

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!](#)

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](#).

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

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-of-use 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



In accordance with federal regulations, **NEIF is required to install a 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 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 Resource Center](#) for additional information.

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.

Did You Receive Your Custom Winter Marketing Materials?



Winter is here!

In case you missed it, NEIF is offering a free toolkit of marketing materials made just for you, including:

- **Seasonal EnergyPlus flyer**
- **Direct mailing post card**
- **Email template for customer outreach**
- **Digital NEIF financing banner for your website**

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.

Heading into 2024, we wish you continued success and growth! As always, we appreciate your partnership.

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



Help Customers Get Winter Ready With These 6 Tips

Help your residential customers get winter-ready by sharing NEIF's tips for indoor & outdoor prep heading into the cold season! Read our blog [here](#).



NEIF Gives Back This 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](#)!



NEIF-Approved 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.

Featured Contractor Feedback



"Working with NEIF is amazing! The communication from underwriters to us, as 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

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