

A Guide to Selling with Energy Efficiency Financing



Top five things to know about commercial project financing

1. NEIF Financing is FREE for contractors.
2. Financing covers 100% of your customer's project costs.
3. Financing requires no money down.
4. Rebates/incentives can be used in conjunction with business financing.
5. NEIF automatically selects the lowest possible rates and best terms from a vetted group of lenders.

Top five benefits of offering financing for contractors

1. Help your cash flow! When your customers are approved for financing, NEIF can arrange to have your equipment paid for up-front, before you begin work.
2. Take away the sticker shock. Monthly payment options help your customers make a quick decision.
3. Close bigger projects. Increase the size and scope of projects.
4. Close more deals when you offer financing with every job bid.
5. Work with someone you can trust. Your association with NEIF means you are working with a B Corp. NEIF meets the highest standards of social and environmental performance.

Top five tips for selling with financing

1. Present a financing proposal from NEIF with every job bid.
2. Combine rebates with financing whenever possible.
3. Change the conversation! Don't just talk about new equipment and rebates. Talk about how much money your customer will save every month when energy cost savings exceed monthly payments.
4. Discuss the cost of delay. Every month that your customers are using old equipment, they are wasting money that could be reinvested into the business.
5. Take advantage of free financing sales training from NEIF.

Any questions?

We would love to answer them. Contact our NEIF Commercial Energy Finance team:

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Finance Portal | <http://bit.ly/NEIFCommercialPortal>

Website | www.neifund.org/financing-businesses



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