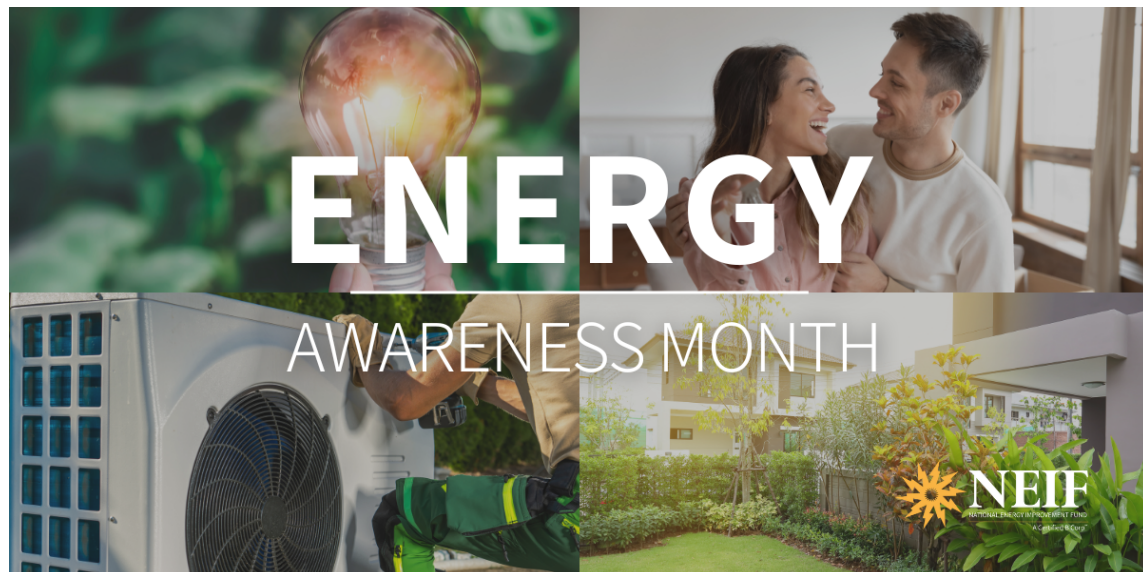


# CONTRACTOR UPDATE

Go Greener. Affordably.



## Energy Awareness Month: October 2023



### Energy Awareness Month is here!

Each October brings Energy Awareness Month, and as an NEIF-Approved Contractor, you have a unique opportunity to leverage the work you perform to help customers Go Greener, Affordably in their homes and/or businesses.

Now is the time to remind your social media following that you participate in programs that offer customers audience **fixed-rate, low monthly payment options for financing qualifying improvements.**

Check out the elements of the social media toolkit provided below by clicking:

- **Download Graphic** to access the image above for post on your social media account(s)
- **Social Media Copy** to copy & paste the NEIF-approved caption

[DOWNLOAD GRAPHIC](#)

[SOCIAL MEDIA COPY](#)



## The Reality of Energy Efficiency: What It Means to Go Greener



### You've heard NEIF's tagline before — Go Greener, Affordably.

As consumers, when we hear the words "energy efficiency," our minds often wander to things like solar panels and electric vehicles. While these investments are great, and are certainly great for the planet — NEIF recognizes that these improvements are not realistic for all home and business owners.

### So, what is the reality?

**NEIF works with customers who rely on varying fuel types to power their homes and/or businesses.** When NEIF uses the term "energy efficiency," we don't expect that all of our customers will make a 180 switch to go green. We meet customers where they're at currently, and provide affordable financing that supports the most efficient versions of their current fuel type. NEIF empowers customers to Go Greener within their means.

In order to effectively convey this message to your customers, click the hyperlinked "Contact Us to Customize" today to receive a copy of the graphic above, customized with your company's logo. NEIF's marketing team will be in touch with a free social media graphic and suggested language to post on your social media account(s).

[CONTACT US TO CUSTOMIZE](#)

## NEIF/Rockland Electric Company Contractor Training



### It's not too late to sign up!

In coordination with Rockland Electric Company, NEIF is pleased to invite contractors in the Rockland Electric service area to the NEIF/Rockland Electric Contractor Financing Training event on Tuesday, October 10. Please join us for a complimentary breakfast and residential and commercial financing overview at The Sheraton Hotel in Mahwah, New Jersey.

This training features the Rockland Electric 0.00% customer financing programs for both [residential](#) and [commercial](#) customers, and is open to participating and prospective HVAC, HPwES, home weatherization, and commercial contractors.

We hope to see you there! Details for registration below.

[LEARN MORE HERE](#)

## NEIF Go Greener Academy





## How to Create a Winning Sales Process For Your Contracting Business!

Join NEIF for our October installment of Go Greener Academy! Ed Matos, NEIF's VP of Business Development, will walk you through the tenets of consultative, education-based selling, provide strategies for creating a replicable sales process, and identify steps for successful implementation with your sales team. This is a session that you will not want to miss!

**Session I:** Tuesday, October 17 — 12:00 p.m. EDT  
**Session II:** Thursday, October 19 — 9:00 a.m. EDT

[REGISTER NOW](#)

## What's New at NEIF

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



### Home Energy Myths To Clear Up For Your Customers This Fall

In a recent [blog](#), NEIF either debunked or confirmed six common beliefs about energy savings. Read & share as a tool to use with your customers!



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

Did you miss us last month? No need to fear — catch up on NEIF's Go Greener Academy session with BPI by watching the video replay [here](#).



### NEIF-Approved Contractors: September 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 September 2023.

## Featured Contractor Feedback



*"NEIF has been extremely efficient and helpful since day one. The unique credit-based 0% financing they provide has made it possible for so many customers to upgrade their homes' insulation, HVAC, and water heating systems - which was otherwise not affordable to them."*

**- Airseal Insulation Systems**

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