

EMPOWER your customers to say:

YES!



Go Greener Academy

Sales Training & Resources
for NEIF-Approved Contractors

Commercial Financing 101: Leverage NEIF Tools to Drive Sales of Energy Efficiency

Go Greener Academy
4/10/2025

Presented By:
Simon Burgess
Senior Director — Commercial
Business Development

From NEIF - The National Leader in Energy Efficiency Financing

- The NEIF Seal of Approval for Contractors means:
- **Access to all NEIF's financing programs**
 - Special **utility and government programs** for targeted improvements
 - **No Contractor-Fee** EnergyPlus financing for all types of home improvements
 - Small Business and **Commercial Financing** and **Rebate Advance** Funding
- **Reputational enhancement** for your company by association with the nation's only Certified B Corp™, US DOE Home Improvement Expert and FORTIFIED partner lender
- **Benefit from NEIF's Alliances** with green banks, utilities, manufacturers & associations for special insights and programs
- **Expert sales training, sales tools and support** for your team to increase closing rates
- **Marketing and branding programs** to help you differentiate your company, broaden your market and promote fair, trusted affordable financing options to your customer



Go Greener.
Affordably.



APPROVED CONTRACTOR

Today's Session



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- Why use financing to sell more?
- What is the optimal way to close a project?
- What systems are in place for NEIF-Approved Contractors to utilize?

Why Use Financing to Sell More?



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Why do we care about financing?

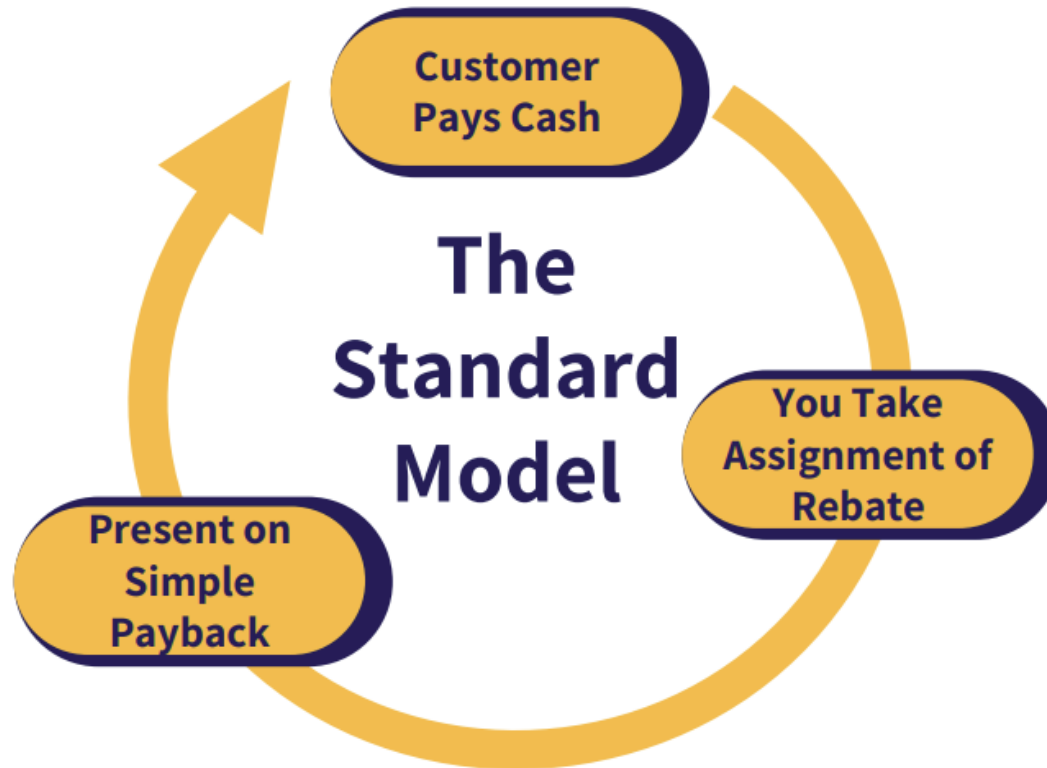
- You will sell more if you include financing in every proposal
- If you're not selling with financing, your competitor is



How to Propose More Energy Efficiency Projects Now?



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But sometimes The Standard Model is not enough.
And that's what NEIF financing is all about.

No Capital for the Project?



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In The Standard Model, with **no capital**:



THE OUTCOME: YOU PERFORM A SALES AUTOPSY

What Options Do You Have?



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In The Standard Model:



NONE OF THESE ARE GREAT OPTIONS

BETTER YET . . . OFFER FINANCING

**NEIF is the approved
finance company for
several utilities**

**NEIF uses multiple
capital partners to
offer the best rate**

The Benefits of Offering Financing



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Provides customer with options and continues the engagement



NEIF financing covers 100% of project costs



Prefunding typically available



Avoid pitfalls of capital expenditure and project delays



Work with someone you can trust! NEIF is a Certified B Corp.



Close more deals and sell higher efficiency equipment

First Steps to Offer Financing



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STEP 1

Become an NEIF-Approved Contractor

STEP 2

Create Monthly Payment Proposals

STEP 3

Discuss Financing with ALL your customers

Monthly Payment Estimates Show/Hide Monthly Cash Flow results Offer 3-Month Deferred Payment Plan (5yr only)

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
<input checked="" type="checkbox"/> 2 years - 24 months	\$2,083.33	\$3,229.82	-\$1,146.49
<input checked="" type="checkbox"/> 3 years - 36 months	\$2,083.33	\$2,181.94	-\$98.61
<input checked="" type="checkbox"/> 4 years - 48 months	\$2,083.33	\$1,676.56	\$406.77
<input checked="" type="checkbox"/> 5 years - 60 months	\$2,083.33	\$1,377.84	\$705.49
<input checked="" type="checkbox"/> 6 years - 72 months	\$2,083.33	\$1,184.71	\$898.62

NEIF Monthly Payment Proposal



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Monthly Payment Proposal for ABC Co.



Project Summary

Pam Smith of Expert Lighting, has engaged the National Energy Improvement Fund, LLC to offer a monthly payment plan for your project. The figures on this sheet explain the payments and savings calculated specifically for your project. If you are interested in moving forward with this offer, let us know and we will submit your project for approval.

Please note: Monthly payment estimates are subject to credit review.

Project Cost Overview

Project cost:	\$100,000.00
Incentives:	\$45,000.00
Net:	\$55,000.00

Project Saving Estimates

Annual Savings: \$11,000.00 Projected energy cost savings over one year

10 Year Savings: \$110,000.00 Projected energy cost savings for ten years

6 Months Cost of Delay: \$5,500.00 Forgone energy cost savings if you wait 6 months to install the project

Monthly Payment Estimates*

Term	Monthly Energy Savings	Monthly Payment	Net Monthly Cash Flow
3 Years	\$916.67	\$1,794.61	-\$877.94
5 Years	\$916.67	\$1,132.66	-\$215.99
7 Years	\$916.67	\$881.30	\$35.37

*This proposal uses projected energy and maintenance savings data provided by your contractor. Many factors can affect the energy savings estimates of these estimated savings once the project is installed. National Energy Improvement Fund, LLC does not guarantee savings and encourages the contractor to discuss these numbers with their contractor.

Next steps

- 1 Review this offer and either click the **I am Ready to Apply** button in your email, or notify your contractor that you want to move forward with this offer.
- 2 You will receive an email with a link to a secure online application within one business day.
- 3 Receive notification of approval, sign closing docs, and begin equipment installation.

Questions about this quote or next steps?

Contact the National Energy Improvement Fund, LLC (NEIF)

Phone
(720) 724-7673

Email
commercialfinance@neifund.org

NEIF ID #21470, created on: 4/10/2025

Phone

Email

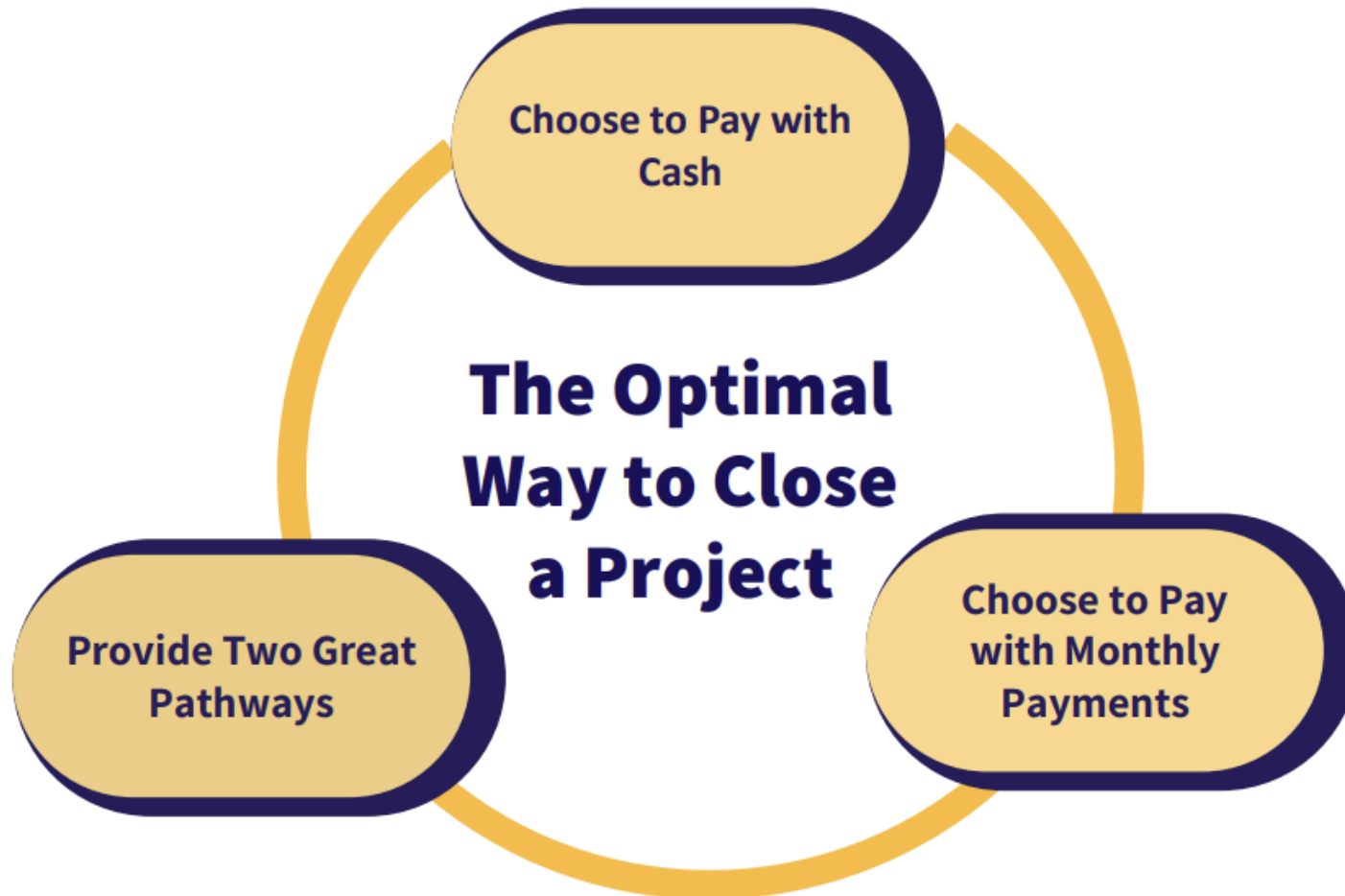
www.yourwebsite.com



Offering a Cash Bonus and Financed Monthly Payment



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Thank You!



LET US HELP YOU CLOSE MORE BUSINESS!

Any questions? We'd love to hear from you.



Simon Burgess,

Senior Director – Commercial Business Development

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Training & Program Contacts at NEIF



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- NEIF specializes in working with contractors to integrate fair, transparent financing into their sales process to help increase the affordability of energy efficient upgrades.
- NEIF offers on-site and online training for contractors and their sales teams.



NEIF COMMERCIAL TEAM

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