

## Go Greener. Affordably.

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



## Leverage Rising Fuel Costs This Heating Season



**We've all heard the saying: Work Smarter, Not Harder.**

NEIF empowers you and your sales team to do exactly that. Not only can you close more deals by offering NEIF's energy efficiency financing to your customers, but as an Approved Contractor, you have access to resources that help you stay "in the know" with industry trends and best practices.

This year, homeowners will spend [28% more on gas bills](#) than they did last winter, according to the U.S. Energy Information Administration. Natural gas wasn't the only fuel type predicted to rise in price this winter; the same theme persisted for heating oil (27%), electricity (10%), and propane (5%).

How can you work smarter and leverage this information to boost your sales through the remainder of heating season?

**Create a sense of urgency with your customers.** In addition to the information above, the forecast calls for a colder winter than last year. As a result, homeowners can — and should — expect their bills to increase, if they haven't already.

**Come equipped with stats.** For homeowners who schedule routine maintenance and install upgraded equipment, the U.S. DOE reports saving as much as [30% in monthly energy bills](#). Additionally, homes that are properly insulated and air sealed save homeowners up to [15% on heating and cooling costs](#). For the average commercial building, efficient heating and cooling systems can reduce consumption by anywhere from [30% to 50%](#).

**Persuade customers with NEIF's energy efficiency financing** to demonstrate affordable, energy-efficient solutions that will combat high energy bills. There's no better time than now to remind home and business owners that as an NEIF-Approved Contractor, you are uniquely qualified and ready to help them Go Greener, Affordably this winter.

## 10 Reasons To Love Working As An NEIF-Approved Contractor



With Valentine's Day less than two weeks away, it's not much of a surprise that February is often associated with all things love. In NEIF's recent [blog](#), we provided consumers with a guide to celebrating Valentine's Day more sustainably this year — including the recommendation that they invest in the long-lasting gift of home improvement, with the help of an NEIF-Approved Contractor.

Keeping in theme with the upcoming holiday, we thought it was only fair to show our NEIF-Approved Contractors some love, too! As your sales team advances into the second month of the new year, NEIF appreciates your partnership through 2023 and beyond. The graphic above shows just **10 of the reasons to love working with NEIF**.

This month, we are showing our appreciation by providing you with an additional seasonal graphic to post on your social media channels.

To access this free marketing tool:

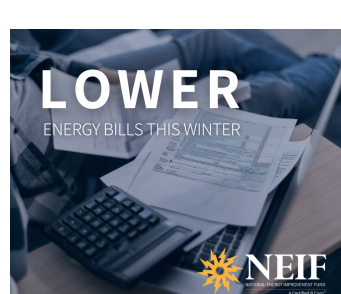
- Click on the **Download Image** link below to download the graphic. Once it loads, right click and choose "Save Image As...". This stores the file in your computer's Downloads folder.
- Copy & paste our prepared **Social Media Copy** as a caption for the post.

[\*\*DOWNLOAD IMAGE\*\*](#)

[\*\*SOCIAL MEDIA COPY\*\*](#)

## What's New at NEIF

January 2023 Recap: Check our recent news stories and newest NEIF-Approved Contractors



### [\*\*Tips For Customers This Winter: How To Lower Energy Bills\*\*](#)

Provide customers with what they need to know about the causes of increases in their monthly energy bills. Read NEIF's full blog post [here](#).



### [\*\*If You Missed It: Go Greener Academy January 2023\*\*](#)

Last month's webinar was one that you will not want to miss! Click [here](#) for tips on setting smart and attainable goals that your team can reach in 2023.



### [\*\*NEIF-Approved Contractors: January 2023\*\*](#)

Join NEIF in welcoming the newest contractors to earn the NEIF Seal of Approval. Read our [blog](#) post to learn who was approved in January 2023.

## NEIF Go Greener Academy



## How To Sell Energy Improvements Strong Through the Shoulder Season

Ed Matos, NEIF Vice President of Business Development, will advise contractors on creative ways to utilize marketing, help to further connect these marketing strategies to your sales teams, and provide other tips and tactics for your salespeople going into the home.

**Session 1:** Wednesday, February 15 - 12:00 p.m. EST

**Session 2:** Thursday, February 16 - 9:00 a.m. EST

**[REGISTER NOW](#)**

## Featured Contractor Feedback



**HARWICH PORT**  
HEATING & COOLING, LLC

*"NEIF provides our customers with another financing option when they might not qualify for other utility provider programs. The process is simple and streamlined — keep up the great work!"*

**- Harwich Port Heating & Cooling**

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