



Benefits of Home Performance with ENERGY STAR **Contractor Participation**

Grow Your Business

As a Home Performance with ENERGY STAR contractor, you will be growing your business along with marketplace demands. You gain stature among your competitors, and you can offer expanded services to a larger customer base.

New Yorkers spend \$5-\$7 million *a month* on Home Performance with ENERGY STAR contracting work. Participating contractors tap directly into a large and rapidly expanding market. They bring in more jobs. They generate more revenue. They have a competitive advantage. And they have the credibility it takes to earn homeowners' trust and become a central energy efficiency resources in the long term.

Most people are seeking ways to reduce waste and save money on their energy bills, and many are interested in energy-efficiency upgrades that help the planet, too. Recent research shows that more than half (56%) of homeowners in New York State plan to make home energy efficiency improvements—most within the next three years. And 70% say they would hire a contractor to do at least part of the work.

If your business currently handles only one area of energy efficiency—such as HVAC, for example—you can subcontract additional aspects of the work you don't specialize in. This way, you can provide a complete, integrated solution to your customers or refer the work to another participating contractor.

Marketing and Promotional Opportunities

NYSERDA invests in marketing outreach throughout New York to promote Home Performance with ENERGY STAR. This helps generate customer awareness on the value of energy efficiency and nurtures leads for participating contractors—which come through listings on NYSERDA's website and hotline referral database. All participating contractors are listed on NYSERDA's [contractor listing website](#).

Participating contractors have access to programmatic and promotional materials developed by NYSERDA to help promote your business. Participating contractors can also use the Environmental Protection Agency's ENERGY STAR logo. Homeowners trust ENERGY STAR, and NYSERDA's program offers recognition and promotes contractors' commitments to energy efficiency.

Ability to Provide Incentives and Financing Options to Customers

By becoming a participating Home Performance with ENERGY STAR contractor, you will be able to provide your customers with no-cost/low-cost comprehensive home energy assessments, cashback incentives for income-qualified customers, and access to financing through NYSERDA.



Financial Incentives for your Company

Participating Home Performance with ENERGY STAR contractors receive an incentive of 5-10% of the cost of eligible work for each job completed and reported to NYSERDA. Contractors can use this to help with general business expenses or can help to lower the cost for your customers, making the sale easier. It's your choice on how you use these funds.

Third Party Quality Assurance

NYSERDA offers third-party quality assurance to participating contractors, which means homeowners can trust the home improvement work is making their houses more efficient, comfortable, and aimed at saving homeowners money on their energy bills.

Training and Business Development Opportunities

Participating contractors receive newsletters and can participate in free webinars from NYSERDA and the Department of Energy. Participating Contractors receive ongoing programmatic training and support from the program implementer.

Under the Clean Energy Fund, NYSERDA will offer pilot opportunities for contractors to participate in new initiatives to help expand your business and grow demand.