## **CONTRACTOR UPDATE**

Go Greener. Affordably.



### Marketing Tip of the Month: **Elevate Your Financing Page**



NEIF's Marketing Tip of the Month series is designed to help you hit the ground running with your sales and strategies in 2024 and beyond.

#### Let's talk all things websites!

work.

Displaying information about your company and the services you provide in a clear, efficient manner is more important now than ever. In fact, 38% of consumers will disengage with a site if poorly designed, according to this Adobe survey.

plenty of other websites — perhaps even some of your competitors — to choose from, should this be the case. As an NEIF-Approved Contractor, you have the ability to elevate not only your

company's online presence, but in turn your sales, by really building up (or

And the thing about today's digital age is that your potential customers will have

creating) the financing page of your website. NEIF created the **Jump-Start** approach to help contractors access graphics and text that can be downloaded and/or copied and pasted onto your website. In just one click, prospects will be made aware of your partnership with NEIF and their

options for receiving fixed-rate, low monthly payment financing for qualifying

With the help of your web team, you can directly link from your company's site to your NEIF Financing Gateway Page and application URL. Talk about ease-ofuse for your customers!

For any questions or further guidance on displaying NEIF's financing on your website, please contact our marketing team.

# **COMING NEXT WEEK: Multi-Factor Authentication**



multi-factor authentication feature on our NEIF Residential Contractor and Customer portals beginning Monday, December 11. What is Multi-Factor Authentication?

#### Adding a multi-factor authentication step to the login process will provide an additional layer of security to your account, should your username and/or

Resource Center for additional information.

password information become compromised. **More Information:** The NEIF will continue to send email updates and further guidance to all

contractors using the residential portal. Please visit the NEIF Contractor

Thanks in advance for your cooperation and patience as we finalize the system! For any questions or concerns you might have, please contact our Contractor Support team at contractors@neifund.org.

# Go Greener. Affordably.

Did You Receive Your Custom

Winter Marketing Materials?



 Seasonal EnergyPlus flyer Direct mailing post card

- Digital NEIF financing banner for your website

Email template for customer outreach

Don't let the season pass you by — reach out to our team to receive your custom copies TODAY!

**CONTACT US** 

# **NEIF Go Greener Academy**



In light of the holiday season, NEIF's Go Greener Academy series will not be hosting a webinar this December.

We encourage you & your sales teams to finish the year off strong — and we look forward to resuming our webinar series in 2024.

Happy New Year!

#### Happy Holidays From NEIF!



Where'd the time go?!

Just like that — December marks the end of another year. We couldn't let 2023 pass by without acknowledging the work that you, our NEIF-Approved Contractors, and your sales teams have accomplished over these last 12 months.

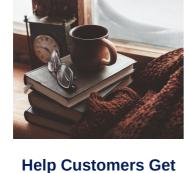
always, we appreciate your partnership.

Heading into 2024, we wish you continued success and growth! As

From all of us here at NEIF, happy holidays — have a fun and safe time celebrating with your loved ones this season!

# What's New at NEIF

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



### Winter Ready With These 6 Tips

Help your residential

customers get winterready by sharing NEIF's tips for indoor & outdoor prep heading into the cold season! Read our blog <u>here</u>.



#### Holiday Season With Joyful Giving

NEIF team members

assembled 200 gift bags of essential items for those in need surrounding our Allentown, PA office. Check it out here!



# Contractors: November 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 November 2023.

### "Working with NEIF is amazing! The

**Featured Contractor Feedback** 



the contractor, and to the applicant is top tier.

Everything is user friendly and your questions are answered right away. The application process is streamlined and timely."

- Dwyer Refrigeration

communication from underwriters to us, as

SHARE FEEDBACK WITH US

Contractor Resources | Contractor Support

acebook LinkedIn Instagram Twitter Youtul

