

Qmerit

Increasing Revenue With Electrification

AN ELECTRICAL CONTRACTOR'S
COMPLETE GUIDE





American muscle cars are a nostalgic part of our **country's vibrant past.**

The roar and rumble from the metal machines have been in Americans' hearts and souls for decades. Our love of the automobile has not faded, but it is evolving to electrification.



Internal combustion vehicles are still alive and revving, but emerging from the back of the pack, electric vehicles (EV) are accelerating to take the lead. In fact, by 2025, EVs are expected to comprise **10% of the new car market**. This is a trend that will continue to grow, and this

new car segment will spur opportunities for contractors and entrepreneurs.

This comprehensive guide will explore how industrious electrical contractors can tap into this growing market and expand their business, reach new customers and make big profits.



How does electrification work?



EFFICIENCY QUOTIENT

Conventional gasoline vehicles efficiency

17-21%

Electric vehicles efficiency

85-90%

That is a massive gap. Internal combustion engines have other mechanical systems that are heavy and inefficient as well, such as hydraulic and pneumatic components. Electrical vehicle systems are more efficient since they can be monitored and adjusted to optimize performance. Full EVs also produce zero emissions, which is beneficial to the environment.

When conventional vehicle components that use fossil fuels are replaced with parts that are powered by electricity, the result is vehicle electrification. In general, electrification involves the powertrain and ancillary vehicle components being powered by electricity. It also encompasses the on-board and off-board charging systems as well as the power transfer devices.

The shift to electric powertrains will eliminate harmful emissions and create a more efficient system.

The move towards vehicle electrification has been primarily a response to **environmental issues** like air pollution, the hot topic of climate change and the imminent depletion of fossil fuels. This has led **major car companies** to dive into this business sector with full vigor and a lot of cash.

The ultimate goal for electrification is to replace drivetrains and systems that are powered by fossil fuels (such as gasoline) with electric powertrains. This shift will eliminate harmful emissions and create a more efficient system.

The electric powertrain uses the power that is stored in battery packs to propel the electric motor or motors on board. It also harnesses the power of **regenerative braking**, which sends energy back to the batteries when speed is reduced or when braking is engaged. In a nutshell, the vehicle's kinetic energy is converted into electricity to power the batteries, thus creating an efficient vehicle.



Trends in EV charging installation

When there is a discussion about electric vehicles, the topic of charging inevitably comes up. Questions of the availability of charging stations, time to charge and cost are all valid concerns, but with a bit of research, it becomes apparent that these concerns are not “dealbreakers” or insurmountable.

In today's market, there is a massive business behind EV charging installations, so let us look at a few trends:

- **Availability of charging infrastructure.** In order to have a greater mass appeal, the public must have the perceived safety net of close-by, convenient charging stations. Gas stations are an ever-present fixture in most cities, and they dot the interstates of the country. They have turned into convenience centers that provide much more than fuel. EV charging stations are expanding their network and will soon be as ubiquitous as the common gas station, providing the same service, through electrical charging devices. These new centers must provide high-quality components that can withstand drastic temperatures, abuse, and general wear and tear.
- **Evolution of the charging experience.** Recharging needs to be fast and eventless. Americans are busy. Going to and from work, school, and activities, we do not have time to waste waiting on a charge. In years to come, EV charging will surge the power from a single charging gun from 60kW

to 350kW, which could shorten the charging time from 1 hour to less than 15 minutes.

- **Standardization of components.** The wide variety of EV cars on the market means there will be proprietary charging components and devices on the market. This could mean that even if someone has an EV and they find a charging station, it may not be compatible with their particular vehicle. This trend is trying to standardize the multiple components so the charging in public will not be hindered.
- **Home charging installations.** As more EVs enter the roadways, customers will want the extra convenience of charging from home. These installs are becoming more prevalent and, in some areas, commonplace. These @Home Charging units give users an extra layer of security and reassurance that they will be fully charged each night.

The EV charging installation space is evolving fast, and this means opportunities will come fast too. Staying current with the trends and the news of the industry will help the active electrical contractor gain new business.



Qmerit's CSP program

The **Certified Solutions Partner (CSP)** program offers electrical contractors the opportunity to learn new techniques in the electrification field through in-depth training and continuing education programs. These are invaluable skills that can propel your business forward and open up an entirely new market for your company - a win-win.

Some contractors are used to their typical business activities, including lighting upgrades, rewiring projects and panel upgrades. These projects are the bread and butter of your business and have sustained you throughout your career.

However, today's competitive climate requires electrical contractors to adapt, be flexible and be hungry for new opportunities. The CSP program has many core benefits for electrical contractors, such as the following:

- **Build a new customer base.** Your relationships with your core customers are vital for your business growth and development. These relationships define your company and help make it a success. Qmerit's program opens up your business to a new source of customers. This client base is pre-approved for you to link up with. Your business can quickly grow, and you can make new relationships and cultivate new skills.
- **Recruit Electricians and learn new skills.** The electrification industry is advancing fast, and more works and new skills are needed to stay current with industry demand. The CSP program gives you the advanced training you need to provide EV installation services. Electrical contractors will be given the chance to learn new abilities, including soft skills and sales, as well as annual continuing education classes.
- **Emergence as a local market leader.** When you add new skills, new customers and increase your revenue, you will soon be the talk of your local market. You will gain a reputation as an innovative leader, and this will lead to even more customers for you. After all, consumers want to do business with the companies that are leading the pack, so they will feed off your confidence and results-driven business practices.
- **Save on parts and equipment.** Qmerit has an exclusive purchasing program that offers discounts from national suppliers. Those routine supplies that you need to run your business can be sourced by using a simple marketplace that will put money back in your pocket with significant savings on key items. More savings equals more profits for you.

In order to take advantage of this unique opportunity, electrical contractors will need to tap into these resources, have the courage to learn new skills, stay current with trends and open their eyes to the fast transformation that is taking place in the field of electrification and EV charging installations.



PLUG INTO NEW OPPORTUNITIES

As the EV market expands, so do business opportunities for electrical contractors. Qmerit has an elite network of certified electricians that provide installation services throughout North America. Qmerit has partnered with top auto manufacturers including **Land Rover, Chevrolet, Jaguar, Rivian and Audi** to provide charging installations to their customers.

Qmerit's unique partnership program gives residential electrical contractors access to a pipeline of pre-approved customers that are in need of a variety of services, including EV charging stations and energy storage systems.



Revenue driver

Contractors always look for new revenue streams. After all, you are in business to make a profit. To take your revenue to the next level, you need to explore new sources. With a pipeline of approved customers at your disposal, you can generate income from installations, integrations and lucrative service agreements.

As mentioned earlier, the EV market is growing fast, and it will not be slowing down anytime soon. This creates a massive opportunity that did not exist before. The internal combustion engine did not do much to line the pockets of the average electrical contractor, but the EV revolution can and will.

EV owners are hungry for convenience and are in need of qualified contractors to install charging stations at their homes and places of employment. There are also opportunities for battery storage installations and other commercial endeavors.

As the demand for electrical vehicles grows, so do opportunities to increase your customer base and, subsequently, your revenue streams. If you could

expand your revenue by 20%, would you? This is possible with EV market opportunities.

In fact, you can make money in several ways:

Installations - This is where it will start - getting the calls from qualified customers to install units at their residence. This will be the foundation of your new revenue stream. Plus, these satisfied customers will help grow your business with referrals.

Service agreements - Service agreements can be a great source of recurring revenue. After the initial installation, units will need periodic maintenance and upkeep. With your new skills, you will be able to provide this service to your customers and make additional revenue from it.

Contractors that want to ramp up revenue and emerge as leaders in the community can take advantage of Qmerit's program and springboard their business to the next level. Having support and getting a quality education and training from industry-leading experts will make this transition rewarding and profitable.





What to expect when making the electrification shift with Qmerit

The EV revolution is here. It is changing the way we live, commute and treat our environment. It is also creating new business opportunities for motivated electrical contractors.

EV owners have a growing need for charging installation stations at their homes and businesses. Specialized, certified contractors are required to do this work. Qmerit's CSP program connects you to the approved customers in your area.

By reaching out to Qmerit for more information about the CSP program, you will get all your questions answered and gain a deeper understanding of what to expect with the partnership:

- It all starts with Qmerit's national network of certified installers. This is the key to success. Electrical contractors like you will receive education, training and support that will allow them to pivot toward the emerging field of electrification.

- Once trained and certified, you will be connected to approved customers in local service areas. You can then provide the installation services to EV homeowners and businesses.
- When you get certified, you are not left to your own devices. Instead, you will get coaching and continuing education that will help you stay current and confident in your new business.

We all know electrical components are not cheap either. The good thing is that Qmerit's aggregated **purchasing program** provides you, as the contractor, with special pricing and discounts on the highly specialized materials that you will need. When you save money on supplies, more profits enter your pockets

THE SUPPORT AND TRAINING FOR YOUR BUSINESS




It is scary to leave your comfort zone. You have been conducting business a certain way for years. So, the task of learning new skills and embarking on a new endeavor can be nerve-racking. But when you stretch, you grow. You can put your business in a new realm that will reap benefits for years to come. Fortunately, Qmerit makes this plunge less scary and provides all the essential support and information you need.



Get in touch

Are you ready to shift your business model, learn new technologies and gain a new customer base? Are you ready to make greater profits? Then Qmerit's program is for you.

-  **Reach out today** for more information on how our Certified Solutions Partner program can help you take advantage of electrification for a better environment, better profits and better business.

