

Marketing EE Finance Residential Retrofit

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Conservation Services Group

About CSG

- Founded in 1984
- Nonprofit corporation
- 750+ staff
- 70 programs nationwide
- Over 3.8 million homes and facilities served
- Deliver \$250+ million annually in energy efficiency and renewable energy



Conservation Services Group
50 Washington Street
Westborough, MA
www.csgrp.com

Example: Massachusetts



“HEAT Loan is an excellent and well-executed program. It brings us new members and sales opportunities, and helps improve our members’ lives with energy and cost savings.”

Jeff Cubberley, VP of Consumer Lending, Webster First Credit Union





HEAT LOAN PROGRAM



Sponsored by:

nationalgrid

HERE WITH YOU. HERE FOR YOU.

EVERSOURCE

Columbia Gas[®]
of Massachusetts

A NiSource Company



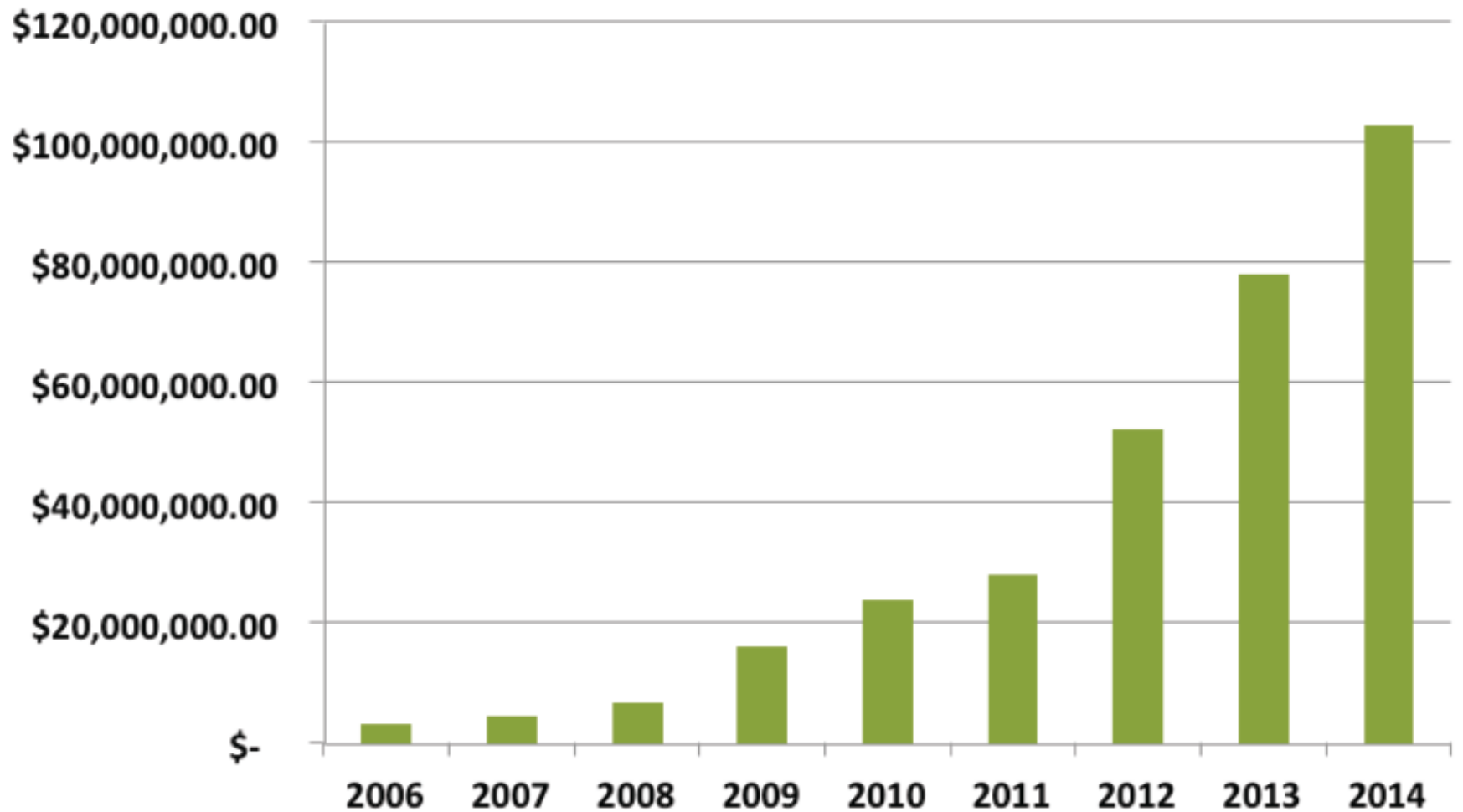
Liberty Utilities™

 **Unitil**




Conservation
Services Group

Total Amount Financed: HEAT Loan



Who Are We Marketing To?

- Single family homeowners
- Trade allies
- Lenders



What Makes a Program Successful?

- Great user experience: easy loan applications, fast approvals, timely payment to local contractors
- Competitive interest rates and terms
- Close collaboration with contractors helping to *sell* benefits to homeowners
- Local efficiency expertise

Source: 2014 ACEEE Summer Study on Energy Efficiency in Buildings (US DOE Better Buildings Neighborhood Program data)

HEAT Loan Results

2014 survey of participating lenders

- 648 av. FICO score cut off
- .24-.55% default rate range
- Most loans unsecured
- 85% loans approved
- High quality loans
- 75% of loans are new customers for lender



The screenshot shows the Workers' Credit Union website. The header includes the logo and navigation links. The main content area features a navigation bar with categories like 'for rates', 'for you', 'for homeowners', 'for businesses', 'for investments', and 'for eService'. Below this, there are 'FEATURED RATES' for January 19, 2015, including a 2.25% APY for a 72-Month Relationship CD and a 3.50% APY for a Finish Line Refi. A prominent section titled 'MAKE YOUR HOME ENERGY EFFICIENT' highlights a 'HEAT LOAN' with a 0% APR. The loan details include: No application fee, available from \$2,000 - \$25,000 (depending upon utility), and the requirement for pre-approval. The website also offers links for Home Banking, Visa Credit Card, Mobile Banking, and ATM/Branch Locator.



HEAT Loan Advantages

Customer/ Contractor

- Access to 0% financing for homeowners or non-occupant landlords, terms up to 7 years
- Customer closes loan up front
- High approval rates (avg 85%), compared to other financing (60%)
- Over 5000 contractors have work being financed
- 76 local credit unions & regional banks to choose from

Why Program Sponsors Love It

- Improves program performance for low investment
- As part of quality customer service – easy process
- Offers flexibility – option to buy down interest rate for increased participation
- Pulls qualified contractors into proven process

“Impeccable customer service. You made the loan process very easy right from the start. I couldn’t be happier.”

—Utility customer

Financing Program Statistics: 2014

<u>State</u>	<u># closed loans</u>	<u>\$ financed</u>	<u>Av Loan</u>
MA	10,242	\$102,976,550.00	\$10,054
NJ	4,628	\$42,656,393.00	\$9,217
NY	2,333	\$23,168,233.00	\$9,931

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