



COMMUNICATE COMMIT DELIVER

2018





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WHAT IS



- The Brand
- The pillars of the brand are Value, Quality and Trust
- The brand can be used in any sector of the industry.

THE GOAL

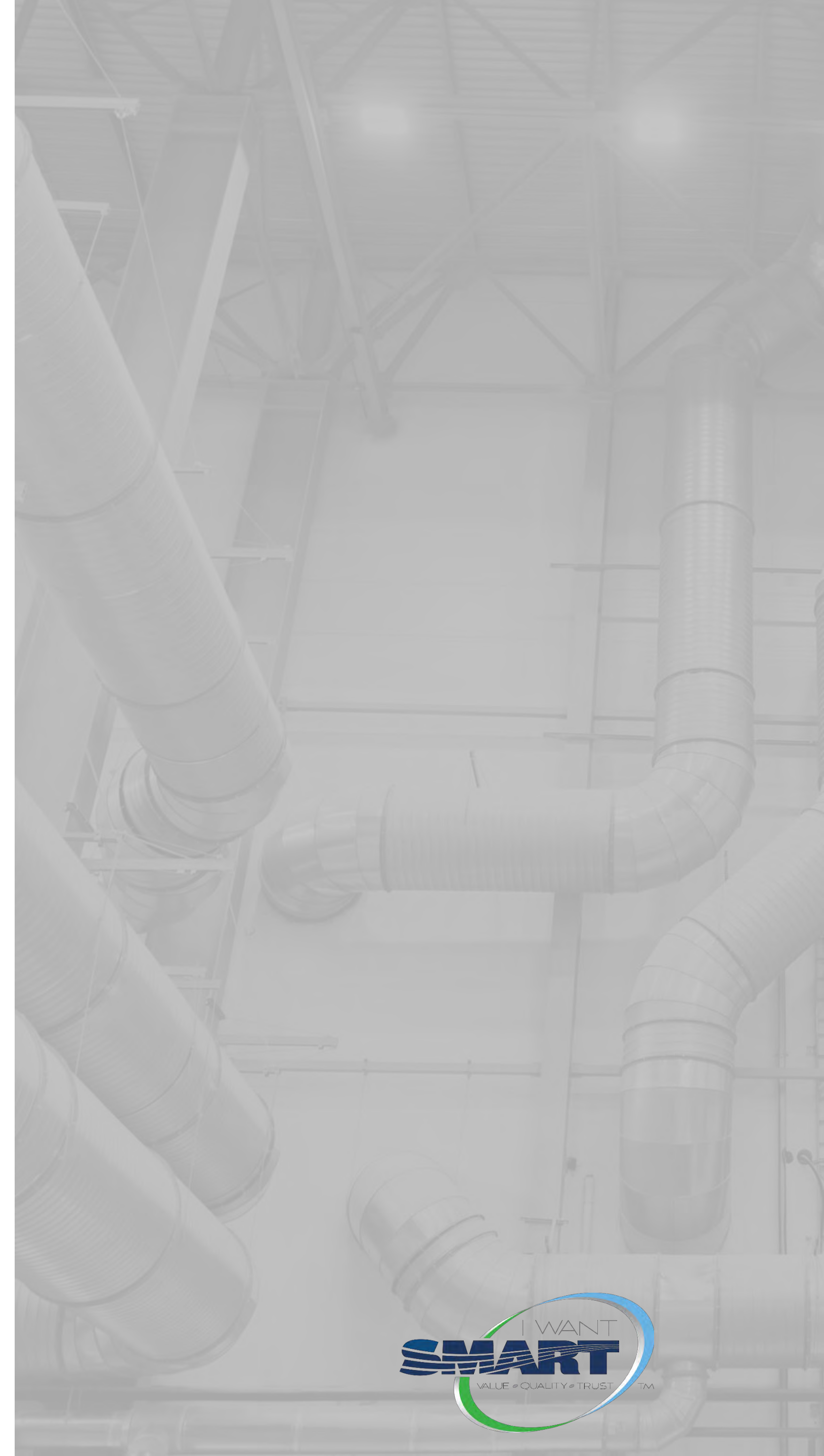
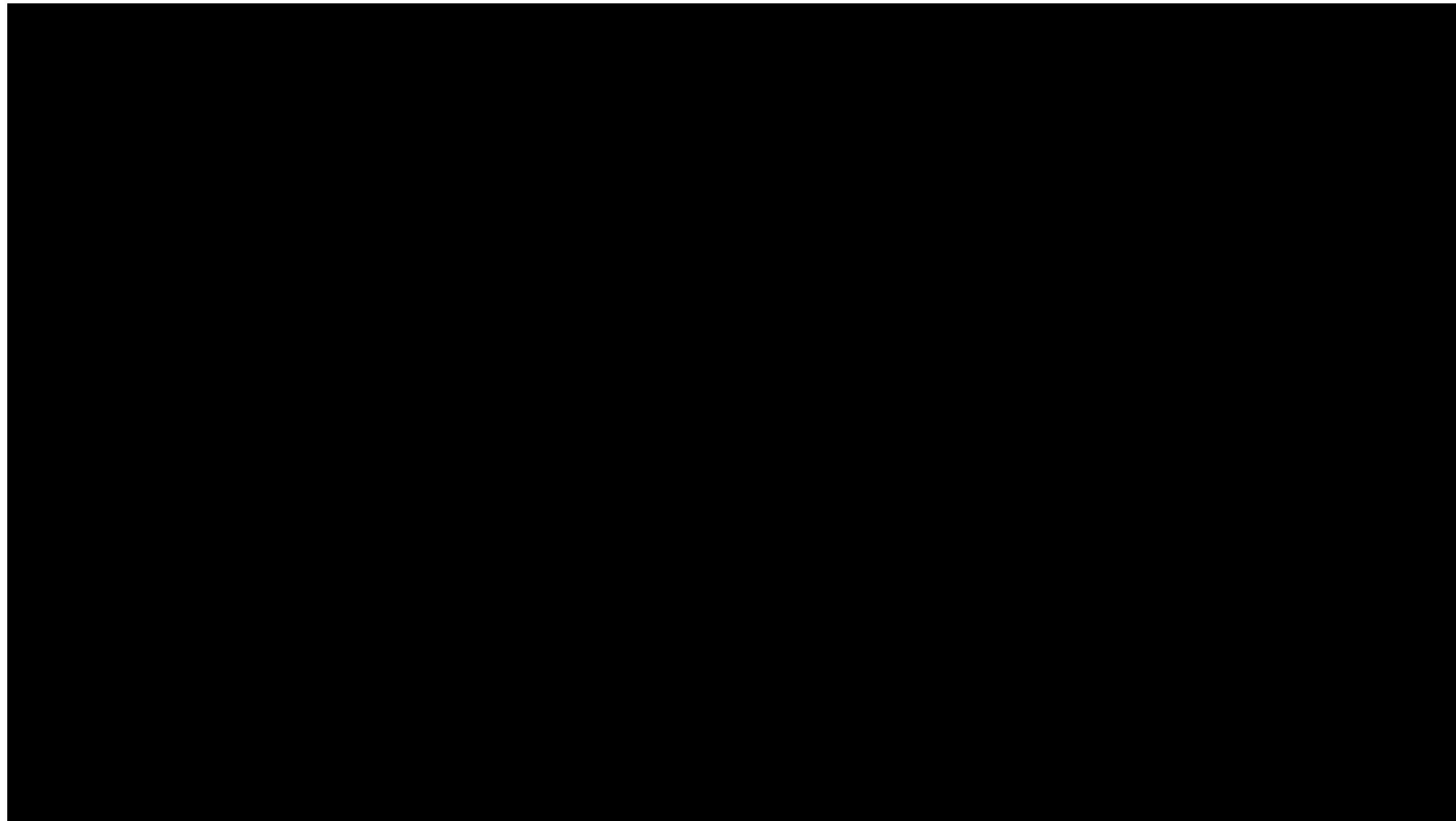
- Generate leads for participating contractors and man-hours for SMART members.
- Develop a Brand that is recognized in the industry as the Go To place for HVAC services.



DUAL APPROACH

- **Marketing** – Stand-a-lone marketing strategy focused on Lead Generation.
- **Incentives** – Stand-a-lone strategy to entice consumers.

VISION



SUCCESS

WORK CAPTURED

- Equipment Maintained: **18,160**
- Furnace Replacements: **12,516**
- AC-Replacements: **13,056**

DOLLARS AND CENTS

- Rebated Dollars: **\$6,041,165**
- Development/Marketing: **\$645,250**
- **Total investment: \$6,686,415**
- Man-Hours Captured: **257,580**
- **Total Earnings: \$18,191,360**
- **ROI: 272%**



POTENTIAL

TARGET

- Homes 12-17 Years Old
- Equipment Maintenance
- Equipment Replacement

AVAILABLE

- USA New Homes Starts 2001-2005 (5 years)



MARKET SHARE

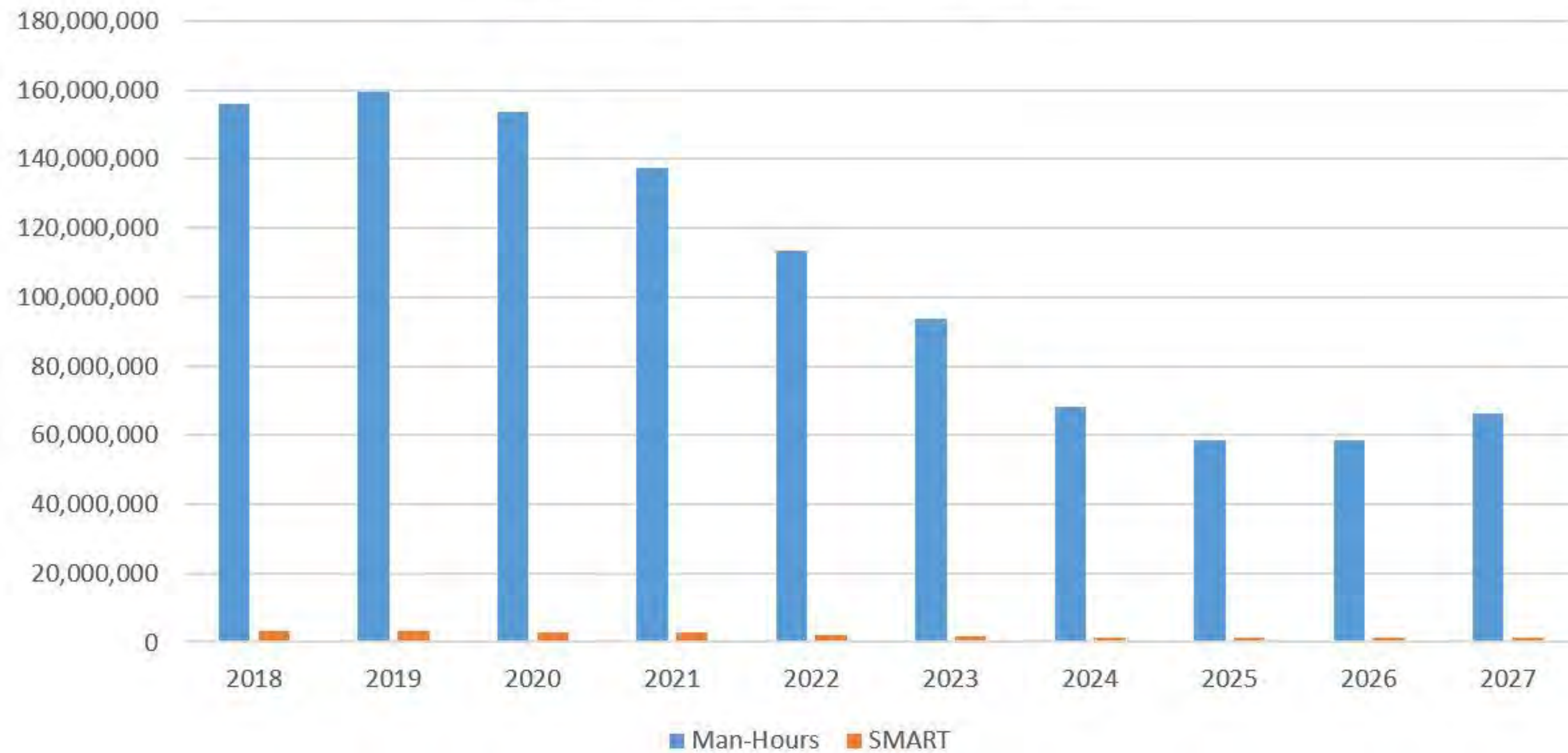
USA New Homes Starts 2001-2005 (5 years) Residential Service/Retrofit

		SMART Market Share Nationally	Others Market Share Nationally
		2%	98%
Total New Home Starts	9,179,400	183,588	8,995,812
Furnace Replacement Hours	8	1,468,704	71,966,496
AC Replacement Hours	8	1,468,704	71,966,496
Clean & Checks Hours	1	183,588	8,995,812
Total Man Hours		3,120,996	152,928,804
Total Employees needed	2,000	312	15,293



MARKET SHARE

Outlook of Potential Man-Hours



RECAP

- The program is working

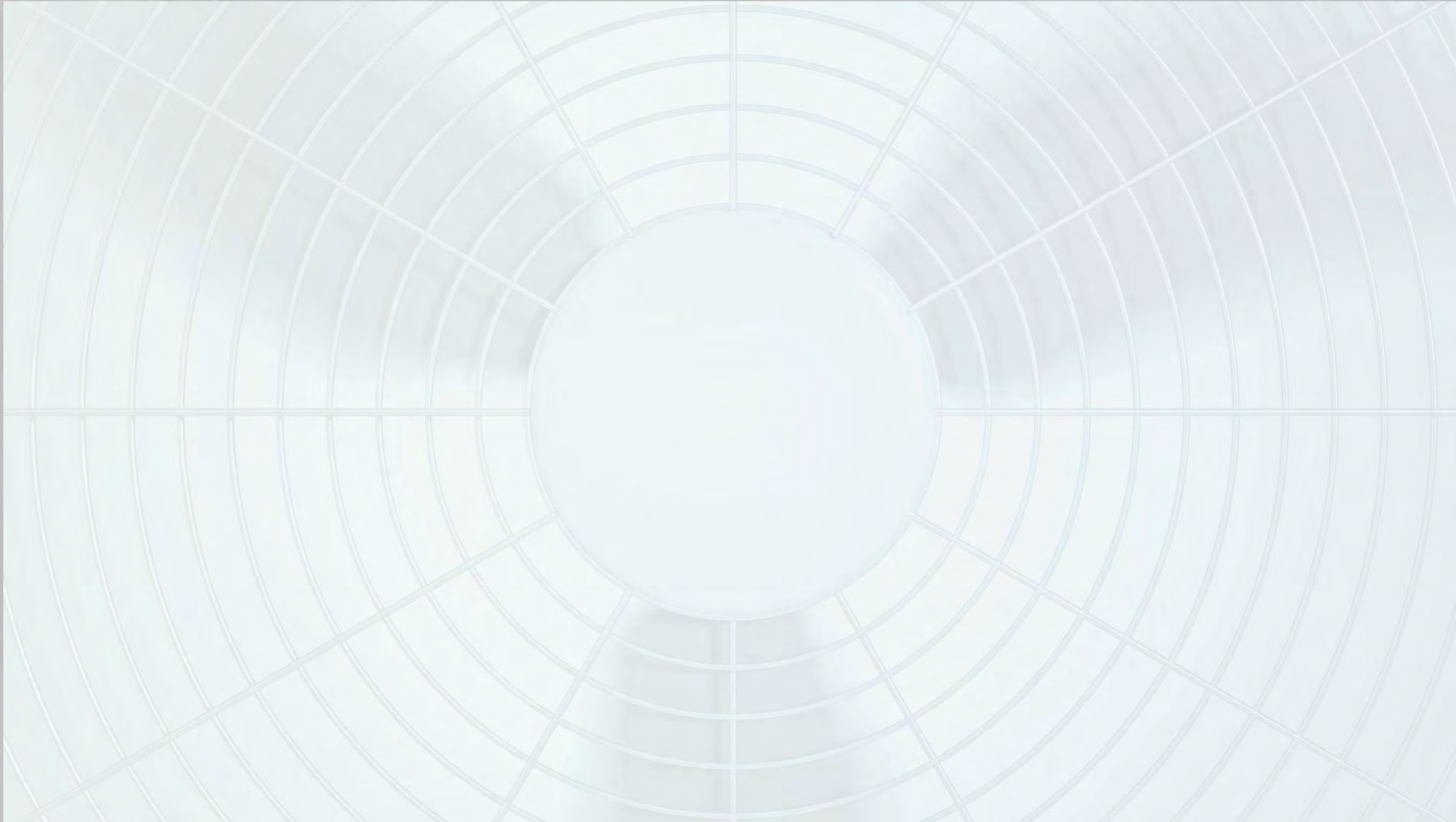
The following locals are currently participating

265, 359, 91, 73, 66, 219, 104

- The program is turn key
- The Growth Potential in the Residential Service Retrofit



WHAT'S NEXT



ON-DEMAND PLATFORM

IWANTSMART aims to deliver a modern mobile experience that attracts the 'connected consumer' and supports innovative HVAC service solutions.



ON-DEMAND PLATFORM

Goals:

- Increase funnel of business for Union contractors and technicians
- Elevate the customer experience by cutting the wait-time for technicians during emergency HVAC services
- Enhance the experience of finding an HVAC contractor and inspire return users



ON-DEMAND PLATFORM

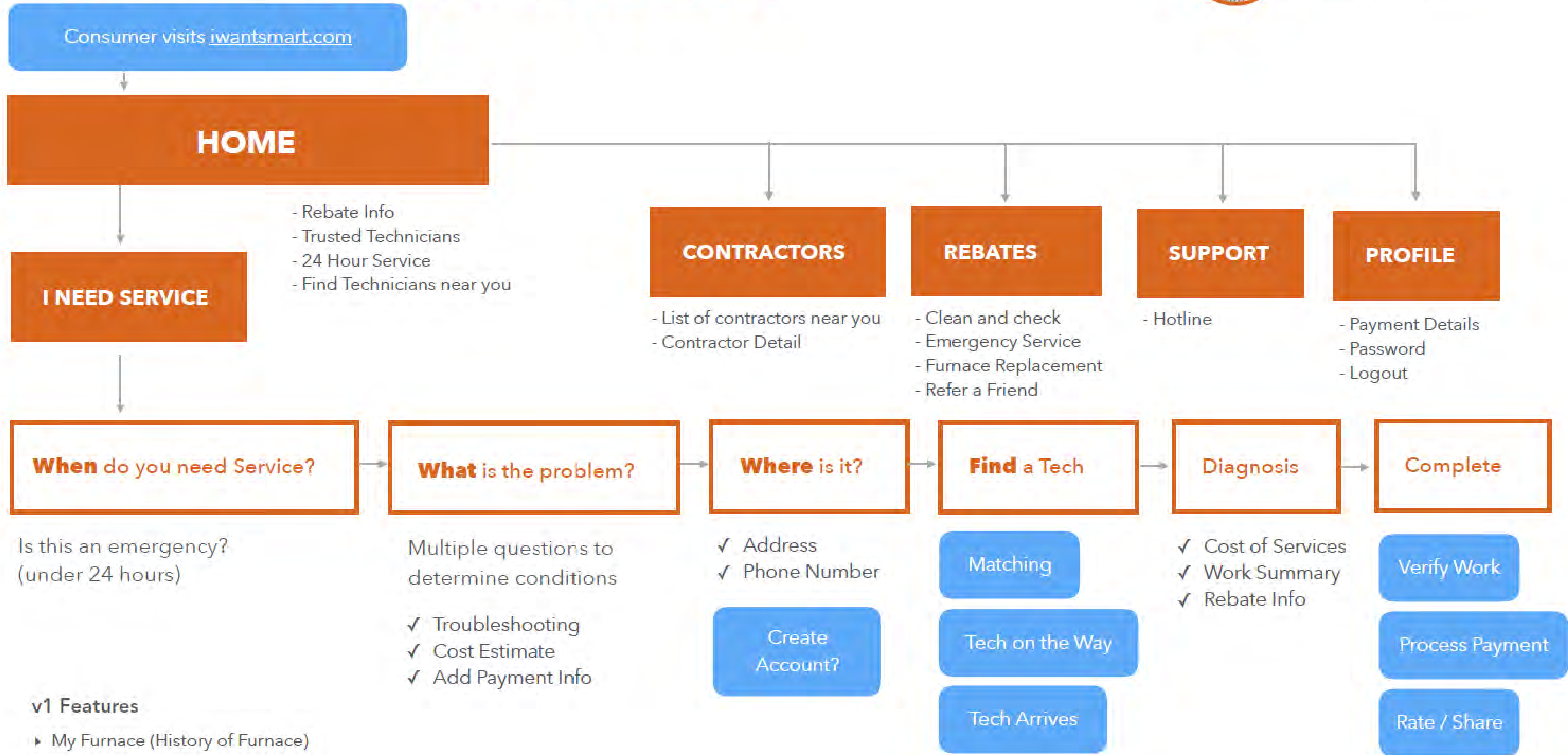
Goals:

- Create an app which is designed for targeted market growth
- Build a future-focused, scalable platform that can accommodate future innovation for HVAC solutions
- Provides a competitive advantage to Union shops



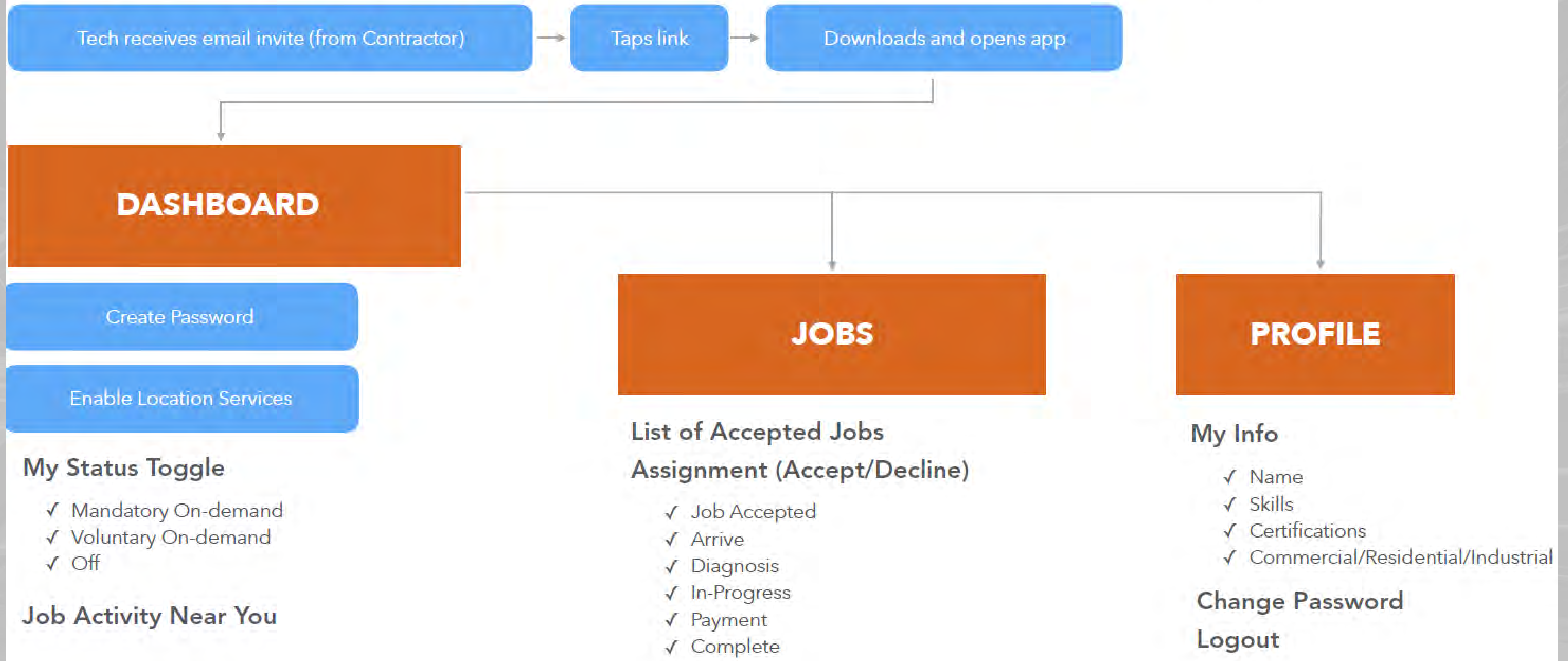


MVP FEATURE BREAKDOWN





MVP FEATURE BREAKDOWN





MVP FEATURE BREAKDOWN



DASHBOARD

Create Password

High-level stats about Technicians and Jobs

TECHNICIANS

Manage Workforce

- ✓ Able to invite, create, edit, delete technicians

Technician Profile

Status Toggle

- ✓ Mandatory On-demand
- ✓ Off

JOBS

Manage Jobs

- ✓ Able to view and cancel assigned jobs
- ✓ View status of jobs in progress
- ✓ View past completed jobs

PROFILE

Company Info

Accept Payment Info

ACH/Credit Card/Debit Card

Change Password

Logout



MVP FEATURE BREAKDOWN

Visits iwantsmart.com/IWSAdmin

DASHBOARD

Create Password

High-level stats about
Contractors, Technicians,
and Jobs

CONTRACTORS

Manage Workforce

- ✓ Able to invite, create, edit, delete technicians

Contractor Profile

TECHNICIANS

Manage Workforce

- ✓ Able to invite, create, edit, delete technicians

Technician Profile

Status Toggle

- ✓ Mandatory On-demand
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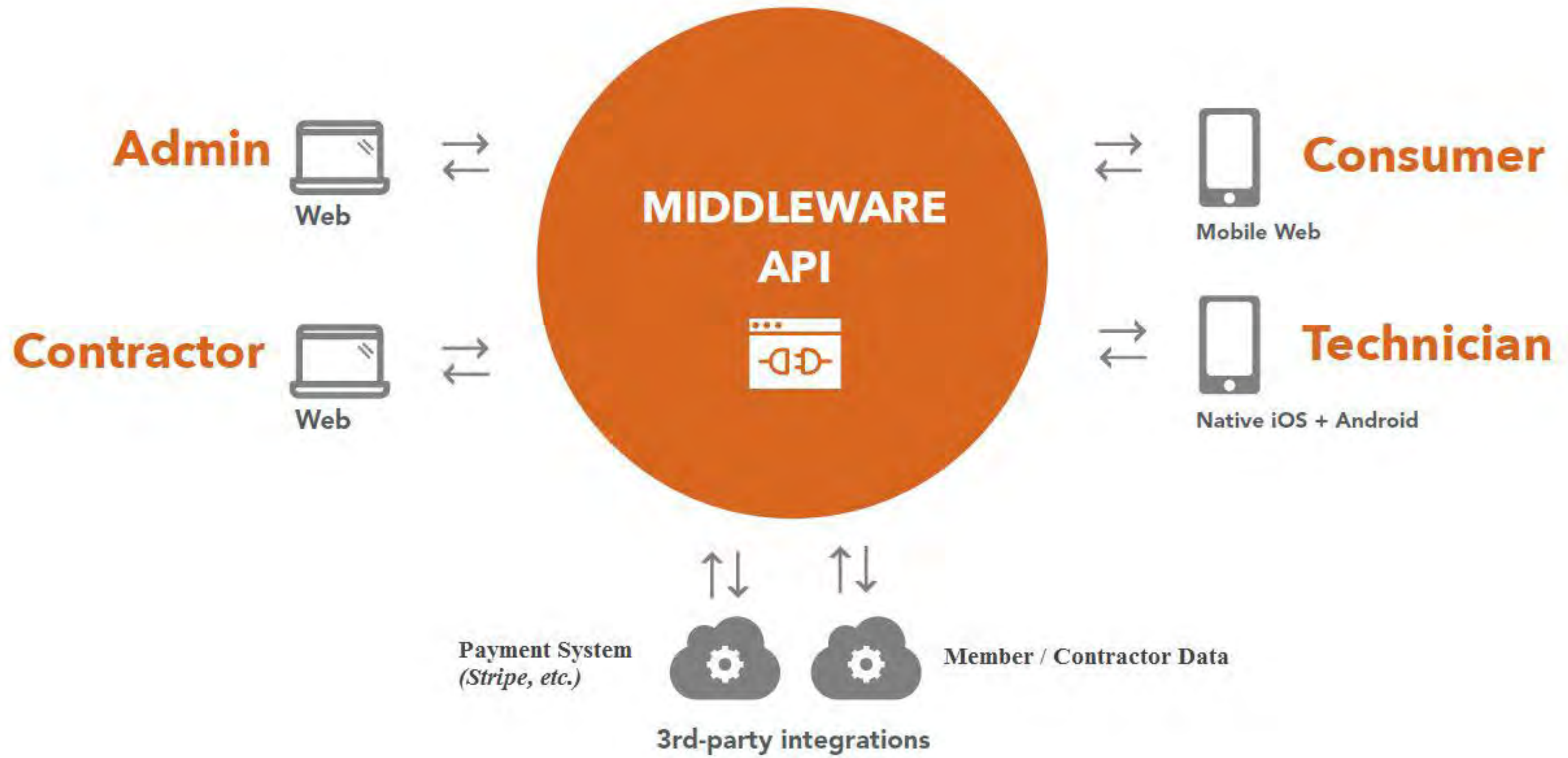
JOBS

Manage Jobs

- ✓ Able to view and cancel assigned jobs
- ✓ View status of jobs in progress
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PROFILE

**Change Password
Logout**



CLOSING

- I Want SMART is the Brand to establish **Value, Quality and Trust**
- Potential in the Residential Service and Retrofit Market place is real
- On Demand Service is becoming an expectation in our economy

- Q&A....

- Contact John Daniel at johnd@smart265.org





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