

WISE UP

EnWise offers a one-stop solution for Homeowners looking for a more energy efficient home

BY MARK KEAST

Peter Hwang is on the phone just before the Christmas holidays are about to ramp up. Lining up an interview with EnWise's chief executive officer has been a minor accomplishment, and it has nothing to do with hands-across-America Christmas shopping lineups.

Hwang is a busy man, co-shepherding the growth of EnWise Power Solutions Inc., growth that can modestly be described as robust. From zero employees when the company launched a year ago, to more than 120 today, part of that success has to do with the business acumen of those managing

purpose of providing Canadian homeowners with a means to turn their environmentally proactive wishes into a carbon-reducing reality.”

EnWise targets consumers who have the will but lack the knowledge to radically improve the energy efficiency of their home. EnWise's primary concern are homes that are more than six years old, but homes built more recently can still benefit from an energy audit, Hwang adds. The process starts with an energy audit of the house or condo in question (the initial audit—a top-to-bottom inspection of the entire home by an EnWise representative—typically takes around two hours) and EnWise's installation team handles the execution of the appliance upgrades.

Homeowners are eligible for up to \$10,000 in government grants and rebate incentives which offset the costs to upgrade the home. The company also offers financing to the consumer. Hwang talks about this one-stop shopping solution: “There is no other company that currently does this,” he says.

The other big selling point for consumers is the savings on utility bills after the modifications are made, covering check-list items like furnace efficiency, insulation, cooling, and lighting. Simple changes in the home will result in immediate and substantial savings in energy, Hwang says.

After spending a year laying down the company's infrastructure, Hwang says EnWise now is positioned for rapid growth, with the environment at the top of public and political agendas. “People no longer need to be told that global warming is a problem,” adds EnWise president Phil Winters. ❖



An EnWise employee performs an energy audit

the company, and part of that has to do with getting behind one of the great causes of our time: the Toronto-based environmental company was launched, as its backgrounder details, “with the sole