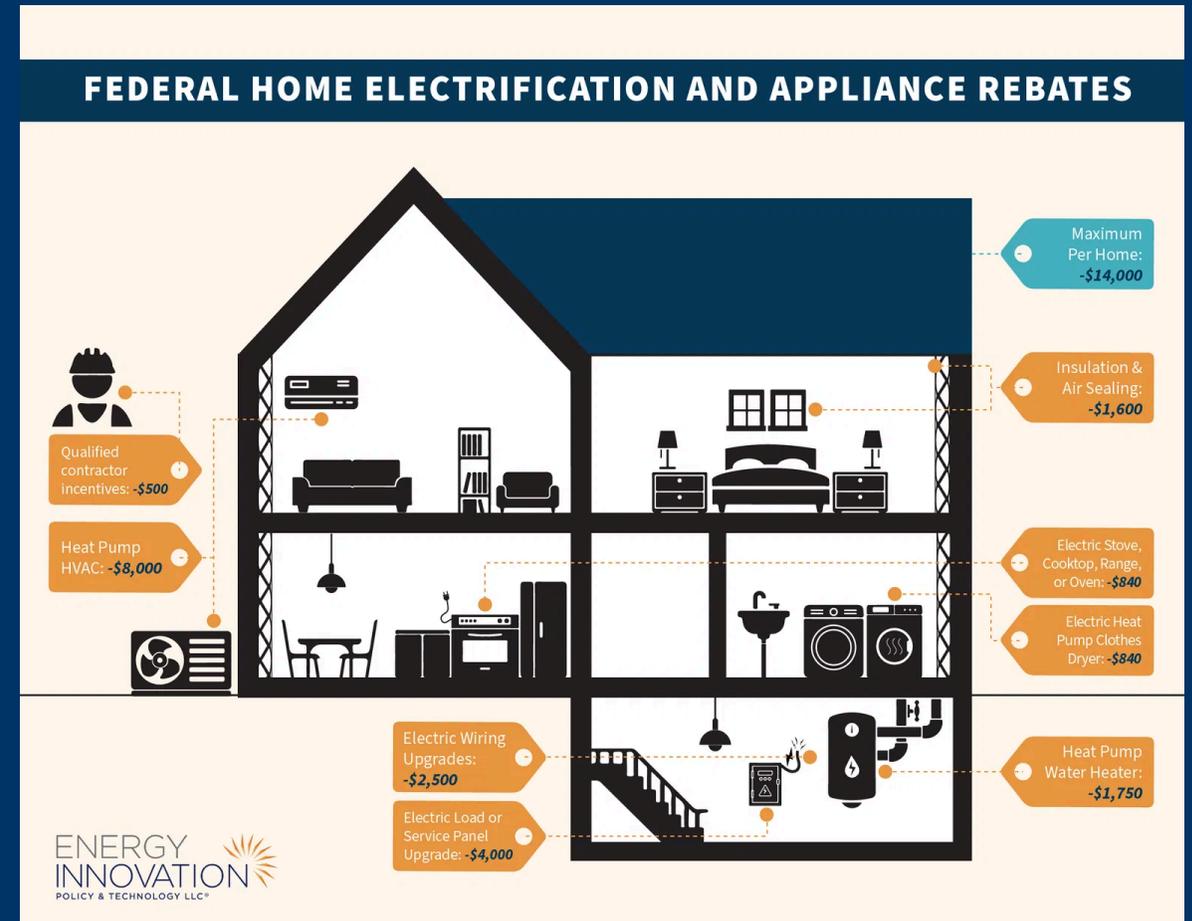
\$40,000 Federal Funding Program

Our Funding Campaign targets homeowners looking to make significant energy efficiency improvements through substantial federal funding support.

Target Profile

- 🔧 Homeowners considering large retrofits/efficiency upgrades
- 🏠 Strong appeal in older housing stock areas
- 🏙️ Semi-urban cities where people are aware of renovation funding
- 💰 Homeowners who need a guided process for accessing funding

Campaign emphasizes substantial financial support for comprehensive home energy upgrades, focusing on long-term efficiency and property value enhancement.



Funding Campaign: Target Regions

Recommended Geographic Areas

📍 Eastern Ontario

Cornwall
Kingston
Brockville
High bills, mixed propane + hydro usage

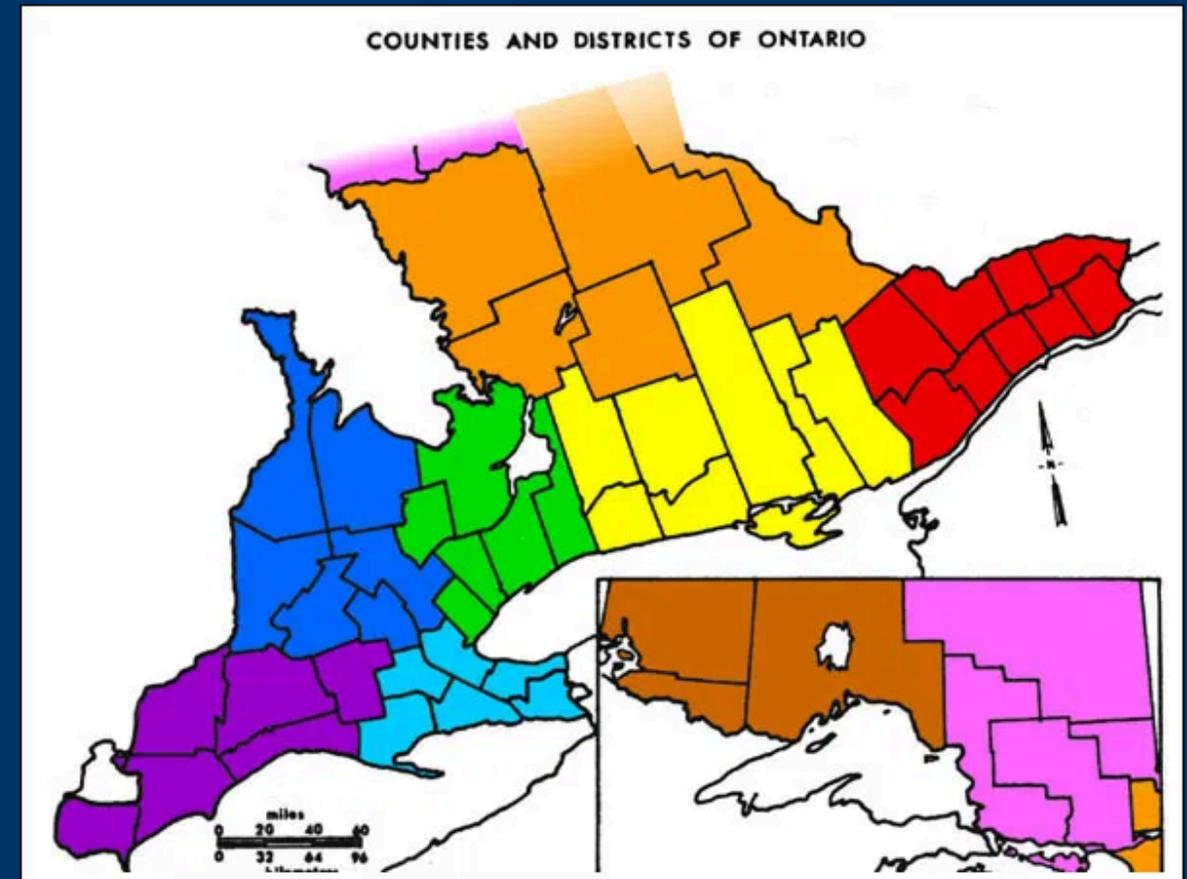
📍 Central Ontario

(Outside GTA)

Peterborough
Orillia
Kawartha Lakes
Barrie & Simcoe County
Lindsay
Excluding areas too close to GTA

📍 Southwestern Ontario

Chatham-Kent: Propane pockets, agriculture-heavy
Norfolk County: Simcoe, Delhi, Port Dover
Windsor-Essex: Urban + rural blend, high energy costs



Funding Campaign: Strategic Rationale

Why These Areas Were Selected

The Funding Campaign targets regions with specific characteristics that make them ideal for larger retrofit projects:

- 🏠 **Mid-to-Large Homes:** These areas have higher concentrations of larger homes with greater potential for comprehensive retrofits, maximizing the value of the \$40,000 federal funding.
- 🏠 **Older Housing Stock:** Regions with aging homes built before modern efficiency standards present greater opportunity for significant energy-saving upgrades.
- 🏠 **Semi-Urban Demographics:** These areas have homeowners who are aware of renovation funding programs but still need guidance through the application process.
- 📍 **Balanced Market Saturation:** These regions are urban enough to provide consistent call volume but not as saturated with competitors as the GTA.

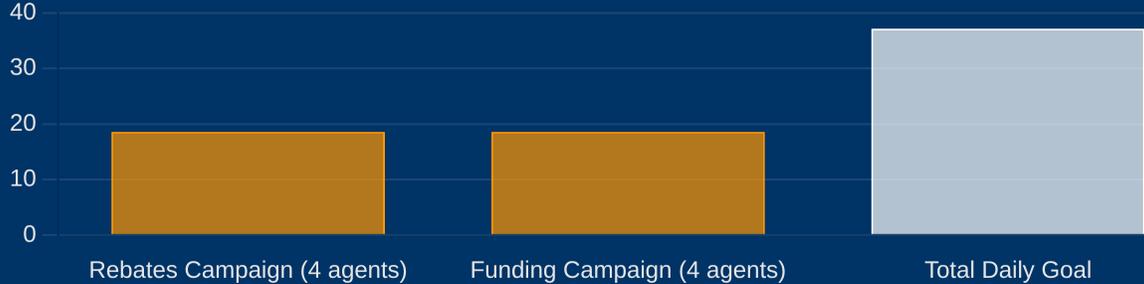
💡 Funding campaign resonates better in areas with higher potential retrofit value, where the \$40,000 federal funding can make a significant impact on property improvements.



Appointment Targeting Strategy

Optimizing Call Distribution & Appointment Generation

🎯 Daily Goals



✔ Per Agent Expectation: ~5 appointments/day

☰ Execution Tactics

- ✔ Call Blocks: Assign counties by agent to prevent overlap
- ✔ Rotation: Weekly rotate zones to prevent saturation

📍 Lead Quality Focus

- ✔ Target high propane penetration + Hydro One service areas
- ✔ Prioritize towns with fewer competing HVAC companies



