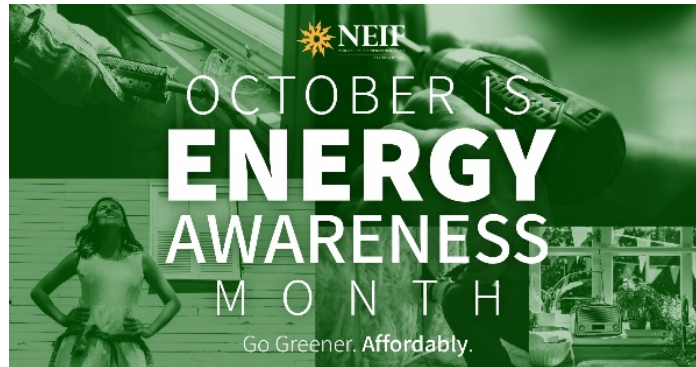


Go Greener. Affordably.

Trusted financing for upgrades that make your home or building efficient, safe, healthy and comfortable



Energy Awareness Month: October 2022



October is Energy Awareness Month, and as an NEIF-Approved Contractor, your work helps customers Go Greener, Affordably. In our recent [blog post](#), NEIF Co-Chair and Founder, Matthew Brown, addresses government legislation such as the Infrastructure Investment Jobs Act and Inflation Reduction Act that will make energy efficiency products much more affordable through the coming decade.

There is no better time than now to remind your customers that with NEIF, you offer trusted and transparent energy efficiency financing. Boost your company's presence and sales by showcasing that you participate in programs and provide financing for improvements that support efficient, strong, and healthy homes and buildings.

In honor of Energy Awareness Month, we encourage all NEIF-Approved Contractors to download the following elements of the provided toolkit below, allowing you to post the following on your social media account(s):

- The Energy Awareness Month graphic shown above
- Our provided caption for NEIF-Approved Contractors

[DOWNLOAD IMAGE](#)

[SOCIAL MEDIA
COPY](#)

Welcome To NEIF

Jennifer Acosta, Business Development Specialist

In September, NEIF welcomed new Business Development Specialist, Jennifer Acosta, to our team. She holds a B.S. in Communication from Western Connecticut State University, and most recently served as a Process Coordinator at Framework Solutions where she managed the commercial review process and successfully assisted with multiple product launches.

Jennifer looks forward to working with NEIF-Approved Contractors, as she brings her customer service and management skills to provide full-service sales support.



Contact Information

Jennifer Acosta
Business Development Specialist
jacosta@neifund.org
(203) 501-0744

What's New at NEIF

September Recap: Check out our recent news stories
and newest Approved Contractors



NEIF Launches Go Greener Academy for Contractors

In case you missed it — all NEIF-Approved Contractors can now sign up for October's webinar that features techniques for training and motivating your sales team.



Learn How To Use NEIF's Commercial Finance Portal
Commercial Contractor Tutorials are available on NEIF's YouTube channel. Access our new playlist by clicking above or visiting the [Commercial Contractor Center](#).



NEIF-Approved Contractors: September 2022

Join NEIF in welcoming some of the newest contractors to earn the NEIF Seal of Approval. Read our [blog](#) post to learn who was approved in September 2022.

Event Spotlight



Contractor Sales Management 101 Go Greener Academy

This month's webinar will cover how to effectively train and educate your team, show different structures to incentivize and motivate your salespeople, and demonstrate best practices for attaining and maintaining a high close ratio.

Session 1: Tuesday, October 11 - 1:00 p.m. EDT

Session 2: Thursday, October 13 - 9:00 a.m. EDT


REGISTER NOW

In Case You Missed It

Welcome to NEIF's Go Greener Academy!

The National Energy Improvement Fund (NEIF) welcomes you to **Go Greener Academy** — a platform created to provide NEIF Approved Contractors with free sales training, online access, and other resources to help grow their businesses. Homeowners want comfort and efficiency, the assurance of quality installation, and fair, affordable payment options that fit into their budget. The NEIF Business Development team is here to help you boost sales and differentiate your company so that you can empower your customers to **Key VIBE** to install and manage energy efficiency financing.

Featured Webinar



Contractor Sales Management 101
Tuesday, October 11, 2022 | Thursday, October 13, 2022
1:00 p.m. | 9:00 a.m.

REGISTER NOW

Led by Business Development Vice President, Ed Matos, this presentation will cover:

- How to effectively train and educate your sales team.
- Different structures to incentivize and motivate your salespeople.
- Best practices for obtaining and

Resources

- Leverage NEIF's Energy Efficiency Financing to Drive Your Fall/Winter Sales
- NEIF Presentation
- Recorded Presentation
- Monthly Contractor Updates
- September 2022
- August 2022
- National Energy Improvement Fund LLC
- NEIF News
- Contractor Resource Center

NEIF Contacts

Contact one of our expert **Business Development Specialists** for more information or with any questions you may have.

Bethany Miller
Senior Business Development Specialist
bmiller@neif.org
(404) 636-1695

Alexandra Harker
Contractor Support Specialist
aharker@neif.org
(404) 308-1068

Looking for the NEIF Management Team?

Management Team

Go Greener Academy

Visit Go Greener Academy for exclusive access to sales training — register for upcoming webinars, view previous months' presentations and recordings, and locate contact information.

**SEPTEMBER
TRAINING**

Want To Be Featured?

**How are you planning to celebrate
Energy Awareness Month?**

For the chance to be featured on NEIF's social media and in future Contractor Updates, click on the button below to share your stories with us — how are you planning to celebrate Energy Awareness Month this month?

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[Contractor Resources](#) | [Contractor Support](#)



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