

CONTRACTOR UPDATE

Go Greener. Affordably.



Marketing Tip of the Month: Get Creative With QR Codes!



Level up your marketing efforts in 2024!

As we rapidly approach the end of 2023, NEIF is kicking off a new monthly series — Marketing Tip of the Month — to help you hit the ground running with your sales and strategies in the new year.

Your customers today operate in an age of EFFICIENCY, and so your team's sales processes should utilize simple, yet effective, tools that close the deal.

Introducing the QR code. Recent data reports that [91% of consumers](#) in 2023 have used a QR code at least once. As an NEIF-Approved Contractor, your business receives a unique QR code that links directly to your financing gateway page.

With access to this QR code, all that stands between your customer and affordable payment options for their desired efficiency upgrade is a quick scan using their smartphone's camera.

[NEIF's recommendation?](#)

Upload your custom QR code on any printed marketing collateral: payment estimates, proposals, contracts, flyers, etc.!

All QR codes are accessible on your NEIF Contractor Portal and are downloadable as a PNG. If you have trouble locating or can't access, reach out to Contractor Support contractors@neifund.org for further instructions.

Help Your Customers Get Their Homes Winter Ready



Winter is coming!

It's never too soon to encourage your customers to take simple, yet necessary steps, to prep their homes for the upcoming cold season.

Empower your customers to **say YES!** to energy efficiency financing — before the first snowfall or cold spell hits. As an NEIF-Approved Contractor, you can refer customers to our recent [blog](#) post with tips and tricks for winterization, including HVAC maintenance and other preventative home measures to survive winter's wrath!

COMING SOON: NEIF's winter marketing campaign!

- Direct mailing post card for your customers
- Seasonal EnergyPlus flyer
- Customizable template for email outreach
- NEIF financing graphic for your website (link to your financing gateway page!)

Stay tuned for more information regarding these resources, which can all be customized with your company logo, QR code, etc. with the help of NEIF's marketing team.

NEIF Go Greener Academy



ReviewsUp: Helping Your Contracting Business Build UP Reputation!

Join NEIF's November installment of Go Greener Academy led by Jason Causa, Founding Partner of [ReviewsUp](#), to talk all things reputation and reviews!

In this webinar, we will discuss the integral role that reputation plays in any business; explore how customer reviews shape *not only* overall reputation, but your company's digital position and relevance; and explore how the ReviewsUp platform streamlines your reputation management process and customer's review experience.

Session: Tuesday, November 14, — 1:00 p.m. EDT

[**REGISTER NOW**](#)

We're Thankful For You!



Heading into the month of November, we couldn't miss the opportunity to extend our gratitude for all of NEIF's Approved Contractors.

It is because of your partnership that NEIF's innovative programs and energy efficiency financing options are able to impact the lives of home and business owners across the nation. The work that you perform year-round not only promotes, but supports our mission to help others Go Greener in ways that are both realistic and affordable.

From our NEIF family to yours — we wish you a Happy Thanksgiving and healthy holiday season ahead!

What's New at NEIF

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



NEIF to Attend BPA New England Home Performance Show

NEIF's Co-Chair & Founder, Peter Krajsa, will be attending the [New England Home Performance Show](#) this month. Hope to see some of you there!



If You Missed It: Go Greener Academy October 2023

Did you miss us last month? Catch up on NEIF's Go Greener Academy session featuring Ed Matos by watching the video replay [here](#).



NEIF-Approved Contractors: October 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 October 2023.

Featured Contractor Feedback



AlliedExperts

"NEIF has helped [us] complete over 50 projects this year. The processors are very helpful with moving projects forward."

- Allied Experts

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