

# Keys To Successful Energy Finance Program Implementation

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RMUE 2013



# Agenda for Today

- ◆ Disclaimer
- ◆ 5 “Must-Do’s” From An Implementation Perspective
- ◆ Discussion/Debate/Questions

# Disclaimer

- ◆ The Objective Of Today's Discussion Is To Talk Candidly About How We Can Run More Successful Energy Efficiency Finance Programs
- ◆ I'm Guilty of Making All Of These Mistakes Myself
- ◆ Implementing Energy Finance Programs Is Difficult
- ◆ I May Be Wrong, (Often)

# Energy Finance Program Implementation Item 1

- ◆ Energy Loan Programs Are Not Energy Efficiency Programs & Therefore Should Not Be Implemented As One.
- ◆ Energy Loans Are Tools That Are Able To Provide Support To An Energy Efficiency Program.
  - ◆ No Different Than An IR Camera.
  - ◆ The Objective Is To Install Measures (Solutions) Not Make Loans.
  - ◆ Change Your “Implementation Task List”
    - ◆ Strengthening Value Propositions
    - ◆ Expanding Customer Segments

# Energy Finance Program Implementation Item 2

- ◆ No One Really Wants A Loan, So Marketing & Advertising Loan Programs Directly To Customers Yields Little Results.
  - ◆ Answer/Solve The Following For Customers With Outreach:
    - ◆ I Want To Be Warm
    - ◆ I Don't Want A High Gas Bill
    - ◆ I Want A New Furnace (*and I want it today*)

# Energy Finance Program Implementation Item 3

- ◆ Deep Contractor Engagement Is Everything
  - ◆ The Following Is Not Deep Contractor Engagement:
    - ◆ Delivering Group Presentations To Contractors
    - ◆ Providing Energy Loan Program Literature
    - ◆ Creating Interest Rate Calculators
  - ◆ Deep Contractor Engagement Is Developing An Intimate Understanding and Tie Into Individual Contractor Processes
    - ◆ Programs Are Run In The Field - Be There All The Time
    - ◆ Quality Over Quantity, (*you need fewer than you think*)

# Energy Finance Program Implementation Item 4

- ◆ Connect To An Energy Efficiency Program Or Perish
  - ◆ The Energy Loan Program Is Not The “Brand”
  - ◆ Rebate Form On The Front – Loan Application On The Back
  - ◆ Leverage “The Program”
    - ◆ *Proud Program Partner Of ...*

# Energy Finance Program Implementation Item 5

- ◆ Learn From Verizon, Toyota, ADT, Pest Control, Landscaping & Everybody Else ...
  - ◆ Monthly Payment NOT Interest Rate or Total Cost
  - ◆ Every Contractor Bid Should Include The Following
    - ◆ Solutions/Services To Be Provided (itemized if possible)
    - ◆ Total Price Due Upon Completion (payment due if not financed)
    - ◆ Monthly Price Option (monthly payment if using loan program)



# Thank You

## Hope This Discussion Helped *(at least a little)*

- ◆ Group Thoughts, Feedback, Comments?
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