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August 31, 2010

A BRIGHT SPOT IN UTAH'S HOME CONTRACTING INDUSTRY

*- ESCO Services Joins GreenHomes America Network to Perform Energy Retrofits,
Creating New Jobs in Utah -*

SALT LAKE CITY, UTAH— In a move reflecting growing homeowner interest in improving home energy efficiency, GreenHomes America, the nation's leading provider of home performance contracting services (HPC), signed a franchise agreement with Utah's ESCO Services. While many contractors hit hard by the recession are reducing their workforces, ESCO Services will be creating new jobs as they tap into "green" home improvements, an area that is seeing strong demand.

Since 1977, ESCO has been providing a variety of home improvement services to Utah homeowners, including heating, cooling, electrical, and plumbing. "Our customers have been asking us to help them increase the energy efficiency of their homes," says ESCO President Richard Justice. "It's clear to us that this is a growing trend that's here to stay. HVAC and other home contractors will need to become specialists in making homes efficient, as well as comfortable. Our GreenHomes affiliation allows us to be on the cutting edge of HVAC and home performance contracting. We considered getting into HPC

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on our own, but teaming up with an expert that already has it all figured out gets us into this sector immediately. We wanted to get an early mover advantage, and begin generating revenue right off the bat.” The company serves the metropolitan Salt Lake City area, as well as Davis, Summit and Tooele counties.

GreenHomes America President Brett Knox notes that the general contracting industry continues to experience high unemployment, with home performance contracting being the one bright spot. “Unemployment figures in the building and contracting sector continue to hover stubbornly around 20 percent. HPC, by contrast, is growing as a sub-segment of the sector, and we’re seeing steady employment growth and increasing consumer demand for what we do. This growth is being driven by homeowners that want lower utility bills and insurance against volatile energy costs. In addition, there are fast-growing segments of the population that either want to stop our dependence on foreign oil or have deep concerns about the environment. The fuels to this growth are the federal, state and local utility homeowner incentives that help pay for the upgrades, and we expect this growth to be a long-term trend.”

Home performance contractors begin their work with a home energy audit, which uses advanced technology such as blower doors, infrared cameras, and computerized modeling to assess a home’s unique energy usage footprint and comfort issues. The energy audit diagnoses where the home is leaking air to the outside; measures the efficiency of cooling and heating systems; determines the effectiveness of insulation, ducts, windows, and doors; and checks combustion safety and gas leaks. After energy and comfort upgrades are completed, the home energy audit is performed again to ensure issues are fixed and the project is successful.

Knox states that a home performance makeover can achieve a 25 to 60 percent reduction in home energy consumption. Typical improvements include sealing air penetrations throughout the home, super insulating the attic and walls, sealing or replacing the ductwork, and “right-sizing” the heating and cooling equipment. “Unlike more expensive forms of green energy such as solar, wind, and geothermal, home performance retrofits are affordable, show an instant return on investment and can be completed in days. Plus, the need for this type of work will create permanent domestic jobs for decades to come.”

“We’re really excited about ESCO’s commitment to quality and customer service,” added Knox. “They’re a great fit for us, and we look forward to helping them stay at the forefront of the HVAC and home improvement industries.”

More information on home performance contracting is available at www.EscoNow.com or at www.greenhomesamerica.com, or by calling ESCO Services at 1-801-486-8421.

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Irvine-based GreenHomes America is the premier industry-accredited, single-source provider of home performance contracting (HPC) in the U.S., with locations nationally. GreenHomes America offers an award-winning home improvement service that significantly enhances the comfort, energy efficiency, and air quality of existing single- and multi-family homes. GreenHomes America delivers a full line of home performance and HVAC services including comprehensive home energy audits, high-efficiency air conditioners, furnaces, boilers, and water heaters, insulation and air-sealing, windows and doors, indoor air quality, and solar systems. We guarantee to save homeowners at least 25% on their energy usage. GreenHomes America works with *Home Performance with ENERGY STAR*, is a Building Performance Institute (BPI) accredited organization, and is a founding member of Efficiency First. For more information on GreenHomes America, call 1.877.867.2833 or visit www.greenhomesamerica.com.