



Save Energy. Save Money. Save the Environment.

Company History

When Mark Canella first started Home Energy Consultants, a home energy auditing business, in Cleveland, Ohio in 1995, the terms “green” and “carbon footprint” weren’t even part of the everyday vernacular. Little did he know that after personally conducting more than 10,000 energy audits that his business would eventually become the model for one of the nation’s fastest-growing franchises...

Pro Energy Consultants, the nation’s first home energy audit franchise, was formed September 2008 when Arizona-based PEC Holdings, LLC joined forces with Home Energy Consultants. However, the model for a national home energy auditing company was originally conceived in 2006. The company’s mission is to maximize the energy efficiency of residential and commercial buildings and reduce energy costs—ultimately creating a healthier environment. The vision of the company is to be the leader in the energy auditing and consulting industry.

Pro Energy Consultants was created by three partners: Mark Canella, Kris Simonich and Derek Sola. These three managing partners are nationally renowned energy and franchise experts. At the founding of Pro Energy Consultants, Canella’s existing business became a company owned store and was regarded as a model for future franchisees.

When Simonich and Sola first met Canella, they were struck with the scale of the opportunity and the lack of competition at the national level in the residential energy efficiency auditing market. Energy efficiency is a vastly underappreciated opportunity for businesses, sitting right at the junction of helping people to save money, live well, and do the right thing for the environment.

“While more and more Americans are becoming green conscious, all Americans are interested in saving money.” said Simonich. “If we can meet the universal need to save money and the rapidly expanding desire to help the environment, then all the better.”

Canella is regarded as an expert in energy auditing. Simonich and Sola are experienced at franchising nationally. Working with Canella, Simonich and Sola developed the systems, processes and manuals to offer franchises and then help these franchises to succeed.

The company began offering franchises in October 2008. The first franchisee signed up in December. By July 2009 (after just 9 months), the company had already awarded 25 franchisees.

To assist with the company’s franchising efforts, Suave Brachowski joined as director of franchise operations and support in February 2009. In June, Jeff Pizzino joined as director of corporate communications and in July Mike Marach joined as director of business development training.

One of Pro Energy Consultants’ goals is to become America’s first name in energy auditing by providing standardized, comprehensive energy audits designed to maximize the home’s energy efficiency and reduce energy costs.



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Company Timeline

April 1995

Mark Canella begins his home energy auditing business when he forms Home Energy Consultants in Cleveland, Ohio

December 2006

Model for a national home energy auditing company is conceived

September 12, 2008

Pro Energy Consultants is formed when Arizona-based PEC Holdings, LLC merges with Home Energy Consultants

October 2008

Pro Energy Consultants begins offering franchises

November 2008

Pro Energy Consultants begins selling franchises

December 2008

The first Pro Energy Consultants franchise is awarded

February 2009

Suave Brachowski joins as Director of Franchise Operations and Support

March 2009

The first Pro Energy Consultants franchise begins operating

May 2009

20th franchise awarded

June 2009

Jeff Pizzino joins as Director of Corporate Communications

July 2009

Mike Marach joins as Director of Business Development Training

25th franchise awarded

08/07/09



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Fact Sheet

Company Overview

Pro Energy Consultants is the first national franchise in residential energy auditing. Its mission is to provide standardized, comprehensive energy audits designed to maximize the energy efficiency of residential and commercial buildings and reduce energy costs—ultimately creating a healthier environment.

Headquarters

Cleveland, Ohio (also location of company owned store)

Web site

www.proenergyconsultants.com

Phone

1-888.9PROENERGY (1-888-977-6363)

Founded

September 12, 2008

Founders

Kris Simonich

Derek Sola

Mark Cannella

Audit Description

Pro Energy Consultants use state-of-the-art infrared imaging and blower-door testing to determine wasteful energy use in a home or facility. The process begins when a blower door is installed to the home's front door frame. The blower door acts like a giant fan and blows air out of the home, exaggerating the airflow and pressurization of the house and making energy leakage far more detectable. Pro Energy Consultants then uses the latest in infrared technology to scan the structure and systems in the home. This technical testing and equipment gives homeowners a clear picture of exactly where their home is losing energy, and therefore, wasting money. The entire process takes approximately one to three hours.

Current Franchises

25

Franchise Fee

\$29,900

08/07/09