

# BizSnaps

A Snapshot look at local businesses



**Your Name:** Rick Kubly  
**Title:** Consultant/Rater/Owner  
**Business Name:** IR Energy Savers  
**Address:** Milton, WI  
**Phone:** 608-751-5329  
**Business Hours:** Call anytime, any day.  
Leave information.  
**When was the business started?** 2005

**Describe your products/services.** Energy Rater for home performance with Energy Star, to evaluate your home to guide your remodeling dollars. I am also a consultant on building high efficient homes.

**What do you do, product, service or philosophy, which differentiates you from your competitors?** My company is contracted to the state programs, Wisconsin Energy Star Homes, and Home Performance w/Energy Star. We produce homes that are outperforming the national standard set by the mortgage industry.

**How did you get interested and/or started in this business?** I started as a Infrared Thermographer and a home owner. Owning very inefficient homes that always left me uncomfortable, I started using my Infrared camera to find all the places that leak air into my house.

**What kind of training or background do you have?** I received my Level III Thermographer License in 1997, Building Science Certificate in 2005, and have been through schools for National Home Rating and Energy Star in 2008.

**What have you learned from this business?** Most builders in the area don't really want to know how their homes are built. They've kept up with new products, but don't test the finished product.

**What are your future plans for your business?** I want to keep growing and educating the public on the advantages of building tight homes, ventilating correctly, and using Energy Star products.

**What or who has had the most influence in the way you do business?** Both of my grandfathers were business owners. Growing up watching them take care of their customers and the way they looked at the details to the job taught me a lot.

**What have been some of the challenges you've faced and how did you work them out?** 1) Learning the correct methods of building and terminology of the builder so as to communicate my ideas and understand theirs. 2) Time and continuing education in

building science has helped me to overcome this.

**What do you find most rewarding about this type of work?** When I can help people lower their heating bills and make their homes more comfortable - that is rewarding to me. I like it when customers come up to me in public and tell me how their energy bills have gone down.

**What type of customers use your products/services?** Anyone who owns a home, duplex, apartment house or is planning on building a home.

