

Market Analysis

Determining Whether a Region Can Support a New, Thriving Insulation Company

1. Competitive Landscape

- How many insulation companies operate in the area?
How many specialize in both installation **and** removal?
- How established are they (reviews, years in business, crew size)?

2. Residential Growth & Construction

- How many new homes are built year over year?
- What is the annual population growth rate?
(2%+ annual growth is a strong indicator of expanding housing demand.)

3. Retrofit & Upgrade Opportunity

- How many homes built between 1980–2010 are in the region?
(These homes are strong candidates for insulation upgrades.)
- What is the average home age?
- What percentage of homes were built prior to current energy code requirements?

4. Partnership & Referral Potential

Strong trade relationships accelerate growth.

- How many HVAC companies operate locally?
- How many pest control companies?
- How many roofing contractors?
- How many property management companies?
- How active is the real estate and home inspection community?

5. Consumer Demand Signals

What are homeowners actively complaining about?

- High utility bills
- Poor home comfort or uneven temperatures
- Rodents in attics or crawl spaces

Where to Research This:

- Community Facebook groups
- Nextdoor discussions
- HVAC company Google reviews
- Pest control reviews

Common HVAC review complaints such as:

- “Our AC runs constantly.”
- “Upstairs is always hot.”
- “Energy bills are out of control.”

These are indirect insulation demand signals.

Strategic Insight

When homeowner complaints align with insulation-related issues, it indicates:

- Existing service gaps
- Education opportunities
- Strong retrofit potential
- A market that already feels the problem