

Go Greener. Affordably.

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



Stay On Top of the Season

Help Make Winter Home Comfort and Energy Savings Affordable



Winter 2022 is rapidly approaching, and there is no better time for your customers to **Say YES!** to energy efficient furnaces, heat pumps, and windows for their homes and businesses.

The NEIF Business Development team is here to remind you that this is the optimal season to engage your customers, and to attract new business for service repairs and revenue.

We encourage you to take your marketing efforts to social media, and are providing you with a seasonal graphic to post, which we've shared as a preview below. To get started:

- Click the **Contact to Customize Today** button below and request to have your company's logo uploaded directly onto the graphic.
- Use our prepared **Social Media Copy** to post as a caption.



CONTACT TO
CUSTOMIZE TODAY

SOCIAL MEDIA
COPY

Drive Year-End Commercial Sales: Get Your Customers to YES!



As the end of 2022 draws near, now is the time to create a sense of urgency with your commercial customers. NEIF's energy efficiency financing is the key mechanism — and selling point — to speed up that process, allowing you to ultimately drive more projects and close more deals.

- Supply chain issues persist, causing equipment costs to **skyrocket and lead times to get extended**.
- **NEIF's prefunding** for commercial projects helps to reserve and secure necessary equipment for the job.
- It is highly likely for **utility rebates to fluctuate in the new year**, varying from program to program.
- As a result, **0% and low-rate programs are hugely beneficial** and largely attractive to consumers.

NEIF's low-rate, affordable monthly financing can help account for all of the above. Click on the button below to visit NEIF's Commercial Contractor Resource Center for more tools and valuable sales training information.

COMMERCIAL
CONTRACTORS

Give Joy, Get Joy

NEIF's Partnership with Non-Profit Organization, Joyful Giving

IT'S THE SEASON OF GIVING



Give the gift of joy this holiday season!

Through the month of November, NEIF will be raising money on behalf of Joyful Giving, a 501(c)(3) non-profit that packages and gifts essential items to those in need. Operating out of Allentown PA, Joyful Giving was organized with a purpose to: "Give Joy, Get Joy."

Your contribution — \$10, \$25, \$50, \$100 — helps to ensure that individuals and organizations will receive necessities like socks, shampoo, conditioner, body wash, and lotion.

Donations can be accepted in either of the following ways:

- **Venmo @JoyfulGiving** — mention NEIF in the comments of your transaction.
- **Written check** — indicate NEIF in the memo line. Mail to:
Joyful Giving
PO Box 253
Trexlerstown, PA, 18087

Follow NEIF on the social media channels below for donation reminders and deadlines.



**MORE ABOUT
JOYFUL GIVING**

Sharing Our Thanks



With Thanksgiving and the holiday season just around the corner, NEIF would like to extend our gratitude to you — our Approved Contractors — for all of the work that you do to serve our customers year round.

It is because of your partnership that NEIF's innovative programs and transparent financing options are able to impact the lives of home and business owners across the country. We thank you for the role you play in making NEIF's mission: to "Go Greener, Affordably" a reality for so many.

From all of us at NEIF, we wish you a Happy Thanksgiving and a wonderful time celebrating with your loved ones!

What's New at NEIF

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



Working With a B Corp: What You Need to Know

Learn more about what it means for NEIF to be a Certified B Corp in our recent [blog](#) post from the perspective of NEIF's Co-Chair and Founder, Peter Krajcsa.



If You Missed It: Go Greener Academy October 2022

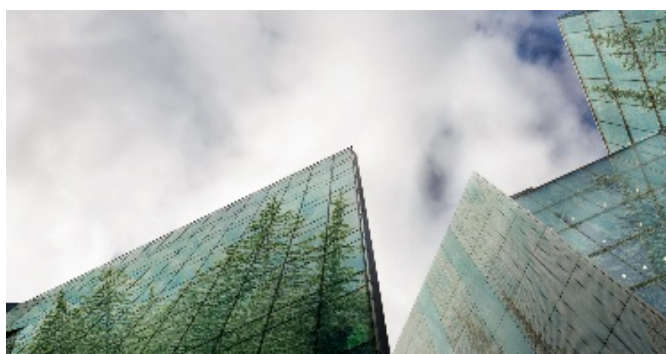
Go Greener Academy is the place to catch up on last month's Business Development training webinar: Contractor Sales Management 101. Watch the recording [here](#).



NEIF-Approved Contractors: October 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 October 2022.

Event Spotlight



Drive Sales of Commercial Energy Efficiency with Affordable Financing
Go Greener Academy

This month's webinar will cover why commercial customers want monthly payment options, what the best ways are to close a commercial project, and how to integrate rebates and financing to close commercial sales.

Session 1: Tuesday, November 15 - 1:00 p.m. EST

Session 2: Thursday, November 17 - 9:00 a.m. EST

[REGISTER NOW](#)

Featured Contractor Feedback



"Having NEIF financing linked on our website makes a huge difference with closing jobs. The ability to have customers pop up in our portal - already pre-approved and financed - is awesome."

- Pro Energy Solutions

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APPROVED CONTRACTOR

