

# Prospecting

## Outreach & Enrollment



**Prospecting** is the process of researching properties to determine if they qualify for the Nicor Income Qualified Multifamily Program and if the property would be a good candidate for weatherization projects.

When we prospect, we answer the following questions:

Question	Description
<b>Who</b> owns the property?	We need to know who owns the property so we can determine who we should contact to get the property enrolled.  Being knowledgeable regarding property owners can also help us identify other opportunities at other properties owned by the same individuals.
<b>Where</b> is the property located?	We need to ensure that the property is located within Nicor Gas' territory.  We also need to ensure that the property is not too far away for us to commute to each day for work.
<b>What</b> is at this property?	We need an idea of what the property looks like so we can determine if it is a good option for our work.  How many buildings are on this property? What type of roof does it have? What type of mechanical systems? How many units are there?
<b>When</b> was this property built?	Newer properties will not realize as much energy savings as older ones. It's important to know the age of the building because it can help indicate the age of the devices and systems.
<b>Why</b> should we prospect this property?	Taking all of the prior questions into consideration, we need to determine whether this property would be <i>worthwhile</i> for us to work at. See "SECTION TITLE" for more information.

### Section Summary

**Prospecting** is a process where we look for properties to determine if they are a good fit for their program. By answering the 5 W's (Who, What, Where, When, Why), we can determine if we should contact the property to enroll in the program.