

CONTRACTOR UPDATE

Go Greener. Affordably.



Empower Your Customers to Say **YES!** This Spring



Happy April from NEIF!

Spring has officially sprung, and just like that — cooling season will be here before we know it. And it's likely that your busy season will follow closely behind.

Empower your customers to say **YES!** to NEIF's energy efficiency financing this spring. Creating a sense of urgency now will prevent schedule overload later, and assure your customers that their homes and businesses will remain comfortable and efficient in anticipation of the warm weather ahead.

Need more selling points?

As an NEIF-Approved Contractor, you have the unique ability to perform upgrades that can be financed through fixed-rate, low monthly payments. Our process is trusted and transparent — and can appeal to both residential and commercial customers.

Read our recent [blog](#) for additional pointers your customers will want to hear about HVAC maintenance, equipment upgrades, and more as temperatures rise and their current cooling systems are put to the test.

#CountdowntoEarthDay Social Media Campaign



Are You Following NEIF on Social Media?

For the next several weeks, we'll be sharing valuable resources and posts as part of our #CountdowntoEarthDay2023 campaign. We encourage you to re-post and share on your company's profiles!

Together, we can build momentum for the energy efficiency industry and advance NEIF's mission to help others Go Greener, Affordably.

Join the Campaign on NEIF's Social Media Channels!



FREE Social Media Graphic: Earth Day 2023



This Earth Day, NEIF encourages you to demonstrate to your customers that you can help them invest valuable dollars in their homes and/or businesses for the long term, while also investing in the planet — the theme for Earth Day 2023.

For nearly 53 years, April 22 has been celebrated by billions of people, globally united and inspired to promote environmentally friendly ways of living in the name of protecting and preserving our planet. Use this opportunity to meaningfully educate and persuade your customers to Go Greener, Affordably with NEIF's energy efficiency financing.

How Can That be Accomplished?

Engage with your social media following — your potential customers — using NEIF's FREE Earth Day-themed social media graphic and related copy.

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

[DOWNLOAD IMAGE](#)

[SOCIAL MEDIA COPY](#)

NEIF Go Greener Academy



The Implications of the Inflation Reduction Act (IRA) for the Energy Industry

This April, Go Greener Academy will feature panelists Chris Schielke, NEIF Senior Director of Business Development, and Jacob Goldman, VP of Energy Tax Savers, to discuss all things IRA.

Learn about the opportunities for Alternative Energy Credits, discover how government and non-profit organizations can benefit from these credits, and find out how commercial building owners can qualify for the new 179D tax deduction.

Session I: Wednesday, April 19 — 12:00 p.m. EDT
Session II: Thursday, April 20 — 12:00 p.m. EDT

[REGISTER NOW](#)

Calling Northern New Jersey Contractors



New Program Launching With Rockland Electric Company!

NEIF is excited to launch the new [Rockland Electric Company Residential Energy Efficiency Financing](#) program for qualifying home energy upgrades.

Interested in Learning More?

Click below to register for our 30-minute financing overview webinar. There is no dealer fee or cost to the contractor to offer this fast and simple financing option!

[WEBINAR INFORMATION](#)

What's New at NEIF

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



[Go Greener, Affordably This Earth Day With NEIF](#)

Read our [blog](#) to learn how your customers can Go Greener, Affordably this Earth Day - and beyond - with NEIF's energy efficiency financing.



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

[Watch](#) NEIF's latest Go Greener Academy webinar to learn this year's top trends in electrifications, featuring Peter Troast from Energy Circle.



[NEIF-Approved Contractors: March 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 March 2023.

Featured Contractor Feedback



"Thanks for being the rock of solid ground in Maine. We appreciate having NEIF as a partner! It helps us deal with the volatility in the market and programs."

- Evergreen Home Performance

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