

# CONTRACTOR UPDATE

Go Greener. Affordably.



## NEW For NEIF-Approved Contractors: Custom Fall Marketing Campaign



### Fall is just around the corner!

With the cooler weather that is bound to follow, so are your customers' needs for HVAC. Don't wait until the leaves start to change color to begin your seasonal marketing efforts.

Now is the time to remind your customers that, as an NEIF-Approved Contractor, you are authorized to offer fixed-rate, low monthly payment financing. And with NEIF's custom, printable handouts and related social media posts, marketing your services to customers has never been easier.

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

**[CONTRACTOR RESOURCE CENTER](#)**

## Get Ready For Energy Awareness Month 2023!



### October is Energy Awareness Month!

As an NEIF-Approved Contractor, your work makes real impact to both your customers and the planet.

According to the [U.S. Department of Energy](#), homes and commercial buildings comprise 40% of total energy used in the United States. Whether your customer base is primarily homeowners, primarily business owners, or even a mix of both — we encourage you to use this opportunity to engage your audience with NEIF's energy efficiency financing for more affordable, greener solutions at home and/or in their businesses.

Make sure you follow NEIF's social media accounts below to follow along as we post energy efficiency tips & more all through October!



Facebook



LinkedIn



Instagram



Twitter



Youtube

## NEIF Go Greener Academy



### Certifications and Trainings Needed to Prepare for Federal IRA & DOE Incentive Programs!

Join Ed Matos, NEIF Vice President of Business Development, as he is joined this month by Building Performance Institute's (BPI) CEO, Larry Zarker. Topics of discussion include how BPI's Building Analyst, Energy Auditor, and Healthy Homes Certifications can help your business; current Federal Tax Credits for Energy Efficiency; and strategies for differentiating your contracting business to stay ahead of the curve.

**Session:** Thursday, September 14 — 1:00 p.m. EDT

**[REGISTER NOW](#)**

## NEIF Is Now Hiring!



### NEIF is looking to expand its team!

We are currently hiring for the following position:

- [Lending Specialist - Consumer Energy Improvement Loans](#)

Learn more about the opening by clicking on the hyperlink above, or visit NEIF's Careers page below. If you know anyone who might be interested or would make a good candidate for the role — please encourage them to apply!

NEIF is excited for the opportunity to grow the team and work with professionals who support our mission of helping others to Go Greener, Affordably.

**[LEARN MORE](#)**



# What's New at NEIF

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



## NEIF to Sponsor KEEA & EEA-NJ Policy Conference

This week, NEIF is excited to be attending and sponsoring the [12th Annual Policy Conference](#) hosted by The Energy Efficiency Alliance!



## If You Missed It: Go Greener Academy August 2023

Don't miss out on the August installment of NEIF's Go Greener Academy! Watch the [video replay](#) to learn all the best tips on selling whole home solutions.



## NEIF-Approved Contractors: August 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 August 2023.

## Featured Contractor Feedback



*"The ability to offer 0% financing for higher efficiency equipment has been a win win for our company and our clients. Low monthly payments and low utility costs make for extremely satisfied clients."*

**- Broadley's**

[SHARE FEEDBACK WITH US](#)

[Contractor Resources](#) | [Contractor Support](#)



Facebook



LinkedIn



Instagram



Twitter



Youtube

[neifund.org](https://neifund.org)



Would you like to change how you receive these emails?  
Please [update your preferences](#) or [unsubscribe from this mailing list](#).