


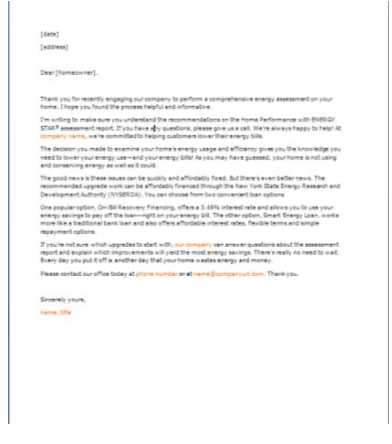




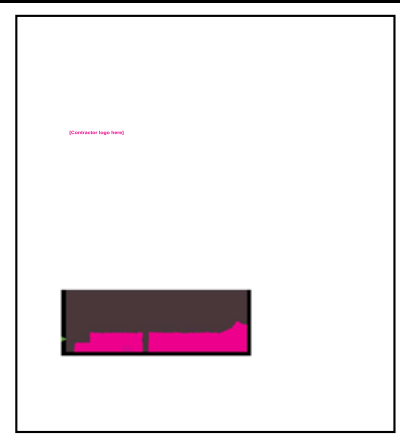
## Marketing Materials for Participating Contractors

As a contractor in Home Performance with ENERGY STAR® (HPwES) and EmPower New York, you have exclusive access to a variety of marketing materials. These materials include promotional and educational tools that have been designed to help you grow your Home Performance contracting business, all at no cost to you.


High-quality printed versions of the HPwES resources can be requested by contacting Kara Faraone, [kara.faraone@clearResult.com](mailto:kara.faraone@clearResult.com).


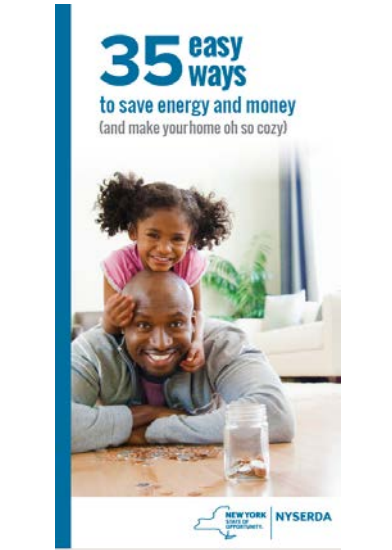

Marketing Materials	Description	How to use	
<p>Home Performance and Assisted Home Performance with ENERGY STAR® Fact Sheet [PDF]</p>	<p>Quickly explains the benefits of the HPwES/AHPwES program and how to get started.</p>	<p>Distribute at events and other opportunities to reach prospects. Available in Spanish.</p>	
<p>Case Studies/ Success Stories</p> <p>The Coopers [PDF] Tom Digrace [PDF] Alan Jones [PDF] The Mallows [PDF] Anna Napoleon [PDF] Tom Giesler [PDF] The Goodmans [PDF] The Lapes [PDF] The Scotts [PDF] Ashton Applewhite [PDF]</p>	<p>Highlights real homeowners that have gone through the HPwES, AHPwES and EmPower programs with positive results.</p>	<p>Use as a leave behind with homeowners after they've had an assessment to encourage them to make the upgrades.</p>	

<p>Residential Loan Options</p>	<p>Outlines the loan options available through NYSERDA to help homeowners pay for energy improvements.</p>	<p>Use as a leave behind with homeowners after they've had an assessment to encourage them to make the upgrades.</p>	
<p>Thank You Letter [DOC]  Instructional document [DOC]</p>	<p>Mail to homeowners after you've performed the assessment to thank them and to encourage next steps.</p> <p>The instructional document provides direction on how to use the Thank You Letter in conjunction with other readily available materials.</p>	<p>Simply copy the text in the Word document and drop into your own letterhead for distribution.</p>	
<p>After Assessment Email Template [HTML]</p>	<p>Contractor customizable email blast template that can be sent out to customers that have recently had a home assessment to encourage them to continue and have the upgrades made.</p>	<p>We recommend sending 3-4 weeks after the assessment is complete. The template designed for contractor customization.</p>	

<p>Reengagement Email Template [HTML]</p>	<p>Contractor customizable email blast template that taps into your existing customer database to increase the number of energy upgrades completed. Send to customers who have had a home assessment and have made some but not all of the upgrades to motivate them to complete the remaining upgrades.</p>	<p>We recommend sending 6 months to a year after initial wave of upgrades was made. The template is designed for contractor customization.</p>	
<p>Recruitment Email Template [HTML]</p>	<p>Contractor customizable email blast template that taps into existing customer database to increase energy assessments.</p>	<p>Send to customers who have completed other work with your company to encourage them to have a comprehensive home assessment. The template is designed for contractor customization.</p>	

High-quality printed versions of the EmPower New York resources can be requested by contacting Michele Evanson, [Michele.Evanson@Honeywell.com](mailto:Michele.Evanson@Honeywell.com).

<p>EmPower Fact Sheet [PDF]</p>	<p>Quickly explains the benefits of the EmPower and how to get started.</p>	<p>Distribute at events and other opportunities to reach prospects.</p>	
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<p>EmPower Frequently Asked Questions [PDF]</p>	<p>Explains frequently asked questions of the EmPower program.</p>	<p>Distribute to potential EmPower customers.</p>	 <p><b>EmPower New York</b> What You Need to Know</p> <p><b>Is it really free?</b> Yes. Home owners receiving EmPower New York eligibility requirements can receive home energy services through the program at no cost.</p> <p><b>How do I know if I qualify?</b> You may be eligible if the following are true: - Your home is located in an eligible ZIP code. - If you are receiving HEAT, SHOT, or public assistance. - You are a homeowner or renter (owner or tenant) in a single-family home. - You are a resident of New York State. - You are a resident of New York State. - You are a resident of New York State. - You are a resident of New York State. - You are a resident of New York State.</p> <p><b>What are some of the no-cost energy services that EmPower New York may provide?</b> - Replacement of old incandescent light bulbs with high efficiency lighting. - Replacement of inefficient refrigerators and freezers with new ENERGY STAR certified models. - Add insulation to keep your home more comfortable. - Air sealing to reduce drafts. - Energy audits and tips to help you manage your energy.</p> <p><b>What are some services that EmPower New York does not provide?</b> - Specialty work, asbestos, radon, and more.</p>
<p>Energy Efficiency Tips Brochure [PDF]</p>	<p>Provides no and low cost energy efficiency tips to homeowners.</p>	<p>Provide current and prospective customers ways they can save energy and money.</p>	 <p><b>35 easy ways</b> to save energy and money (and make your home oh so cozy)</p> <p><b>NEW YORK STATE OF OPPORTUNITY</b> <b>NYSERDA</b></p>
<p>Case Studies/ Success Stories</p> <p>Susan Konstanty [PDF]</p>	<p>Highlights real homeowners that have gone through the EmPower New York program with positive results.</p>	<p>Use as a leave behind with homeowners after they've had an assessment to encourage them to make the upgrades.</p>	 <p>Case Study   Susan Konstanty   Residential</p> <p><b>Kicking out the cold and cutting the heating bills</b></p> <p>Every winter, Susan Konstanty's Cape Cod-style home in Claverport felt chilly and she couldn't understand why. She and her family live about 20 miles from Niagara Falls, so winter storms can be fierce. Even with the thermostat set at 68 degrees, the 1,500-sq-ft home felt drafty, making her family uncomfortable.</p> <p>Susan turned to the EmPower New York program, which offers no-cost energy efficiency services to income-eligible New Yorkers. EmPower New York sent a contractor to visit her home last February. Before he even stepped out of his truck, the contractor spotted a main cause of the home's draft: ticks dangling from the roof, pointing to inadequate insulation. A review of Susan's heating and electric bills told its own story: she was paying far too much to heat her home.</p> <p>The contractor recommended insulation for the home's roof and basement, along with caulking cracks and gaps to reduce drafts. Today, Susan's house is cozy and efficient, so much so that she sets the thermostat at 65 degrees—and feels warmer than she did when it was set three degrees higher.</p> <p><b>NEW YORK STATE OF OPPORTUNITY</b> <b>NYSERDA</b></p>