

[« Return to Main Page](#) | [Print](#)

Professional Builder

Perfect (Green) Match

By Felicia Oliver, Senior Editor -- 11/1/2006



Green builders, have we got a match for you. VerdeEnergy.com — a free online Web site — has been matching pre-screened green professionals called Verde Pros with customers who provide their project information through an online survey. Users receive competitive bids from up to four contractors in their area who will contact them personally about their project.

"We're introducing a resource to homeowners and businesses across the country that connects their service request with trusted renewable energy experts in their local area," said Rob Powell, chief executive officer for Verde Energy. "We provide a competitive marketplace of services to customers and a qualified, targeted marketing channel to contractors."

Customers receive project assistance from professionals with specialized experience and training in renewable energy services, including solar, wind, hydroelectric, fuel cells and energy auditing.

"Most contractors are very familiar with these kinds of lead generating services," says Powell.

Builders have used the service to secure bids for portions of their building projects.

"We expect that to be a pretty common scenario going forward," says Powell. "A large chunk of the business we do now is related to new construction, though the majority is in retrofit installations."

Contractors are pre-screened based on experience and training; licensing; outstanding legal judgments; insurance and bonding; and customer references.

"We do the due diligence that any smart consumer would do," says Powell. "We encourage users, of course, to do their own follow up. But we're trying to save people the legwork and match them up with quality contractors."

[« Return to Main Page](#) | [Print](#)

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