I’ll Gladly Pay You Tomorrow for a Retrofit Today

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Better Buildings Neighborhood Program
Agenda

• Role of financing in retrofit programs
• Integration of financing with other offerings
How much demand is there for EE loans?

- 18%: Program-Wide Average
- 10-20%: Typical for Residential Programs
How important were loans to recipients?

• Very important in upgrade decisions
  ▪ 73% of residential participants
  ▪ 86% of commercial participants
Why isn’t there more demand?

- Financing is not appealing to some
- Other concerns are more important
How does financing fit?

• Financing is a sales tool (not a marketing tool), effective when presented in:
  ▪ One-on-one situations
  ▪ At the time of the upgrade decision
  ▪ As part of a quick and simple process

• Loans can complement other offerings
Summary

• Financing is a niche product
  ▪ Most do not need/use
  ▪ Valuable to some

• Financing can support other program offerings
  ▪ Sales tool
  ▪ Complement to incentives