

NEIF Commercial
Energy Finance

NATIONAL ENERGY IMPROVEMENT FUND

Finance Sales Handbook

A CONTRACTOR'S GUIDE TO SELLING WITH COMMERCIAL FINANCE

(720) 724-7673 | commercialfinance@neifund.org | www.neifcommercial.org

This Handbook teaches contractors how to successfully integrate commercial financing into every sale... **Master Each Level and Watch Your Business Grow!!**

1: Finance 101

You understand the value of financing and include a monthly payment proposal with every job bid.



2: The Salesperson

You feel comfortable discussing financing with your customer and understand how financing can help you *change the conversation*.



3: The Finance Pro

You confidently adjust NEIF's 5 Finance Levers to adapt to your customer's needs and maximize your margin.



NEIF Commercial Energy Finance **transforms financing** from a contractor's cumbersome afterthought to an **integral part of the value proposition for energy & resiliency projects**. Our Commercial Financing options ensure a customer's lack of capital is never a barrier to closing a deal. With NEIF, you will...

- ✳ **Close more deals & Close bigger deals** when you consistently offer financing.
- ✳ **Help your cash flow!** When your customers are approved for financing, NEIF can arrange to have your equipment paid for up-front, before you begin work.
- ✳ **Take away the sticker shock** with fixed monthly payment options for your customers.
- ✳ **Work with someone you can trust!** Your association with NEIF means you are working with a Certified B Corp. NEIF meets the highest standards of social and environmental performance.

Any Questions?

For more information or to schedule a one-on-one training, contact the NEIF Commercial Energy Finance team:

Phone | (720) 724-7673
Email | commercialfinance@neifund.org
Portal | www.neifcommercial.org
Website | www.neifund.org



Simple.
Uncomplicated products & processes.



Transparent.
Financing options with clear terms & no hidden costs.



Expert.
Years of innovation in energy & resiliency financing.



Trusted.
Third-party certified to meet the highest standards.



LEVEL 1

Finance 101

Finance 101 equips NEIF-Approved Contractors with the **no-frills approach** and **language** necessary to quickly and easily integrate financing into any sale. With Finance 101 **you'll close more deals and close bigger deals**. Remember, working with NEIF is completely FREE for contractors.

How to Get Started

Create a Monthly Payment Proposal

Contractors that master Finance 101 **lead with financing**. That means **taking 2 minutes to create a monthly payment proposal to present with every job bid** using [NEIF's Commercial Finance Portal](https://commercialfinance@neifund.org).

The NEIF Commercial Finance Portal allows contractors to submit projects for financing, create monthly payment proposals, and manage all aspects of the finance process.

Pro Tip! Refer to the Commercial Welcome Packet for more information on NEIF's portal and process. If someone on your team needs a FREE portal demo, contact NEIF at commercialfinance@neifund.org.

Create a Monthly Payment Proposal

Please fill out the details below

Upon selecting 'Show My Options', you will have a chance to review and customize your monthly payment proposal before printing or emailing it to the recipient of your choice. If you are looking for PACE or an Energy Services Agreement, please contact us directly at commercialfinance@neifund.org or call us at (720) 724-7673.

Project Location

*Address ¹

*City ¹

*State ¹

*Zip Code ¹

*Utility ¹

*Borrower Type ¹

☐ Commercial

☐ Non-Profit

☐ Government/School District

Customer Information

*First Name ¹

*Last Name ¹

*Legal Company Name ¹

*Email Address ¹

*Project Cost ¹

Net Amount Financed ¹

Preferred Term (Years) ¹

Rebate/Incentive ¹

Annual Energy Savings ¹

Annual Maintenance Savings ¹

SHOW MY OPTIONS

* indicates required field

Create a Monthly Payment Proposal Intake Form (NEIF Commercial Finance Portal)

When should you discuss financing with a customer?

Early and Often

Our years of experience have taught us that when contractors fail to close an energy project, it is most often due to a customer's **lack of capital** and/or **continuing cycles of deferred maintenance**.

So, bring up financing early in the conversation and talk about it often. Doing so **costs you nothing** but **can be the difference between closing and not closing a sale**.



LEVEL 1

Finance 101 (cont.)

What should you say?

Focus on MONTHLY PAYMENTS

Imagine you are buying a car. A car salesman never just tells you the total cost; they always focus on the monthly payment. **Why not do the same with your projects?**

Focusing on monthly payments will:

- * Help your customer's capital budget.
- * Reduce your customer's money stress; and,
- * Break the cycle of deferred maintenance.

Better yet, NEIF monthly payment proposals let you demonstrate positive cash flow.

Cash flow = [Monthly Energy Cost Savings] – [Monthly Payment]. When a project is **cash flow positive**, it means your customer is saving money on Day 1. This is a great sales tool.

Pro Tip! The portal will automatically highlight positive cash flow (if applicable) for projects that include savings data. If you do not enter savings data, you'll just see monthly payments.

You can also toggle cash flow results on and off.

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
3 years - 36 months	\$1,166.67	\$1,439.38	-\$272.71
4 years - 48 months	\$1,166.67	\$1,109.17	\$57.50
5 years - 60 months	\$1,166.67	\$885.12	\$281.55

After clicking "Finalize my Proposal" you will arrive at the Monthly Payment Proposal Overview Screen (Found on NEIF Portal)

Selling With or Without Positive Cash Flow

The Cash Flow Positive Proposal

The value proposition to your customer is:

- * "You have zero out-of-pocket costs. You pay nothing up front for brand new equipment."
- * "With energy & maintenance savings greater than your monthly payment, you have more money in your pocket starting on Day 1!"
- * "Get brand new equipment for your facility!"

The Simple Monthly Payment Proposal

The value proposition to your customer is:

- * "You get a simple, fixed monthly payment."
- * "You have zero out-of-pocket costs. You pay nothing up front for brand new equipment."
- * "You do not have to touch your capital budget."

Many HVAC contractors use NEIF's monthly payment proposal to close more deals.



LEVEL 1

Finance 101 (cont.)

Frequently Asked Questions You'll Likely Hear

...and How to Respond

To review other FAQs, please refer to: neifund.org/commercial-contractors-faq



Why not just get a loan from my local bank?



NEIF Commercial Energy Finance is made up of energy & resiliency financing experts. NEIF's commercial financing can often match or beat rates offered by most banks, can typically offer more creative financing structures, and approves more than 90% of processed applications. In contrast, bank loans often require down payments, involve putting up real estate security, and close slowly with more documentation than required by NEIF.



What are NEIF's typical rates?



Rates depend on the type of borrower we are funding (commercial, non-profit, or municipal), borrower credit, term requested, and project size.

- * Commercial: 5 – 12%
- * Non-Profit: 4.5 – 8%
- * Government/School District: 2.5 – 5.5%

NEIF's Commercial Finance Portal is designed to identify the best available rates.

Pro tip! Provide your customer the basic term sheet found in the appendix of this Handbook.



Does applying affect my personal credit score? Do you ever require personal guarantees? Does that affect the credit score?



No. Generally, commercial finance is based only on an evaluation of business credit. In some cases, the lender will seek a personal guarantee for a loan to a closely held business. Personal guarantees do not have any significant effect on personal credit scores, so long as the business makes financing payments on-time and fully satisfies the debt obligation. Personal Guarantees trigger the lender to request a credit report.



LEVEL 2

The Salesperson

Contractors that master Level 2 **The Salesperson** understand how to leverage their own skillset in partnership with NEIF Financing to address any obstacle.

“ Every sale has five basic obstacles:
no need, no money, no hurry, no desire, no trust.

- Zig Ziglar (1926-2012)

The Salesperson is Ready to Address **ANY** Obstacle with NEIF Financing

No Need?

No lesson here—You are already the expert! No one knows better than you the value of your time, the services and equipment that you sell, and how they benefit your customer and their business.

Partner with NEIF as your in-house financing manager so **you can focus on what you do best.**

No Money?

If you've mastered Finance 101, you already understand the importance of presenting a monthly payment proposal with every job bid and combine utility incentives/rebates with financing whenever possible.

Next Step: When a project is **cash flow positive**, start trying to **CHANGE THE CONVERSATION**. Don't just talk about new equipment and incentives. Talk about how much money your customer will save every month when energy cost savings exceed monthly payments.

No Hurry?

Discuss the cost of delay. Every month that your customers use old equipment, they are wasting money (in energy and maintenance costs) that could be reinvested into the business.

*Pro Tip! Notice **6 Months Cost of Delay** listed on monthly payment proposals that include project savings data.*

Project Saving Estimates

Annual Savings:	\$31,000.00	Projected energy cost savings over one year
10 Year Savings:	\$310,000.00	Projected energy cost savings for ten years
6 Months Cost of Delay:	\$15,500.00	Forgone energy cost savings if you wait 6 months to install the project

Cash Flow*

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
2 Years	\$2,583.33	\$3,663.96	-\$1,080.63
3 Years	\$2,583.33	\$2,521.70	\$61.63
4 Years	\$2,583.33	\$1,934.31	\$649.02
5 Years	\$2,583.33	\$1,573.55	\$1,009.78

*This proposal uses projected energy and maintenance savings data provided by your contractor. Many factors can affect the energy savings estimates as well as the realization of these estimated savings once the project is installed. National Energy Improvement Fund, LLC does not guarantee savings and encourages the customer to review these numbers with their contractor.

Screenshot from NEIF's Monthly Payment Proposal



LEVEL 2

The Salesperson (cont.)

No Desire?

Be willing to **adapt to your customer's needs** by integrating the sentence, "If I could blank, would you?" Two examples are:

1. "If I could defer your first payment for the first 3 months, would you proceed?"

✳ Here, you are offering NEIF's **3-6 month deferred payment plan on 5-year terms**, allowing your customer to "get it now and pay later."

2. "If I could get you a lower interest rate, would you proceed?"

✳ NEIF-Premium Contractors can **offer promotional interest rates** to stimulate sales by buying down interest rates to any level.

Pro Tip! Start to consider the finance levers presented in Level 3 or sign up for NEIF-Premium Contractor features to have complete control to adjust to almost any customer need.

Project Saving Metrics •			
Annual Savings:	\$14,000.00	Projected energy cost savings over one year	
10 Year Savings:	\$140,000.00	Projected energy cost savings for ten years	
6 Months Cost of Delay:	\$7,000.00	Forgone energy cost savings if you wait 6 months to install the project	
<small>Cost Savings referenced above include both Energy AND Maintenance savings</small>			

Monthly Payment Estimates • <input checked="" type="checkbox"/> Show/Hide Monthly Cash Flow results <input type="checkbox"/> Offer 3-Month Deferred Payment Plan (3yr only)			
Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
<input checked="" type="checkbox"/> 3 years - 36 months	\$1,166.67	\$1,439.38	-\$272.71
<input checked="" type="checkbox"/> 4 years - 48 months	\$1,166.67	\$1,109.17	\$57.50
<input checked="" type="checkbox"/> 5 years - 60 months	\$1,166.67	\$885.12	\$281.55

[SHOW ALL AVAILABLE TERMS](#)

Screenshot from NEIF's Monthly Payment Proposal Overview Screen

No Trust?

NEIF is a people-first, relationship-oriented company. We believe that the best way to establish trust begins with **understanding your client's needs, pain points, and aspirations**. Come prepared to talk to your customer by doing research on their organization and take the time to **listen, answer questions**, and **develop a relationship**. Trusted relationships close deals.

If your customer has not heard of NEIF, tell them your association with NEIF means they are working with a Certified Benefit Corporation. As a B Corp™, NEIF **meets the highest standards of social and environmental performance**. NEIF provides its services through a **highly qualified group of contractors**.

Pro Tip! Demonstrate our partnership with a cobranded proposal as a NEIF-Premium Contractor.

...and remember!

The best salespeople collaborate to best take advantage of all their resources. NEIF provides:



Customer Sales Support

NEIF provides expert sales support to close deals. NEIF ensures the finance process runs quickly, efficiently, and effectively.



Finance Sales Training

Schedule a FREE training to learn how to use the portal & how to integrate financing into your sale. Close more deals and never let lack of capital be a barrier again.



LEVEL 3

The Finance Pro

The Finance Pro understands how to adjust the 5 Finance Levers in order to **maximize margins, put the best offer possible in front of a customer, and close more deals.**

Email commercialfinance@neifund.org to schedule a FREE demo of NEIF's Commercial Finance Portal and better understand how to adjust all 5 levers with ease!

INTEREST RATE

Offer promotional interest rates to stimulate sales by buying down interest rates to any level you want (only available to NEIF Premium Contractors).

Manage the cost of the buy down by balancing term, project cost and buy down amount.

INCENTIVE

Use incentives as a cash bonus for the customer to sweeten the deal.

Or, encourage customer to assign incentives to you to reduce monthly payments.

TERM

Minimize monthly payments with longer terms.

Or, keep customers happy with shorter terms that still achieve positive cash flow.

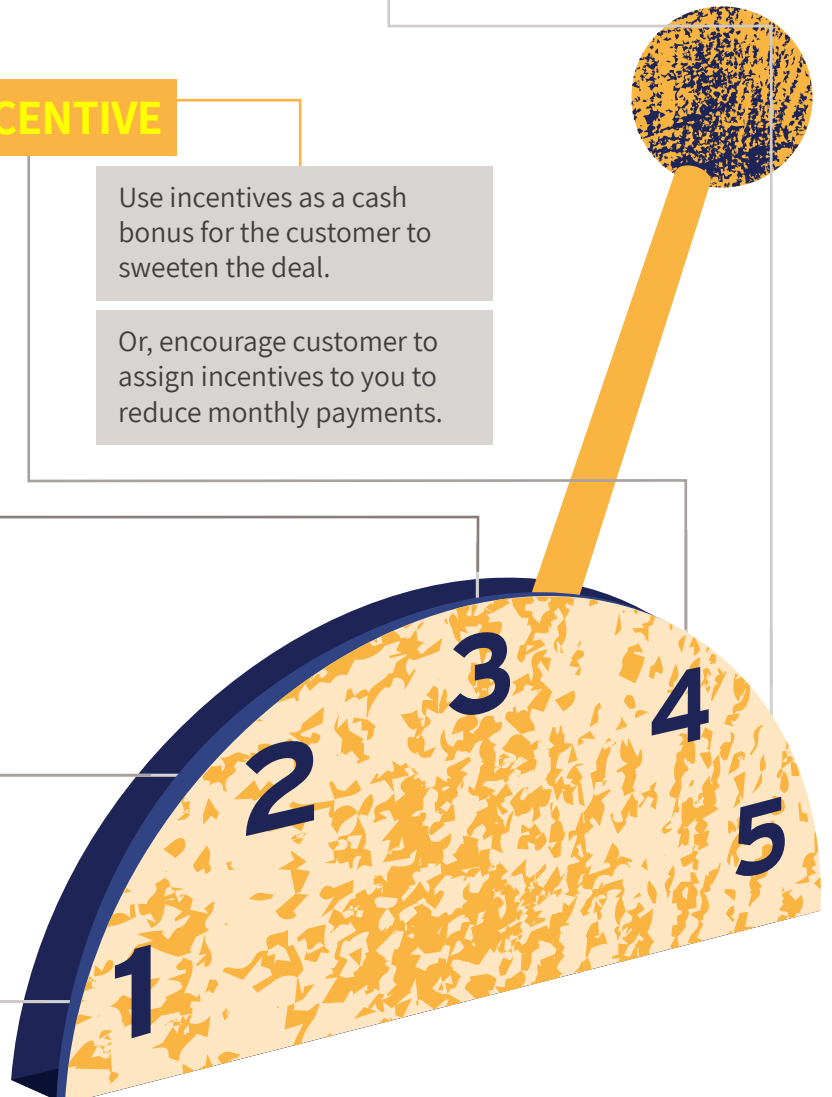
AND... Get it now, pay later. NEIF offers 3–6 month deferred payment plans on 5 year terms.

PROJECT COST

Balance a customer's desired cash flow with your profits through strategic project pricing.

ENERGY SAVINGS

Match energy savings to your customer's monthly finance payments.



Additional Resources

The remaining pages in this Finance Sales Handbook provide you with two leave-behinds that you can print or download and provide your customer:

- ✦ **For customers who don't need much up-front information**, see the first page for a high-level introduction to NEIF and why financing can be helpful
- ✦ **For customers who want more in-depth information up front**, see the second page for a basic term sheet from NEIF Commercial Energy Finance

Please refer to www.neifund.org/financing-businesses for more information and to access:

- ✦ NEIF's Commercial Welcome Packet
- ✦ [Frequently Asked Questions](#)
- ✦ NEIF's Commercial Finance Tool Kit*
- ✦ ***Pro tip!*** Read the toolkit to learn more about each financing mechanism offered by NEIF Commercial Energy Finance.

Finally, if your customer ever needs any assistance, please have them reach out to our dedicated commercial financing team:

Phone | (720) 724 - 7673

Email | commercialfinance@neifund.org

Commercial Financing for Energy Upgrades



With NEIF Commercial Energy Finance, don't just save energy each month. Save money each month.

CONTACT INFORMATION

Email commercialfinance@neifund.org
Phone (720) 724-7673
Website www.neifund.org/financing-businesses



Basic Finance Terms

Eligibility	Commercial, Non-Profit, and Govt Properties
Rates & Terms	NEIF automatically selects the lowest rate and best term from a vetted group of lenders
Equipment	Energy Efficiency Equipment Renewable Technologies Non-Efficiency Equipment

1 Review your Monthly Payment Proposal

Tell your contractor that you would like to review a finance proposal from NEIF.

2 Apply for Financing

Notify your contractor that you are Ready to Apply. You'll receive an email with a link to a secure online application. NEIF will contact you to request necessary financial docs.

3 Sign Closing Docs

Receive notification of approval typically within 2 days, sign closing docs, and begin installation.

You made the smart choice.

- ✦ You are working with your NEIF-Approved Energy Contractor to upgrade your facility and save money on utility expenses.

But, how will you pay for it?

- ✦ With NEIF Commercial Energy Finance, you make fixed monthly payments.
- ✦ Money you save each month on your utility bills often exceeds your monthly finance payment—this means more money in your pocket each month.

Who is NEIF?

- ✦ Work with someone you can trust. Your association with the National Energy Improvement Fund means you're working with a B Corp.
- ✦ As a B Corp, NEIF meets the highest standards of social and environmental performance.

Commercial Financing for Energy Upgrades



Basic Terms for NEIF Commercial Energy Financing

Borrowers	Any Commercial, Non-Profit, or Government Property		
Equipment	<ul style="list-style-type: none">• Energy Efficiency Equipment: Lighting, Controls, HVAC, Refrigeration, etc.• Renewable Technologies (case by case)• Non-efficiency equipment (case by case)		
Project Costs and Typical Terms	\$3,000 - \$500,000	Commercial & Non-Profit	1 to 7 Years <i>Longer terms may be available</i>
		Government	Up to 20 years
	\$500,000 - \$25 Million	Commercial & Non-Profit	1 to 15 years
		Government	Up to 20 years
Typical Rates	8 - 13 %	Commercial	<i>Final rates are dependent on customer credit review and project size. NEIF will identify the lowest possible rate from a vetted group of lenders.</i>
	8 - 13%	Non-Profit	
	4 - 7%	Government	
Types of Financing Available	<ul style="list-style-type: none">• Equipment Leases• Equipment Finance Agreements• NEIF prepares custom solutions for the following financing mechanisms:<ul style="list-style-type: none">• Solar Power Purchase Agreements (PPAs)• Commercial PACE• Energy Service Agreements		
Timing	<ul style="list-style-type: none">• Instant Online Finance Proposal Creation• Formal Credit Approval typically in less than 2 business days• Final Funding directly to your contractor typically within 2 business days after project completion		
Other Information	<ul style="list-style-type: none">• No money down• Cover 100% of project costs• Rate buy down ability, as low as 0%• Use utility rebates/incentives in conjunction with finance• Match energy cost savings to your monthly payment		

- 1 Tell your contractor that you would like to review a finance proposal from NEIF.
- 2 Notify your contractor that you are Ready to Apply. You'll receive an email with a link to a secure online application.
- 3 Receive notification of approval, sign closing docs, and begin installation. Start realizing energy savings!

Any questions?

We would love to answer them. Contact our NEIF Commercial Energy Finance team:

Phone

(720) 724-7673

Email

commercialfinance@neifund.org