

How Top Contractors Are Growing Their Business With Financing

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CONTRACTOR
SERVICES

www.egia.org

Who Is EGIA?



Contractor Services

- *Residential Financing
- *Commercial Financing
- *Sales & Marketing Training
- * Discounted Business & Insurance Services



Manufacturers Distributors & Energy Partner Programs

- *Residential Financing
- *Commercial Financing
- *Sales & Marketing Training
- * Discounted Business & Insurance Services



Homeowner Services

- *Home Makeover Contests
- *Approved Contractor Referral Program
- * Energy Store



Utility & Government Program Administration

- *Rebates
- *Financing
- *Field Services
- * Utility Exchange



EGIA Member Contractor Benefits

3,000 + Members & 12,000 + Affiliated Members

Benefits Include:

- Leadership Academy Web Exchanges
- Contractor Exchange workshops
- Insurance & Human Resources Services
- Web Site Development
- Collection Services
- Payroll Services
- HVAC Quoting Software
- and Financing

Top-Tier Contractor Traits

1. **Diversification-** Sells more than one product to help prevent seasonality and drive more profits through add-on sales.
2. **Sales Consistency-** Has pitch book or laptop in-home presentation that keeps salespeople consistent and helps overcome hidden objections.
3. **Diverse Marketing-** Spends money on mix of traditional advertising and social media outreach with a clear call-to-action message.
4. **Sales Culture-** Starts with receptionist to installation team
5. **Financing-** Offers low monthly payments and/or “same as cash” options

Top-Tier Contractors have the tools and training to close the sale “at the kitchen table”

Preferred Payment Options for Energy Efficiency Improvements

1. **Cash** - Better return-on-investment than any other investment. But don't let it be limiting factor – take cash as a “down payment.”
2. **Home Refinance or Equity Line-of-Credit** - Lowest interest rate and longest payment term (longer than life of improvement itself)
3. **Subsidized Loan** - Interest rate buy downs and same-as-cash promotions and from government, utility, manufacturers... or the contractor
4. **Market Loan – Credit Card** type (revolving) with variable payment/rate to **Car Loan** type (installment) with fixed payment/rate (better payback than other purchases)

Doing Nothing is the most common choice for homeowners when facing an energy-saving investment

How to Increase Your “Kitchen Table Close” Ratio

1. *Set up Credit Card Merchant Account and Loan Relationship*

Resolve to no longer rely only on “cash sales” in order to increase your “kitchen table” closes rate immediately.

2. *Mention “We Can Finance”* – BEFORE you begin your presentation, mention “I can help you finance the improvements so they pay for themselves.” This way people won’t worry if they don’t have the cash.

3. *Present As Monthly Savings* – Present your work scope as a “pay-as-you-save” investment rather than “lump sum cost.”

4. *Build Financing Cost into Your Proposal* – Offer a “cash discount” if customers ask... rather than extra charge to take a credit card.

EVERY RETAILER accepts credit cards and offers financing, so must your growing business to become a top-tier contractor

Nationwide Access to GEOSmart Financing

Allows EGIA member contractors to:

- Make comprehensive upgrades affordable for customers
- Close more sales at kitchen table
- Differentiate themselves from competition
- Improve cash flow
- Finance start-up expenses and business growth



GEOSmart Long Term Residential Financing

- Fixed Interest Rates From 11.99% to 0%
- Unsecured Loans To \$25,000
- Low Monthly Payments
- Instant In-Home Approvals
- Direct Deposit Funding
- Branded GEOSmart Support Materials


GEOSmart Short Term Residential Financing

- 90 Or 180 Days Same As Cash / No Payment Options
- Unsecured Loans To \$25,000
- Instant In-Home Approvals
- Direct Deposit Funding to Contractor

Commercial Leasing


- Loans To \$5 Million
- Terms From 1 To 5 Years
- 1 Page Application Up To \$100,000
- Direct Deposit Funding To Contractor

Contractor Controls the Interest Rate



Program: GEOSmart
Date: July 6, 2010
Effective Date: July 6, 2010
Page 2 of 2

GEOSmart
Effective Date: July 6, 2010



Sustainable Financing Solutions

Plan #	Standard Plan (3 Day Grace)	Payment Factor*	Dealer Fee
001	26.99% APR	2.00%	1.00%

NEEDS/WANTS TIME TO PAY CUSTOMERS

With Payment/Deferred Interest (Interest accrues at 26.99%)

Plan #	Term	Payment Factor	Dealer Fee
308	6 Months	2.00%	3.50%
309	9 Months		4.75%
312	12 Months		5.70%
318	18 Months		9.50%

FIXED PAYMENT CUSTOMERS

Fixed Payment/Reduced APR

Plan #	Term and APR	Payment Factor	Dealer Fee
734	4.99% APR	3.00%	3.00%
739	5.99% APR	3.25%	3.40%
721	96 months 11.99% APR	3.25%	5.90%
733	13.00% APR	3.42%	3.85%
736	15.99% APR	3.50%	2.40%
744	4.99% APR	2.30%	11.75%
748	3.99% APR	2.54%	8.50%
741	46 months 11.99% APR	2.63%	5.60%
745	13.99% APR	2.73%	4.40%
746	15.99% APR	2.84%	3.40%
764	4.99% APR	1.80%	19.40%
768	3.99% APR	2.13%	7.40%
761	60 months 11.99% APR	2.22%	6.40%
763	13.99% APR	2.33%	5.15%
765	15.99% APR	2.43%	4.75%

LOW MONTHLY PAYMENT/LOW APR CUSTOMERS

With Payment/Reduced APR

Plan #	APR	Payment Factor	Dealer Fee
612	5.99% APR	1.25%	12.00%
604	7.99% APR		10.75%
603	9.99% APR		8.25%
601	11.99% APR		7.95%
610	13.99% APR		10.70%
609	7.99% APR		9.00%
608	9.99% APR		7.85%
607	11.99% APR		5.85%
606	13.99% APR		4.10%
606	15.99% APR		2.40%
684	7.99% APR		5.65%
683	9.99% APR		4.20%
682	11.99% APR		3.90%
681	13.99% APR		2.90%
680	15.99% APR		1.90%

Equal Payments/No Interest

Plan #	Term and APR	Payment Factor	Dealer Fee
412	12 months	0.32%	7.40%
418	18 months	0.59%	10.25%
424	24 months	0.87%	12.25%
436	36 months	1.79%	16.00%
448	48 months	2.08%	17.95%
460	60 months	1.61%	10.95%

Terms and Conditions

Dealer Terms: There is a \$40 minimum volume fee for each month a dealer does not fund at least \$4,000 on the credit program.
 Activation Fee: Customers opening their account on or after April 28, 2010 will be charged a one-time fee of \$20 on their initial purchase. This fee is one-time only fee; it does not apply to future purchases.
 Rep Scores: Rep Scores between multiple GE Money loan programs and/or other lenders are not allowed.
 *Standard Plan: Total monthly payment (at the greater of \$0.50 or 2.5% of highest new balance for the life of account, or other interest and late payment fees billed on customer's statement plus \$20)

If you wish not to receive future advertising faxes from GE Money Bank, please call toll free (866) 933-8877 or fax (866) 453-0103. Please identify the fax number or numbers covered by your request. If you communicate your request to GE Money by one of the means identified in this notice, then failure to comply with your request within 30 days is unlawful. If you later provide permission to GE Money to send you advertising faxes, then GE Money may lawfully send you advertising faxes (8-6-09)

Ref: 100000000 Rev

Plan Number - Decide which promotions work for your business model

Contractor Fee - Taken out at funding, these fees should be built into your job cost. Always remember to offer a “cash discount”

Choose Program Offerings - We recommend picking 1 or 2 offerings that fit your sales model. Be sure your sales team know what promotions they’re allowed to offer

Add in the fee before quoting final price:
Plan: 503 (9.99% APR w/ 1.25% Payment Factor)
Job Cost: \$10,000
Contractor Fee: 8.25% x \$10,000 = \$825
Total Bid Cost: \$10,825
Customer Monthly Payment: \$10,825 x 1.25% = \$135.31

Remember To Offer A Cash Discount For Customers Looking To Pay Cash!



Contractor Controls Monthly Payment Options

Basic
2%
Payment
Factor

$2.00\% \times \$5,000 =$
\$100 *per month*

Net monthly
Investment with
Energy Savings

\$80 *per month*

Or No Interest For 6 Months

Upgrade
1.25%
Payment
factor

$1.25\% \times \$10,000 =$
\$125 *per month*

Net monthly
Investment with
Energy Savings

\$75 *per month*

Or No interest For 12 Months

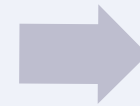
Offset The Cost Of The Higher Project Cost By Offering The Customer A Lower Payment Factor!

Contractor Controls the Easy Process

Step 1



Step 2



Step 3

This is the first form in the process, titled "HOME DESIGN HOME IMPROVEMENT APPLICATION FORM". It contains various fields for contractor information, project details, and a section for the contractor's signature and acknowledgment of terms.

This is the second form, titled "SALES SLIP HOME DESIGN HOME IMPROVEMENT". It includes a header with the EGIA logo and "1739 P.A.". Below the header, there are fields for the contractor's name, address, and phone number. The main body of the form contains a table for listing items, with columns for "ITEM", "DESCRIPTION", and "QUANTITY". At the bottom, there are checkboxes for "CASH", "CHECK", "CREDIT CARD", and "OTHER", followed by a section for the contractor's signature and acknowledgment of terms.

This is the third form, titled "COMPLETION CERTIFICATE". It features the EGIA logo and "EGIA (Solely Sponsored by Home & Garden Industries Association 1550 EGIA)". The form includes fields for the contractor's name, address, and phone number. Below these fields, there is a section titled "NOTICE TO CUSTOMER" with a bolded instruction: "DO NOT SIGN THIS CERTIFICATE UNTIL ALL SERVICES HAVE BEEN SATISFACTORILY PERFORMED AND MATERIALS, SUPPLIED OR GOODS RECEIVED ARE FOUND SATISFACTORY". This is followed by a list of three numbered items for the customer to verify, and a section for the contractor's signature and acknowledgment of terms.

Contractor Sales Slip

Step Two

- Fill in the account code number and authorization code
- Completely fill out the sales slip/contract
- Make sure to write the plan number and the plan description (*Chosen from the rate sheet*)
- Ensure the amount financed is correct
- File away until install is complete and make sure the date of completion on the sales slip matches the completion certificate

SALES SLIP
HOME DESIGN HOME IMPROVEMENT
1730 P.J.L.

GE MONEY BANK
ACCOUNT NUMBER: _____ DEALER NUMBER: 5, 3, 4, 8, 1, 2

BUYER NAME: _____ (SELLER NAME / PHONE NUMBER)

Standard Plan Promo¹ Plan

With Payment Deferral Interest Fixed Payment Deferral APR Fixed Payment No Interest

12 Months 18 Months 24 Months 36 Months 48 Months 60 Months

Cash Finance Credit Finance

PROMOTIONAL SALES: Please complete this section in its entirety. Payment Table % of Payments

PLEASE SEE REVERSE SIDE FOR SPECIAL PAYMENT PLAN TERMS.
If Promo Type is Chosen Interest, this will be your APR both during and after the Promo Duration. Otherwise, this will be the APR on your purchase and paid in full. If this APR is variable, it varies with the market based on the Promo Type.

QUANTITY	DESCRIPTION	CASH SALE PRICE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

AUTHORIZATION CODE: _____

DATE OF SALE: ____/____/____

DATE OF COMPLETION: ____/____/____

SIDING WINDOWS ROOM ADDITIONS/REMODELING ROOFING OTHER _____

Buyer acknowledges receipt of a completed copy of this sales slip and that the purchase of described merchandise shall be in accordance with the GE Money Bank Credit Card Agreement (and any Special Payment Plan terms on the reverse side) referenced by the account number appearing above. Buyer further acknowledges that the program APR has been disclosed to them in their GE Money Bank Credit Card Agreement.

FOR AN IN-HOME SALES TRANSACTION, I ACKNOWLEDGE THAT SELLER HAS PROVIDED ME WITH BOTH ORAL AND WRITTEN NOTICE OF MY RIGHT, AS BUYER, TO CANCEL THIS TRANSACTION.

YOU ARE NOT OBLIGATED TO PAY ANY MONEY UNLESS YOU SIGN THIS CONTRACT AND RETURN IT TO THE SELLER. There is an Activation Fee of \$29 (one-time fee charged at the time first purchase posts to Account).

BUYER SIGNATURE: _____ BUYER SIGNATURE: _____

SELLER SIGNATURE: _____

Installation Completion Certificate

COMPLETION CERTIFICATE
GEOSmart Sponsored by Electric & Gas Industries Association
1550 EGIA

Account # _____ Amount to be Financed _____

Customer 1- First Name _____ MI _____ Last Name _____

Customer 2- First Name _____ MI _____ Last Name _____

NOTICE TO CUSTOMER
DO NOT SIGN THIS CERTIFICATE UNTIL ALL SERVICES HAVE BEEN SATISFACTORILY PERFORMED AND MATERIAL SUPPLIED OR GOODS RECEIVED ARE FOUND SATISFACTORY.

I (We) certify that:

(1) Any money advanced has been sent in accordance with the terms contained in the sales slip or contract.
(2) The property improvements are completed to my (our) satisfaction, and
(3) I (We) understand that the selection of the dealer and acceptance of the materials used and the work performed is my (our) responsibility.

Customer Signature _____ Month _____ Day _____ Year _____

Customer Signature _____ Month _____ Day _____ Year _____

The undersigned certifies that:

(1) The property improvements are completed to the satisfaction of the customer(s); and
(2) The customer(s) signed this certificate after completion of the property improvements, and all signatures on this certificate are genuine; and
(3) All debts for labor, material, license fees, permits, inspection fees and other bills, pertaining to the customer's contract have been paid in full and there will be no mechanic's, materialman's or other lien(s) on customer's residence as a consequence of said installation.

Dealer Name _____

Dealer Signature _____ Title _____ Month _____ Day _____ Year _____

Dealer Number 5134812 _____

Step Three

- Send with install team and have the homeowner sign upon completion
- Once signed and completely filled out match with the application & sales slip
- Fax originals to GE for funding
- Ensure you have activated your business center account to get loan pipeline information and streamline funding
- Project funding is sent via ACH directly to your business account within 24-48 hours

Sales Tools and Training

EGIA Electric & Gas Industries Association

Home Contractors **Member Benefits** Join EGA Login

GEO Smart® Revolving Financing Program

Approved Dealer Online Training

Program Links

- Program Materials
 - Program Rate Sheet
 - Quick Start Guide
 - Credit Application
 - Supply Roster Form
 - GE Training Dates
 - GE Business Center Overview
 - Regulated Disclosure
- Sales Book Inserts
 - 3 Month WPDI
 - 3 Month WPDI
 - 6 Month WPDI
 - 12 Month WPDI
 - Phone September 2010
 - Phone January 2011
 - 7.99% APR - 1.25%
 - 8.99% APR - 1.25%
 - 11.99% APR - 1.25%

As an exclusive benefit for EGA Finance Program, EGIA's large improvement industry, allowed members, The GEO Smart Revolving Program, competitive in was developed to provide EGIA improvement marketplace.

"This program is ideal for the paperwork and went to sell a o

Apply Today! Special Financing Options Available

7.99% Fixed APR* (1.25% Payment Factor)
*Year on purchase of \$10,000 or more in a 24-month revolving program (Promotional Period 7/15)

Quick & Easy Loan Process

1. Consumer completes GEO Smart® credit application
2. Call 888.777.2576 for instant in-home approval
3. If approved, credit limit, account number and authorization number are given
4. Sales Slip is filled out completely & signed by consumer
5. Installation is completed, Completion Certificate is signed and dated
6. Contractor is funded & customer receives payment instructions

About EGIA

The Electric & Gas Industries Association (EGIA) is a 501(c)(6) not-for-profit organization that offers industry leading finance programs to specially screened contractors that specialize in energy efficient home improvements.

*Based on purchase of \$10,000 or more on a 24-month revolving program. On-promo purchase, monthly payments required, and then monthly payments equal to 1.25% in green, our finance program will be applied to the promotional balance of the revolving program rate of 7.99% (annualized rate) 7.99% until you pay the price tag off. (Does not include monthly payments on account open date, and 20 account balance, does not exceed credit limit. Offer may vary by territory. On promotion, accepting a home improvement, the price tag on the account will result in applicable to the purchase before you open your account. If you have a good credit score, you may make the loan off the price tag. If you want to change the situation, please call Customer Service. Thanks for your application, approval letter, if approved, call 800.777.2576. 17.99% is an all-inclusive rate. 24.99% Annual Finance Charge 0.35. Subject to approval by EGIA Finance.

- Applications, sales slips and completion certificates
- Current rate sheets
- Quick Start Training guides
- Consumer flyers
- Sales book inserts

See for yourself at
www.egia.org/geosmart

Weekly Updates

October 22, 2010



Smart Financing

Seven home tax credits you don't want to miss out on

Heating and cooling account for more than half the energy used in a typical home. If your client's heating or cooling unit is more than 10 years old, it may be a good for them to think about replacing it. Find out about the 7 Home Energy Credits that expire on December 31, 2010.

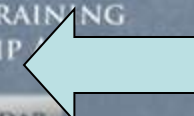


[What are the 7 credits?](#)



EGIA MEMBERS HAVE FREE ACCESS TO LIVE BUSINESS DEVELOPMENT WEB TRAINING PROVIDED BY EGIA'S LEADERSHIP

[SEE THE LEADERSHIP ACADEMY CALENDAR](#)



Utility Contractor Loan Program Updates

Keep Up To Date With Industry News

Free Member Class Schedule





Contractor Recognition



EGIA backs you as an approved *GEOSmart* Contractor with independent, third-party screening

How to Get Started with EGIA

EGIA Electric & Gas Industries Association

Membership Application		
Company Name: _____		
Address: _____		
City: _____	Contact Person: _____	
State: _____	Company Phone: _____	
Zip Code: _____	Company Fax: _____	
Email Address(es): _____		
<small>* EGIA sends membership materials and announcements primarily through email. Please enter all the email addresses you would like us to send important association materials and announcements to.</small>		
BPI Accredited Contractors And Efficiency First Members Are Both Eligible For A Free First-Year EGIA Membership		
		
<input type="checkbox"/> Non BPI Accredited or Efficiency First Member Contractor - \$250	Please Describe Your Contractor Business By Selecting All Of The Measures Your Company Supports (Contractors Only) HVAC <input type="checkbox"/> General Remodeling <input type="checkbox"/> White House Home Performance <input type="checkbox"/> Solar <input type="checkbox"/> Roofing <input type="checkbox"/> Geothermal Heat Pumps <input type="checkbox"/> Insulation <input type="checkbox"/> Windows & Siding <input type="checkbox"/> Water Conservation Landscaping <input type="checkbox"/> Other (please specify) _____	
<input type="checkbox"/> BPI Accredited Contractor - \$0		
<input type="checkbox"/> Efficiency First Member - \$0		
Total You Are Remitting To EGIA \$ _____		
<small>If you are a BPI accredited contractor or Efficiency First member, check the appropriate box above and do not submit a payment.</small>		
<u>If Paying By Credit Card</u> <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex Credit Card #: _____ Expiration Date: _____ Name on Card: _____ Signature: _____	<u>If Paying By Check</u> Send Completed Application & Agreement (page 2) Along With Payment To: Attn: Member Services Electric & Gas Industries Association 3800 Watt Ave., Suite 105 Sacramento, CA 95821 Phone: 866-367-3442	
<small>Fax Completed Application & Agreement To EGIA At 800-566-6973</small>		

Once you submit your completed membership application, EGIA will send you a welcome email within one business day that will include instructions on how to utilize EGIA's member benefit programs.

Maine Home Performance Participating Contractors Have Immediate, No Cost Access To EGIA GEO Smart Home Performance Contractor Financing Resources

- STEP 1:** Pay \$250 EGIA dues (or mention you are a Maine Participating, BPI Accredited or Efficiency First member for free first year dues)
- STEP 2:** Go to www.egia.org/HPpartners and submit completed membership application
- STEP 3:** EGIA sends you welcome email with program sign-up instructions
- STEP 4:** Follow instructions in the welcome email to access the programs of your choice

Or call EGIA Contractor Services at
866-797-7343 or email saveenergy@egia.org

EGIA Contractor Services

Bonus! Helping Contractors With Start-Up Financing for Diagnostic Equipment

- Finance 100% Of Cost Of Equipment
- 9% to 12% Effective Interest Rate
- \$1,500 or more
- Finance Equipment with Training
- Terms Based On Lease Amount, Typically 5 – 7 Years



Free up contractor's scarce operating capital before sales revenue starts to flow

Bonus! Helping Contractors With Business Expansion Leases

- Lease Amounts From \$10,000 - \$2 million
- 7% to 9% Effective Interest Rates
- You Choose Terms From 5 - 7 Years To Keep Monthly Payment Lower
- Quick Approvals (48-72 Hours)
- No Financials If Under \$50k
- Off Balance Sheet Transaction

Gives contractors access to capital to grow business. Typically less expensive, quicker, and easier to qualify for than business loans.

How Top Contractors Are Growing Their Business With Financing

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