

CONTRACTOR UPDATE

Go Greener. Affordably.



National HVAC Tech Day — Thursday, June 22



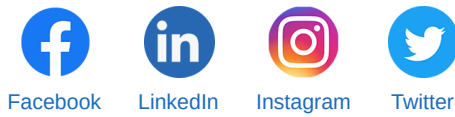
Happy June!

Not only does this month bring the official start to the summer season, but also **National HVAC Tech Day** — a holiday established in 2016 by [ARS/Rescue Rooter](#).

In the midst of your busy season, NEIF hopes that you take a moment to reflect and feel proud — of your work, of the countless customers you've helped, and of the strides toward energy efficiency you make as an NEIF-Approved Contractor.

NEIF is so grateful to have you as a partner!

Stay tuned for more National HVAC Tech Day content this month by following NEIF on social media.



NEW For NEIF-Approved Contractors: Custom Seasonal Marketing Campaign



Leverage your NEIF-Approved Contractor status this summer with NEIF's EnergyPlus Financing program.

Don't let the summer pass you by without deploying the seasonal campaign that NEIF has created for you and your customers. Customized especially for your company, this [marketing resource](#) can be utilized digitally (and sent via email to your customer database) or printed out as a tool to have on-hand during presentations in the home.

Click the **blue hyperlink below** to access our Contractor Resource Center, where you're able to preview the campaign PDF and reach out to NEIF's marketing team for a customized version today!

[CONTRACTOR RESOURCE CENTER](#)

Recognizing Juneteenth



NEIF offices will be closed on Monday, June 19 in observance of the Juneteenth holiday.

While Juneteenth still remains as the newest federal holiday — signed into legislation in just 2021 — it is recognized as the [longest-running African American holiday](#) in the United States.

158 years ago today, U.S. troops marched into Galveston, Texas and announced that all enslaved people must be freed. It had been more than two years since President Lincoln had issued the Emancipation Proclamation and over a year since the 13th Amendment was passed, but to 250,000-plus enslaved people in the state of Texas, June 19, 1865 marked their first day of freedom.

NEIF believes in racial justice and equality — in the workplace, in our business operations, and in society at large. As a Certified B Corporation and energy efficiency lender, we serve home and business owners from all walks of life, regardless of race, ethnicity, socioeconomic status, religion, gender, etc.

We encourage our team members, NEIF-Approved Contractors, and other partners to learn more about the [history of Juneteenth](#) and celebrate all the ways that Black Americans have shaped and contributed to our culture.

NEIF Go Greener Academy



**Leverage NEIF's Commercial Prefunding
to Increase Your Cash Flow!**

Join Chris Schielke, NEIF Senior Director of Business Development, for the June 2023 installment of Go Greener Academy. This webinar will share a guide for commercial contracting firms to optimize cash flow, sales tips for pitching prefunding to end users, and a detailed analysis of the prefunding process - helpful for both contractors and your end users.

[REGISTER NOW](#)

REMINDER!

All archived Go Greener Academy sessions can be found on the [training page](#) on the NEIF website. Here, you can access recorded Zoom sessions, full PDFs of the presentation slides, and registration information about current topics!

What's New at NEIF

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



Understand What Tax Credits Are Available To Your Customers

Listen to this [episode](#) of the Lehigh Valley Business Beat, where NEIF Co-Chair & Founder, Matthew Brown, speaks on state and federal funding.



If You Missed It: Go Greener Academy May 2023

Calling all residential contractors! Don't miss the May [recap](#) of Go Greener Academy on building relationships with homeowners to increase your sales.



NEIF-Approved Contractors: May 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 May 2023.

Featured Contractor Feedback



"[NEIF's] longer term, lower interest payment options allow consumers to make smaller monthly payments and allow the energy savings to help pay for the equipment as they save. It eliminates the need for larger upfront payments."

- Edison Heating and Cooling

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