

# CONTRACTOR UPDATE

## Go Greener. Affordably.



## Help Your Customers Beat Building Code Fines & Mandates With NEIF Financing



**For many business owners, energy efficiency is no longer a suggestion, but a requirement.**

Over the last few years, climate legislation has aimed to reduce the impact of buildings on the environment, which account for almost [40% of total carbon dioxide emissions](#) in the United States.

### The solution?

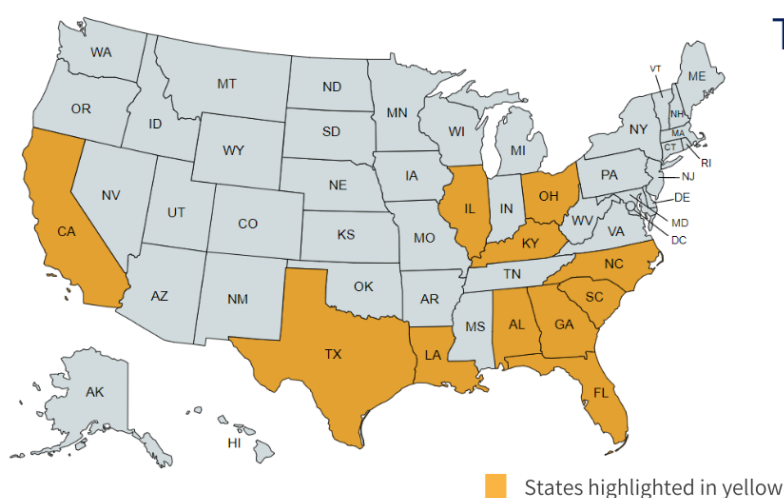
Building energy codes have become a means of mandating standards for energy efficiency and limiting the use of fossil fuels used to power both commercial and residential properties.

While specific regulations depend on a given [state, city, community, etc.](#), New York City, for example, will begin enforcing — and subsequently fining — business owners who do not comply with the stipulations of [Local Law 97](#) in 2024.

For those affected by building energy codes, in NYC or elsewhere, financing energy efficiency retrofits serves as a great option to move forward. And as an **NEIF-Approved Contractor**, you're able to play a role in helping your customers achieve that reality — and you can close more deals in the meantime!

To read more about other local governments that have also started to roll out similar standards, click [here](#).

## Welcome To NEIF!



### TREY MUFFET



NEIF is excited to announce a new addition to the Business Development team!

This May, Trey Muffet has joined NEIF to serve as a Senior Director of Business Development, with a focus on our national accounts. He comes to NEIF with vast experience in the energy industry, and some of his past roles include leadership positions at Renew Financial, Recurve, Inc., and Sustainable Spaces. Trey holds a Masters of Science & Sustainable Systems from Slippery Rock University.

He looks forward to working with NEIF-Approved Contractors, as he brings his account management skills and experience to provide full-time sales support and leadership. Get to know Trey better by reading his full press release [here](#).

## Calling All Marketing Specialists: We Want To Work With You!



**NEIF wants to help you elevate your social media and marketing efforts.**

### Why is this important?

54% of consumers today make purchasing decisions based on [social media posts](#) — a statistic that makes social media more influential than any other online source.

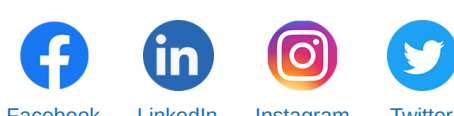
For your contracting company, this means that being not only present on various social media channels, but *active*, is vital for customer acquisition and retention.

As an NEIF-Approved Contractor, we encourage you to take advantage of NEIF's free social media toolkits and collateral to supplement your marketing initiatives.

To make this most of this effort, **NEIF is willing and ready to work directly with your marketing and administrative teams.**

Use the "Contact NEIF Marketing" hyperlink below to get in touch with our marketing team. Together, we can strategize and create co-branded content to engage your audience!

### [CONTACT NEIF MARKETING](#)



## NEIF Go Greener Academy





## Building Relationships in the Home to Increase Your Sales

Ed Matos, NEIF's VP of Business Development, is back for the May 2023 installment of [Go Greener Academy](#) to share tips on creating better relationships with residential customers, strategies on capitalizing each appointment in the home, and best practices for leveraging homeowner relationships to get more referrals.

**Session I:** Tuesday, May 16 — 9:00 a.m. EDT

**Session II:** Wednesday, May 17 — 12:00 p.m. EDT

[REGISTER NOW](#)

## What's New at NEIF

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



### [Green Business Tips For Your Commercial Customers](#)

Our recent [blog](#) reveals 7 tips that business owners — commercial customers — will want to hear as they Go Greener with you in 2023 and beyond.



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

Don't miss out on last month's Go Greener Academy session featuring Jacob Goldman from Energy Tax Savers! Watch the video recap [here](#).



### [NEIF-Approved Contractors: April 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 April 2023.

## Featured Contractor Feedback



*Service The Way It Used To Be*

*"Overall [NEIF] has been a great experience and resource. It has definitely allowed us to have more great options for our customers."*

**- Raynor Services**

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