



## ENERGYSCANIR FREQUENTLY ASKED QUESTIONS (FAQs)

### 1. What is EnergyScanIR about?

EnergyScanIR is the first module of United Infrared and a network of infrared thermographer contractors performing infrared surveys of homes. United Infrared Inc. is a corporation designed to provide a complete and application-specific resource system for a nationwide network of local contractors of infrared thermographic services as well as providing specific infrared surveying services to the target market segment. United Infrared's members enjoy access to marketing tools, leads from our national marketing campaigns efforts, and preferred pricing on equipment and training.

Infrared thermography is, in a nutshell –watching energy move around, which is quite interesting and fun! The business model is that you get paid well to document it. **Can you think of a better business than the energy business at this moment?** With politics on your side, rising energy costs and the Green-Thinking movement at its most-popular...the time is right now. It is a good business for Planet Earth, the United States, Your Neighbors and You. Again, EnergyScanIR is a network of infrared thermographer contractors performing infrared surveys of homes. This residential-only service will find heat loss, missing and misplaced insulation and air leakage in homes. Our end-product is a graphic report made by saving visual and infrared images from the inside of the house, showing specific areas with problems (thermal anomalies).

### 2. How much does the EnergyScanIR module cost and what do I get for my money?

EnergyScanIR's module training is \$1500, after you join United Infrared (\$500/year). We train you in a classroom setting with a field exercise. When the training is completed successfully, you will be ready to receive sales leads in a specific area or territory.

### 3. How long is the training and when will you hold training?

The training will be a 2-day class, held regionally. Go to [www.unitedinfrared.com](http://www.unitedinfrared.com) to find the next training class date and location. You must obtain a certificate from an approved Level I Infrared Thermography Course and join United Infrared before you can receive the sales leads.

### 4. Can I get a refund on the module once I take the module training?

Our modules obviously have a cost to put on so it will not be possible to get a refund. However the benefits and training received at our classes will far outweigh the cost of the module. Also, our

company development and future growth is dependent on the successful development of our networks. We want quality contractors in the EnergyScanIR Network and full coverage of the entire USA. If you cannot service the leads properly, we cannot continue to send them to you.

#### **5. What will the EnergyScanIR module provide for me?**

EnergyScanIR will provide application-specific training, coaching and marketing support. We will show you how to provide a survey and make a good profit for yourself by following a prescribed, proven method.

#### **6. Explain everything about the territories?**

- Territories are initially assigned using zip codes and based on population (500,000-1,000,000 residents). Major metro areas will have between 2-5 contractors where suburbs will have 1 contractor likely covering multiple areas. The area will only be as large as you are willing to cover for our suggested service fee. (For example, Wyoming only has 500,000 people in state, so if you are willing to cover entire state, it will consist of 1 territory. Now, if you are in California, there are at least 30 territories due to the large population.
- United Infrared is not a franchise but rather a membership of contract thermographers. It is not our intention to over-saturate an area but rather to have 100% coverage of the United States. At the same time, we want to make sure the public has a prompt service. Therefore territories may be split up based on amount of leads going to a particular area.
- The leads will likely only be a small portion of your overall business; therefore we have come up with the following limits: For a particular territory, if United Infrared forwards 10 leads over 3 consecutive months, the territory will be subject to split. Let's say UI leads make up 10% of your total business; if we give you 10 leads/month that means that you are probably doing 100 surveys/month and therefore you will not be able to properly service your clients in a timely manner. This is simply business as we want to make sure the clients are adequately serviced. We will give you the option first to add an additional person within that territory, and if you decline, we will then open additional territory to another contractor. We came up with the 3 months in a row because of this...Suppose we do a media blitz in your territory and 50 jobs come in one month, but only 8 the next month. We didn't want to judge your territory on that temporary business increase. Three months is a much better judgment of business flow.
- We are not a franchise, so you are not limited in the amount of work in an area or "territory". The territories are only about the leads that we generate in a specific territory. Only the leads provided by United Infrared will be subject to the lead fee. Any business that we teach you how to generate are 100% yours and not subject to our lead fee.
- Many contractors have become very excited about the lead generation that United Infrared is providing. Although it will be very beneficial for our initial members, it will not be the core of your business. The goal of United Infrared is to give to our membership the opportunity to be a

part of a bigger picture (a nationwide network of contract thermographer) and therefore get the tools needed to help their own local marketing efforts with proven techniques -which we teach in the module training classes. We have priced our individual modules with the benefit that all that is received can easily be justified with the investment.

- The core benefit of joining now while your territory may still be available, is that when we launch new modules, you will receive the first right to purchase prior to being made available to anyone else.

#### **7. How many leads should I expect a month?**

Although we would love to say that we will have plenty of business to offer all of our territories, each module within a given territory will take time to develop. The modules will provide the contractors with the tools needed to grow their market and in conjunction with our national marketing campaign. We can only hope for the best. EnergyScanIR was launched January 2009. Although the lead generation will be low initially, with effective marketing methods and contractor support, we would expect monthly double digits in territories soon.

#### **8. Is there a cost for the leads?**

Yes, each lead has a 10% referral fee.

#### **9. What if I get work on my own and not a lead from EnergyScanIR network?**

Only the leads that we generate for you directly are subject to the 10% referral fee. Any leads that you get on your own are 100% yours and there is no referral fee due. It is entirely possible that you may eventually generate your own business and will not need our network...however, we see it differently. We see this as an opportunity for you to grow your team. Obviously, you only pay for the leads we generate, so it would only make sense for you to expand your company with additional contractors and/or get more modules.

#### **10. What do the instructors teach me in training?**

EnergyScanIR training will teach you the proven methods needed to create a SUCCESSFUL energy scanning business in residential application, reducing the learning curve costs of getting into the IR business.

##### **The EnergyScanIR module will provide:**

- Application-specific training and mentoring from professionals with decades of experience
- Sales and marketing resources such as pre-made brochures, web, TV, radio and print ads
- Credibility and support
- Business tools that you need such as report templates, invoicing, legal documents, etc.
- Sales leads within a defined territory

**11. I have been doing these types of inspections already, so do I really need to take the class?**

Yes, as McDonalds provides consistency in their product (that is why it sells), we want to make sure that we provide a consistent product. It is important that we all have a common understanding on how our product is delivered as we are marketing nationally.

**12. Do I need to have a blower door to be part of EnergyScanIR Network and how much does one cost?**

No, but it is highly recommend. If a customer signs-up for a \$399 survey, you will not be able to complete the inspection without it. Also, there are some states that subsidize blower-door testing and using a blower door offers quantitative air-leakage results as opposed to qualitative results. It also makes finding the air leaks easier. Standard blower doors (new) are in range of 2-3 thousand range. Commercial or higher power systems are in the \$4,500-\$6,000 range. Remember, you will have preferred pricing with the UI membership.

**13. How much does the average Infrared Camera cost to do these types of inspections?**

For EnergyScanIR, an infrared camera with a spatial resolution of 120 x 120 is required as a minimum. Infrared cameras can range from \$5k to well over \$20k. An EnergyScan contractor will be able to perform these types of inspections with a \$5k infrared camera and you will have access to discounts not available to the general public. No matter what imager you choose, even if you already own one or buy one on E-Bay, we recommend reviewing your goals, as some higher resolution imagers may be required depending on the module and application.

**Are you ready to join?**

Go to: [www.UnitedInfrared.com/store](http://www.UnitedInfrared.com/store)