



Electric & Gas Industries Association

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EGIA and Paul Kelly Launch RAISING GOATS, an Exclusive Training Program to Help Contractors Reach the Top of Their Field

Helping contractors achieve extraordinary success, RAISING GOATS begins with an exclusive, five-day kickoff event this fall followed by ongoing support throughout the year. Participants will work directly with Paul Kelly, who helped grow Parker & Sons to \$250 million+ in annual revenue, and other industry experts to learn what it takes to lead, operate, and grow a truly elite home services business.

FOR IMMEDIATE RELEASE

SACRAMENTO, CA – July 17, 2025 – EGIA Contractor University, in partnership with Paul Kelly — one of the most accomplished and respected figures in the home services industry — proudly announce the launch of RAISING GOATS, a groundbreaking business training program designed to help home services contractors become one of the greatest of all time in their field.

Registration is now open for the inaugural RAISING GOATS kickoff event, taking place October 20–24, 2025, at the Hilton Scottsdale Resort & Villas in Scottsdale, AZ. This highly exclusive program is limited to just 20 participants, ensuring each attendee receives personalized guidance and coaching from Paul Kelly and a team of some of the industry’s most accomplished business owners and acclaimed trainers.

RAISING GOATS combines an immersive, in-person, five-day kickoff experience with ongoing, year-round support and training content — equipping contractors with the mindset, skills, and strategies needed to achieve transformational, historic success in their businesses. In addition to Paul Kelly, the program features insights and instruction from other celebrated industry leaders, including bestselling author and speaker Mark Matteson; Chris Yano of RYNO Marketing; and Tommy Mello, founder and CEO of A1 Garage Door and one of the world’s most successful home services contractors.

“As others have done with me, I’m sharing — the strategies, systems, and even the mistakes — that helped grow Parker & Sons from a \$7 million business to over \$250 million,” said Paul Kelly. “I want contractors who are hungry to reach that next level to walk away with the knowledge and confidence to achieve what I have — and more.”

Participants will walk away with actionable strategies to think more critically, implement faster, operate more efficiently, and lead their teams with clarity and confidence. From mastering financial management and pricing strategies to improving recruiting, retention, and company culture, RAISING GOATS takes a deep dive into the core skills and habits that set the most successful contractors apart from the rest.

“Paul is one of the most successful and influential contractors in the history of our industry,” said Bruce Matulich, CEO of EGIA. “This program is a rare opportunity for contractors to learn directly from someone who has built historic success from the ground up, and to apply those lessons to create their own legacy.”

To learn more about RAISING GOATS and apply for one of the limited spots in the October kickoff event, visit RaisingGOATs.com today.

About Paul Kelly

Paul has almost 40 years’ experience and an extensive background in the HVAC and plumbing industries, holding prominent positions in accounting and finance, sales & marketing, and operations, including V.P. of Sales and Marketing and V.P. of Operations for national and regional home service companies. He has visited over 100 companies over his career, helping them grow their business and profitability.

In 2004, he bought Parker and Sons, an HVAC and plumbing company, doing business in Phoenix, AZ. That business has grown from a company with about 25 trucks and \$7 million in revenue a year to over 700 trucks and a yearly run rate of \$250+ million, the largest company of its kind in a single market. It is now part of a larger industry-leading group of home services companies, the Wrench Group, where Paul formerly served as the Southwest Region’s CEO, and currently as a part-time consultant for the group. He’s the bestselling author of *Tricks of the Trade to Success* and an in-demand speaker and mentor.

Paul is truly one of the premier GOATs in the industry. Paul’s unique background and simplified approach to growing a business has led him to be one of the most successful leaders, and his businesses among the most successful companies, in the home services industry. His specialty is taking something complicated and reducing it down to something very simple ... making it easier to implement. He enjoys sharing his success with others, as others have done with him throughout his career.

About the Electric & Gas Industries Association (EGIA)

EGIA is a nonprofit organization that empowers home services contractors to get the most out of their businesses through industry-leading training, financing, and marketplace solutions. Its Contractor University offers access to the industry’s most recognized educators, who deliver innovative keys to success through online training systems, in-person workshops, conferences and webinars. EGIA’s HVAC Distributor University delivers powerful and convenient training solutions designed to empower sales team success within HVAC distribution businesses.

OPTIMUS Financing, which has facilitated financing for hundreds of thousands of residential and business projects valued at over \$9 billion, provides contractors with a best-in-class suite of financing options.

EGIA is also a recognized leader in delivering sponsored demand management and resource efficiency services on behalf of electric, gas and water utilities and municipalities. These services include financing; rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. Learn more at www.EGIA.org.

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