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.

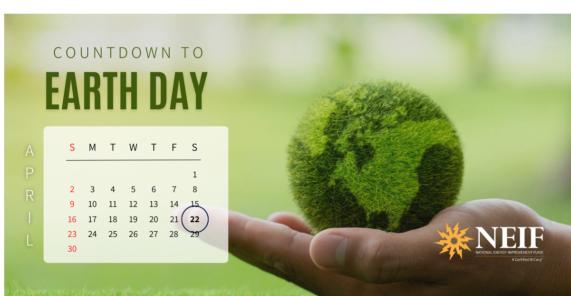
Empower your customers to say YES! to NEIF's energy efficiency financing this spring. Creating a sense of urgency now will prevent schedule overload later, and assure your customers that their homes and businesses will remain comfortable and efficient in anticipation of the warm weather ahead.

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



For the next several weeks, we'll be sharing valuable resources and posts as

Are You Following NEIF on Social Media?

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

Join the Campaign on NEIF's Social Media Channels!

advance NEIF's mission to help others Go Greener, Affordably.









Twitter

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?**

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

Engage with your social media following — your potential customers — using

file in your computer's Downloads folder. Click on the Social Media Copy link to copy & paste NEIF's suggested caption for post.

NEIF Go Greener Academy

DOWNLOAD IMAGE

SOCIAL MEDIA COPY



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 II: 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 <u>Rockland Electric Company Residential</u> <u>Energy Efficiency Financing</u> 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



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.



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.



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.

"Thanks for being the rock of solid ground in Maine. We appreciate

Featured Contractor Feedback



deal with the volatility in the market and programs."

- Evergreen Home Performance

having NEIF as a partner! It helps us

SHARE FEEDBACK WITH US

Contractor Resources | Contractor Support



