

CONTRACTOR UPDATE

Go Greener. Affordably.



B Corp Month 2023 — What You Need To Know



Each March, NEIF joins more than 6,000 businesses across the globe in celebration of B Corp Month.

What exactly is a B Corp? Why would an organization want to be certified as such?

B Corp Certified companies are ones that have received a certification that recognizes high standards of social and environmental performance, accountability, and transparency. In short, B Corps believe in using the power of business to positively impact society.

As an Approved Contractor through NEIF, you become part of a solution that balances making a profit with having a deep-rooted purpose. In turn, your customers are provided the opportunity to finance their home and business projects with NEIF, [the nation's only](#) Certified B Corp that specializes in energy efficiency lending.

The theme for B Corp Month 2023 is **#WeGoBeyond**. This March, NEIF will demonstrate how we go the extra mile — for our Approved Contractors, customers, team members, and the planet at large.

Follow NEIF's Social Media Channels to Learn More



Go Greener, Affordably This Spring With NEIF



The spring equinox later this month not only brings the hope for sunny weather and warmer temperatures, but also the need for consumers to plan ahead for when the time comes to gear up their AC.

The upcoming change of the season presents the perfect opportunity to remind your customers to Go Greener, Affordably this spring with NEIF. Increase your business by creating a sense of urgency surrounding routine HVAC maintenance, equipment upgrades, necessary repairs, etc.

To help your marketing efforts, NEIF is providing a customizable graphic that you're able to post on your company's social media channels. To access this free resource:

- Click on the **Contact to Customize** hyperlink and request to have your company's logo uploaded directly onto the graphic.
- Click on the **Social Media Copy** link to copy & paste NEIF's suggested caption for post.

[CONTACT TO CUSTOMIZE](#)

[SOCIAL MEDIA COPY](#)

Countdown To Earth Day 2023



Each year, Earth Day engages more than [1 billion people](#) worldwide. Since its inception in 1970, the holiday has been widely regarded as a day of **action**.

How do you plan on encouraging your customers to ACT this Earth Day?

With April 22 just around the corner, it's never too early to remind your customers that energy efficiency is both attainable and affordable with NEIF. As an NEIF-Approved Contractor, you have a unique advantage to perform work that supports a more energy-efficient, comfortable, and safe home and/or building.

Stay tuned for the April edition of NEIF's Contractor Update for **FREE** Earth Day-themed social media graphics to advance your marketing efforts.

NEIF Go Greener Academy



Electrification: The State of Consumer

Demand & Awareness Entering 2023

Featuring Special Guest, Peter Troast from Energy Circle

This month, NEIF Go Greener Academy is teaming up with special guest, Peter Troast, CEO & Founder of Energy Circle, for a one-hour presentation covering electrification, including consumer trends and what HVAC contractors should know about marketing in 2023. You will not want to miss this one-time event!

Session 1: Friday, March 17 - 12:00 p.m. EDT

[REGISTER NOW](#)

What's New at NEIF

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



[Invest In Yourself: Improving Your Financial Literacy](#)

It's never too late to improve your financial literacy, and Laura Nelson, NEIF's COO, talks about the ways you can benefit from it in our recent [blog](#).



[If You Missed It: Go Greener Academy. February 2023](#)

Couldn't make last month's Go Greener Academy webinar? Watch the recording [here](#) to learn how to implement effective marketing strategies.



[NEIF-Approved Contractors: February 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 February 2023.

Featured Contractor Feedback



"So many financing programs are complicated. NEIF is simple and straightforward. Being able to install higher end systems at larger ticket prices is a win-win for us and the customer."

- Ben's ProServ

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