

Marketing and Sales Intelligence for Climate Tech Companies

INTRODUCTION

A trio of powerful forces drove rapid changes in the residential and commercial building electrification markets: the realities of climate change, the Inflation Reduction Act of 2022, and advancements in heat pump technology.

Climate companies are uniquely positioned to leverage building permit data as a strategic asset.

BUILDING PERMITS + CLIMATE TECH

Building permit data and contractor details hold valuable information that can assist climate tech firms in pinpointing their target audience and expanding their product range.

Examples of applications include:

- Using Shovels' building permit data to assist Heat Pump Installers in identifying homeowners who qualify for government rebates to switch to a heat pump water heater.
- Assisting energy companies in identifying markets where there is a growing interest in upgrading to electrically powered buildings.

CLIMATE TECH CUSTOMERS

ORACLE® | OP@WER



Sustainable
San Mateo County
Economy. Equity. Environment.



carbon free homes

USE SHOVELS FOR

- Market entry strategies
- Competitive intelligence
- Board-level reporting
- Total addressable market calculations

IDENTIFY QUALIFIED OWNERS

Shovels is able to use the permit history on a home or building to identify those properties that have not had a heat pump, EV charger, solar, or battery installation. By checking permit histories, we are able to determine which buildings fit your criteria.

For example, a home without a major remodel or water heater permit in the last 10 years is likely to need a new water heater. These homeowners may not be aware of local, state, and federal incentives to upgrade to a heat pump water heater. Shovels can identify them.

BUILD A POWERFUL NETWORK

We've already identified the heat pump permits. Now we can scan those permits to find the contractors!

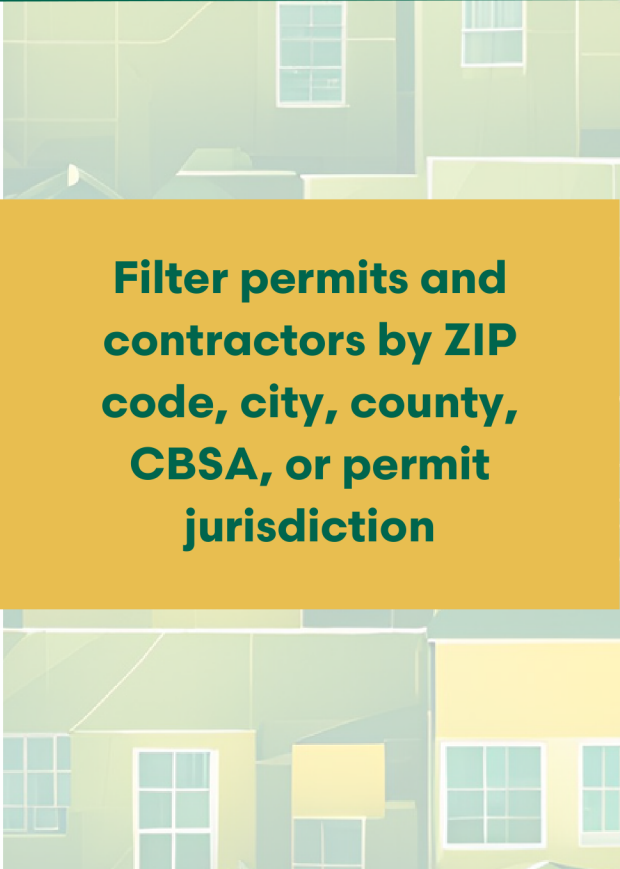
Permit data plays an important role in identifying the work that is (or isn't) being done on buildings, as well as the owner and contractor contact information.

We put a lot of work into figuring out which contractors do which permits. With our data, we can identify those contractors and help you filter out those who are no longer active, don't work in your service area, or tend to fail inspections. This data is critical for making good referrals.

CONCLUSION

Shovels offers the most comprehensive, clean, and customer-friendly building permit and contractor data products for the climate tech industry.

Access it via our web and mobile apps, API, or private table sharing into Snowflake, Databricks, BigQuery, and S3.



Filter permits and contractors by ZIP code, city, county, CBSA, or permit jurisdiction

If you are selling an appliance, software that runs on an appliance, or a consultation service, you need to build a network of great contractors