

Marketing and Sales Support

Reduce energy use. Save money. Create jobs.



Contractor Marketing Goals

- Build broad, positive awareness of and support for the program
- Provide contractors the tools and resources to motivate property owners to overcome barriers to participation
- Target marketing efforts and messages to drive homeowners to the website and to contractors
- Align and coordinate marketing efforts with utilities and other local and regional partners
- To be flexible and responsive to needs

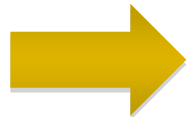
Key Messages



- **Save on Utility Bills**
- **Save on Upgrades**
- Certified Contractors Save Money
- Help the Environment/Climate Change
- Reduce Foreign Oil/Fossil Fuels
- Increase Property Values
- Comfort
- Indoor Air Quality

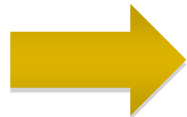
Trigger-Event Marketing

1. Replace on Burnout



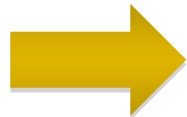
Contractor Marketing Kit, Retail Partners

2. Life-Stage Changes



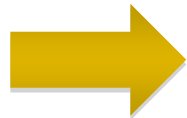
+ Ads in Online Media for Families

3. Purchase



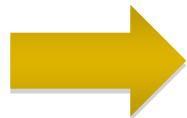
+ City/Utility Welcome Kits, Realtor Marketing Kits

4. Complaints and Service Calls



+ Utility Customer Service and Crews, Online, Direct mail

5. Home Remodel



+ Architects, Connecting with Remodel Contractors

Reduce energy use. Save money. Create jobs.



What is our Call to Action?

GO TO THE WEBSITE!



Visit the website to plan your upgrade



Find a contractor



Complete your project



Get your rebate!

www.EnergyUpgradeCA.org



Los Angeles County

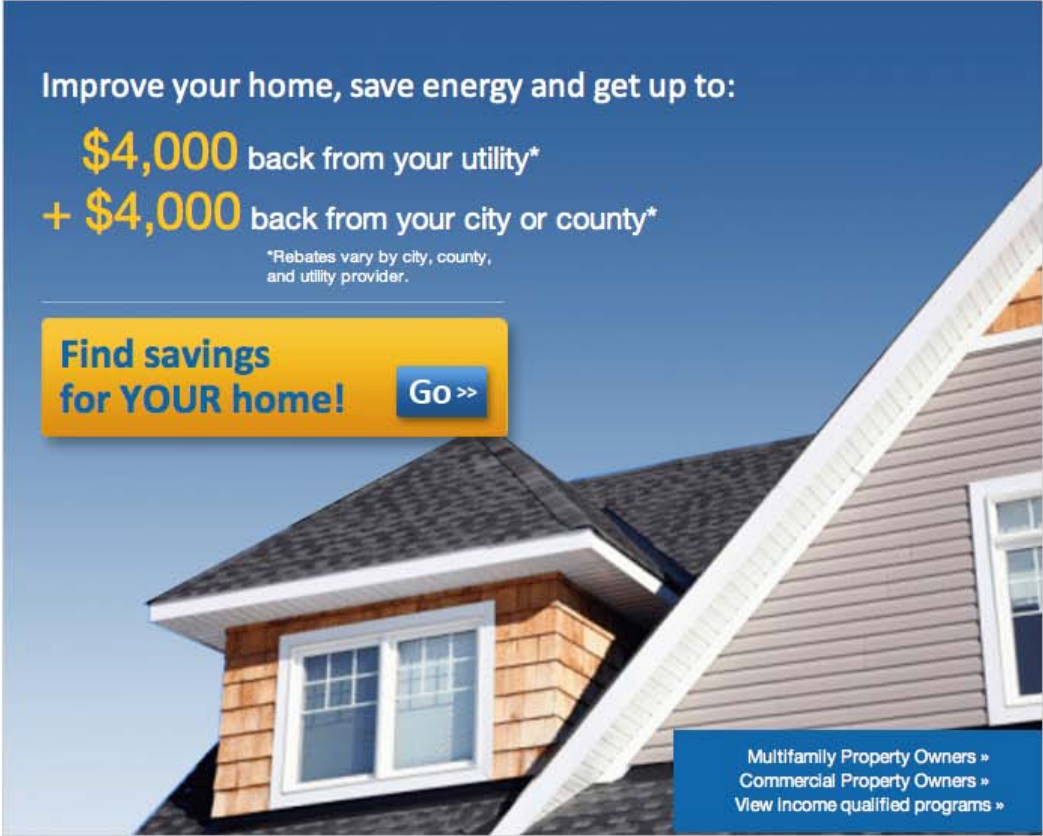
- [My Action Plan](#)
- [About the Program](#)
- [Contractors and Raters](#)
- [Rebates and Incentives](#)
- [Financing](#)
- [Local Info](#)

Improve your home, save energy and get up to:

\$4,000 back from your utility*
+ \$4,000 back from your city or county*

*Rebates vary by city, county, and utility provider.

Find savings for YOUR home! [Go >>](#)



[Multifamily Property Owners »](#)
[Commercial Property Owners »](#)
[View Income qualified programs »](#)

Upgrade Updates Subscribe

LA County Boosts Incentive Again!
 Beginning September 6, 2011, LA County residents can take advantage of a new rebate structure for energy upgrades and get up to \$8,000 back.

Apply Now for Contractor Training Scholarships!
 Get certified to become an Energy Upgrade Participating Contractor and get a \$1000 scholarship from LA County

Financing Program Now Available
 LA County has launched a financing program to provide special loans for homeowners doing energy upgrades to their homes through Energy Upgrade California in LA County.

[View more »](#)

GET UP TO
\$8,000 BACK

- Up to \$4,000 from LA County [Go »](#)
- Up to \$4,000 from your utility
- Apply now!

[See the Winners](#)

homeenergy
 makeover RESULTS

Find a Contractor or Rater [Go »](#)

SOUTHERN CALIFORNIA EDISON
 An EDISON INTERNATIONAL Company

Southern California Gas Company

Sempra Energy utility

Energy Upgrade California in Los Angeles County is an alliance among Los Angeles County, Southern California Edison and Southern California Gas Company. The trademarks used herein are the property of their respective owners. All rights reserved.

Los Angeles County

- My Action Plan
- About the Program
- Contractors and Raters
- Rebates and Incentives
- Financing
- Local Info

- Overview
- Contractor Directory
- Rater Directory
- About Directories
- How to Participate
- Trainings
- Scholarships
- HVAC Pilot



Contractors and Raters

Energy Upgrade California connects you with qualified professionals who have the tools and training to help make your home more energy efficient.

Participating contractors and home energy raters are trained to provide the highest level of service from state programs, utility companies and nationally recognized home performance and green building organizations. Rigorous quality assurance systems ensure that their work meets the standards for each of the programs offered by Energy Upgrade California.

Starting Your Project

You can start your project by first working with a home energy rater to receive an official certificate of your home's energy efficiency, or work directly with a participating an Energy Upgrade contractor to plan and complete your energy upgrade.

Whole-House Home Energy Rater

- Conducts an independent assessment of your home's energy use
- Provides an official certificate showing your home's energy rating
- Certified by CalCERTS, currently the sole Energy Commission approved Provider. Additional Providers may be approved by the Energy Commission
- Does *not* ensure eligibility for Energy Upgrade utility incentives
- Does *not* implement any energy efficiency measures

Learn more about a home energy rating

[See raters that serve your county »](#)

Participating Contractor

- Conducts an assessment of your home's energy use
- Develops a recommended scope of work for your upgrade project
- Ensures eligibility for Energy Upgrade utility incentives
- Certified by the Building Performance Institute
- Does *not* provide an official HERS II energy rating certificate

Learn more about Energy Upgrade Packages

[See contractors that serve your county »](#)

Rebates, Incentives and Financing Options

Participating contractors and raters can help you qualify for the following:

	Home Energy Rating Rebate	Local Rebates and Incentives	Utility Rebates and Incentives	CHF Financing*
Whole-House Home Energy Rater	✓	✓		✓
Participating Contractor		✓	✓	✓

* The CHF Residential Energy Retrofit Program offers low-interest loans to eligible homeowners. See [Local Financing](#) to determine if CHF financing is available in your area. To qualify, you must first get a Whole-House Home Energy Rating and then work with a participating contractor to install your upgrades.

Los Angeles County

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Energy Upgrade California connects you with local contractors to help plan and complete your upgrade. All of the companies listed here serve residents in Los Angeles County. The list is presented in random order.

Find contractors who:

Nearby

Zip code

Who speak

Language

Are qualified for these rebates

- Basic Package (55)
- Advanced Package

Offer these services

- Energy Assessment (54)
- Green Options (10)
- Solar Electric (11)

Have these credentials

- BPI Certified Green Building (10)
- BPI Certified GreenPoint Rater (3)
- BPI Accredited Company (4)
- BPI Certified AC or Heat Pump (1)
- BPI Certified Building Analyst (62)
- BPI Certified Envelope Professional (30)
- BPI Certified Heating Professional (2)
- California Solar Initiative (7)

55 matching contractors [Printable View](#) Sort By name Results per page Page 1 of 6

Zero Energy Contracting, Inc.

ZeroEnergy Contracting is a national company that specializes in helping home owners identify and repair the inefficiencies built into their. Since 2009 we have audited and repaired over 3000 homes in Arizona and California and we are an A-Rated company with the Better Business Bureau. ZeroEnergy Contracting... (more)

Credentials: BPI Certified Building Analyst, BPI Certified Envelope Professional, SCE/SCG Energy Upgrade Contractor

Additional Services: Energy Assessment

Languages Spoken: Spanish, English

[Email contractor »](#)

CSLB: 953417
Phone: (855) 275-9376
17180 Park Vista Ct Riverside California 92503

[Visit website »](#)

Add Insulation

Licensed in California, Nevada; we our BPI certified and our employees have LexisNexis background checks. We use only quality products that carry the highest ratings, approvals, and are formaldehyde-free. We are experienced, insured, and bonded employees you can trust. We have 6 commercial insulation... (more)

Credentials: BPI Certified Building Analyst, PQE Energy Upgrade Contractor, SCE/SCG Energy Upgrade Contractor, SDGE Energy Upgrade Contractor

Additional Services: Energy Assessment

Languages Spoken: English

[Email contractor »](#)

CSLB: 945043
Phone: (851) 739-4487
803 E. Parkridge Ave. Corona California 92678

[Visit website »](#)

LA Green Building

Our mission is to make the world a better place! Thru water and energy efficient design, we provide green solutions to make your home healthier and more comfortable, as well as more durable and valuable. We specialize in residential home improvement and building efficiency. Call us or visit our website... (more)

Credentials: BPI Certified Building Analyst, BPI Certified Envelope Professional, SCE/SCG Energy Upgrade Contractor

Additional Services: Energy Assessment

Languages Spoken: Spanish, English

[Email contractor »](#)

CSLB: 913259
Phone: (310) 463-7655
12838 Short Ave Los Angeles California 90006

[Visit website »](#)

Statewide Marketing

State Media Buys:

- Radio Ads
- Online Ads

Materials Available for Use:

- Video and TV Ads (available for use and placement)
- Fact Sheets
- FAQs
- Customer Brochures
- Developing Cooperative Marketing Program
- + Utility Company Materials

Brand Guidelines and Vocabulary

NO

Retrofit

Audit

Prescriptive

Performance Advanced

YES

Upgrade

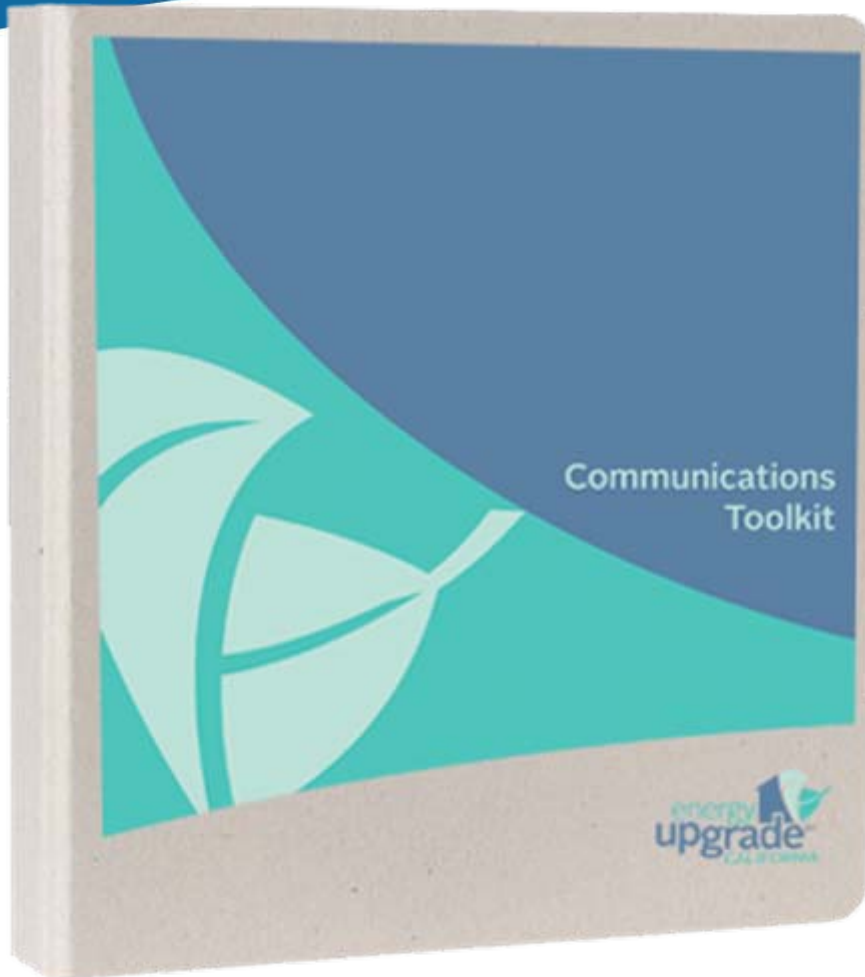
Assessment

Basic

Advanced



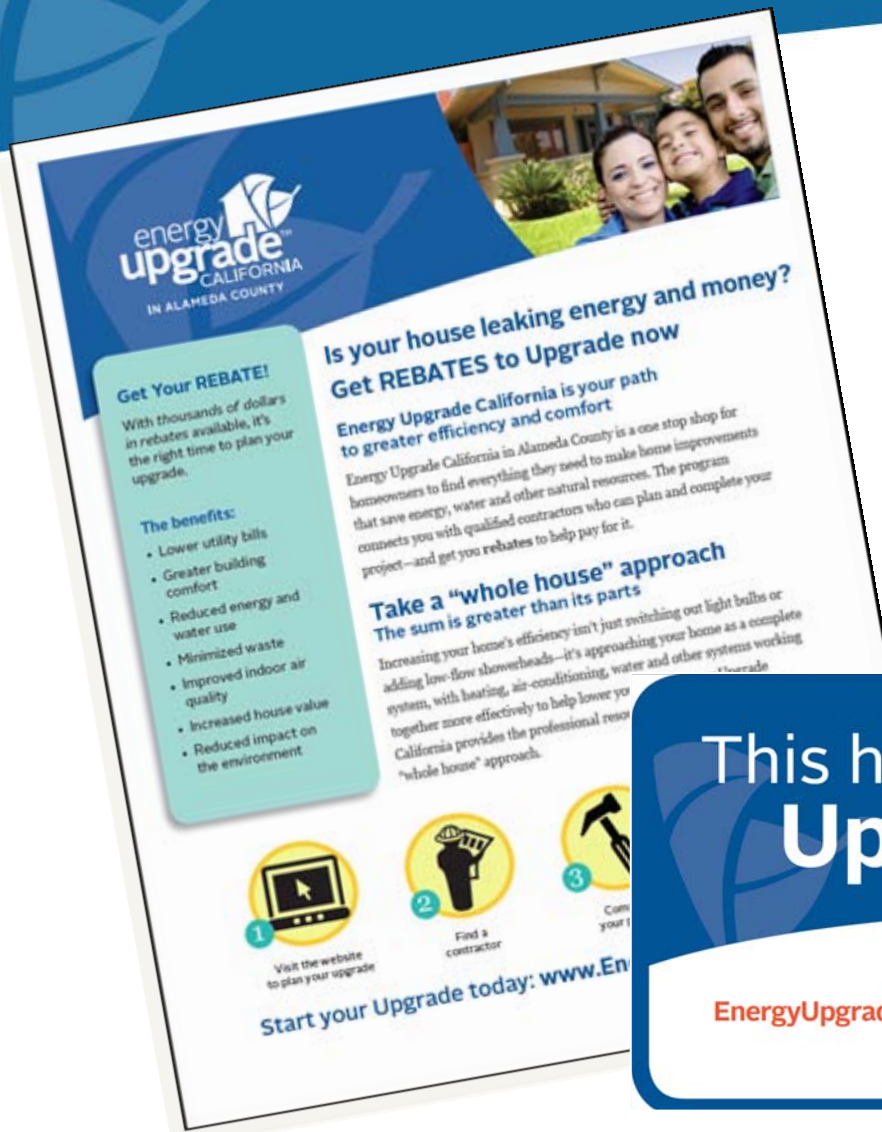
Contractor Marketing Kits



Reduce energy use. Save money. Create jobs.



Contractor Marketing Kits



energy upgrade
CALIFORNIA
IN ALAMEDA COUNTY

Get Your REBATE!
With thousands of dollars in rebates available, it's the right time to plan your upgrade.

The benefits:

- Lower utility bills
- Greater building comfort
- Reduced energy and water use
- Minimized waste
- Improved indoor air quality
- Increased house value
- Reduced impact on the environment

Is your house leaking energy and money? Get REBATES to Upgrade now

Energy Upgrade California is your path to greater efficiency and comfort

Energy Upgrade California in Alameda County is a one stop shop for homeowners to find everything they need to make home improvements that save energy, water and other natural resources. The program connects you with qualified contractors who can plan and complete your project—and get you rebates to help pay for it.

Take a "whole house" approach
The sum is greater than its parts

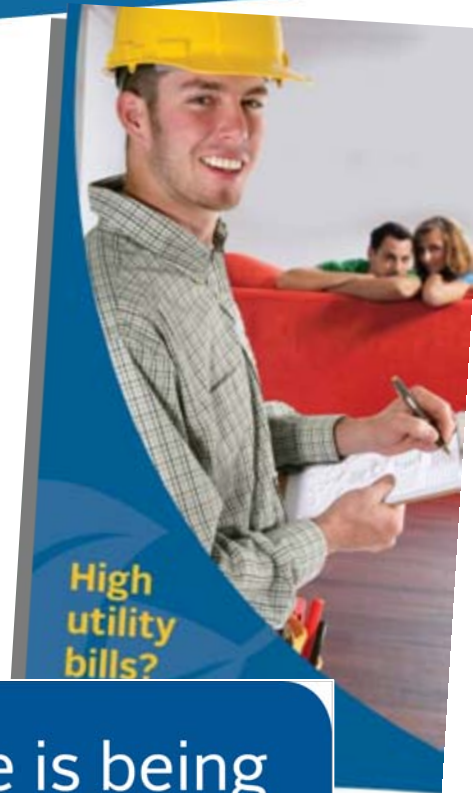
Increasing your home's efficiency isn't just switching out light bulbs or adding low-flow showerheads—it's approaching your home as a complete system, with heating, air-conditioning, water and other systems working together more effectively to help lower your energy bills. Energy Upgrade California provides the professional resources you need to take a "whole house" approach.

1 Visit the website to plan your upgrade

2 Find a contractor

3 Call your contractor

Start your Upgrade today: www.EnergyUpgradeCA.org



High utility bills?

This home is being
Upgraded

EnergyUpgradeCA.org

energy upgrade
CALIFORNIA
in Alameda County

Reduce energy use. Save money. Create jobs.



Co-Branding



Informational brochure, front



Informational brochure, back

horizontal option, full color logo on a white background



horizontal option, black and white logo on a white background



wordmark in blue



wordmark in black



Co-Branding

Advanced Home Energy Guaranteed Home Performance Solutions for a comfortable, Healthy and Efficient Home.

REBATES PHOTOS NEWS RESOURCES FINANCING BLOG ABOUT CONTACT Search...

FAST FACT:
25% reduction in U.S. home energy consumption = taking 1/2 of all passenger cars off the road

Keeping your Home Safe and Healthy

SERVICES ENERGY ASSESSMENT INSULATION HEATING & COOLING WINDOWS SOLAR

energy upgrade CALIFORNIA
Reduce energy use. Save money. Create jobs.

Energy Upgrade California Rebates

Receive up to \$4,000 in Energy Upgrade California Rebates For Energy Efficiency!

How the PG&E Rebates Work

1. Call us to schedule a home energy assessment. Assessment determine your home's eligibility for energy rebates. Rebate funding comes from Energy Upgrade California (energyupgradeca.org), PG&E and Federal stimulus tax credits.
2. One of our energy specialists will arrive at your home to conduct a thorough home energy assessment. We use the latest diagnostic equipment and software to computer model your home performance.
3. We will develop a personalized home energy report detailing opportunities for energy efficiency improvements.
4. Enroll to do the efficiency upgrades and enjoy a more comfortable and efficient home. We will assemble the rebate paperwork. All you have to do is sign the paperwork and your energy rebate check from will arrive in the mail.

PG&E Rebate Program Details:

Learn More about Rebates for Your Home

First Name

Last Name

Email

Phone

Zip

CONTACT ME WITH DETAILS
before rebates run out!

"Our house is much more comfortable now, and they helped us get a \$2,500 PG&E rebate and deduct our materials from our taxes." -Curtis B, Oakland

CORNERSTONE SPECIALTIES

save money, get comfortable

Considering a home energy assessment?

Take advantage of **limited-time federal, state and local incentives.** Incentives from your local utility, plus federal tax credits and other options, can **save you thousands of dollars** on your upgrade!

STRUCTURES INTERIORS SUSTAINABLE

front

Upgrade your home NOW!

You can take advantage of **up to \$4,000** in rebates when you complete energy upgrades to your home.

We are an Energy Upgrade Participating Contractor in your area. **Funding is available for a limited time** and incentives and rebates are **first come, first serve.** Contact us to begin your energy upgrade today!

CORNERSTONE SPECIALTIES, INC.
800 Main Street
Anytown, CA 95555

(510) 555-1234
www.cornerstone.com
CA LICENSE #12345678

Why upgrade your home?

An energy-efficient home has a lot of benefits:

- An efficient home can help save you money.
- An efficient home is a more comfortable home.
- An efficient home helps the environment.

PARTICIPATING CONTRACTOR | **energy upgrade CALIFORNIA**

back



Reduce energy use.
Save money.
Create jobs.

Energy Upgrade California is your one-stop-shop for home improvement projects that lower your energy use, conserve water and natural resources, and make your home healthier and more comfortable.

Use this website to:

- Plan your upgrade projects
- Locate participating contractors
- Find rebates and incentives

Español | 中文

Why Upgrade Now?

Learn about the benefits of an Energy Upgrade

Go »

Get Local Information!

Enter your county name or zipcode to find local rebates and contractors

Go »

Upgrade Updates

Subscribe

Finance your Upgrade with PowerSaver

Eligible California homeowners can access up to \$25,000 for energy-saving projects like insulation, heating and cooling systems, and solar panels.

Watch the Video Vignette!

Follow the Halls as they consider home energy upgrades and visit Roberto, who shows them his upgrade project.

Go Green, Get Green

Using eco-friendly materials like recycled content insulation helps conserve resources and can increase the value of your home.

View more »

Find out more

I'm a Contractor or Rater

Sign up for e-updates

News

Events

Resources

Income qualified



Resource Library

The Resource Library provides access to marketing materials and other tools to help you promote Energy Upgrade California in your area. The library is available to the following eligible users. Please click the link below to access the corresponding library:

- [Participating Contractors](#)
- [City County and Regional Staff](#)
- [Program Partners and Affiliates](#)
- [Speakers Bureau](#)
- [Energy Champions](#)

Print on Demand Site

If you would like to customize and order professionally printed marketing materials, you can access the print-on-demand site using the same user name and password as the Resource Library.

[Enter the print on demand website](#)

The Resource Library and Print on Demand Site are available to all eligible users and have not received access to the library.

Access....

1. Become a participating contractor
2. Register on the Statewide Website
3. Get password and access

Other potential resources

- Co-op marketing programs in ABAG, Los Angeles, San Diego
- Print On Demand
- Co-branding guidance and assistance
- Sales and Speakers Training
- Networking and Participation in Open Homes and Media