



**New York**  
**Contractor Exchange**

[WWW.UTILITYEXCHANGE.ORG](http://WWW.UTILITYEXCHANGE.ORG)

# **EGIA SERVICES OVERVIEW**

## **&**

# **NATIONAL ENERGY EFFICIENCY TRENDS**

**August 3, 2009**  
**Kingston, New York**

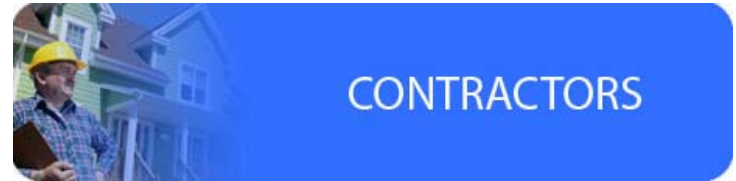
**EGIA** **Electric & Gas Industries Association**

# EGIA Electric & Gas Industries Association

*Advancing Energy Efficiency & Renewable Energy Solutions Nationwide*



**A Non-Profit Organization Dedicated To Advancing Energy Efficiency and Renewable Energy Solutions Through A Nationwide Network Of Contractors Distributors, Manufacturers, Utility Companies and State and Local Energy Efficiency Program Sponsors.**



CONTRACTORS



MANUFACTURERS &  
DISTRIBUTORS



UTILITIES &  
PROGRAM SPONSORS



HOMEOWNERS



# EGIA Contractor Services

**SUSTAINED GROWTH and PROFITABILITY**



**Increase Profitable Sales**

**Reduce Operating Cost**

**Industry Best Practices & Training**



# Increase Profitable Sales



- Sales & Marketing Tools
- Contractor Referral Program
- Residential Energy Efficiency & Renewable Financing

A screenshot of the GEO Smart website's Contractor Referral page. The page header includes the GEO Smart logo and navigation links for Energy Center, Finding The Right Contractor, Home Makeover Contest, and Energy Store. The main heading is 'Contractor Referral'. A section titled 'ATTENTION Wyoming HOMEOWNERS Find EGIA APPROVED Contractors In Your Area' provides information about the EGIA Approved Contractor Program. Below this is a table listing approved contractors for HVAC services in Wyoming.

| Service | Contractor                 | Phone          |
|---------|----------------------------|----------------|
| HVAC    | AdamsCraft, Inc.           | (307) 721-7025 |
| HVAC    | Advanced Air Systems, Inc. | (307) 778-4911 |

- Commercial Leasing
- EGIA Approved Contractor Marketing Program
- Sales Pitchbook Development
- Sales & Marketing Best Practice
  - Contractor Exchange
  - Interactive Online Training
  - Regional Workshops



# Reduce Operational Cost

---

- **Business System Optimization**
  - **Business Insurance & Employee Benefit Programs**
  - **Profit Recovery Services**
  - **Human Resources & Payroll Services**
- **EGIA Marketing Toolkit**
  - **Website Services**
    - *Web Design*
    - *Pay-per-Click Marketing*
    - *Web Optimization*
  - **Print Marketing**
  - **Marketing Development Services**
    - *Consulting Services*
    - *Advertising Support*
  - **Customer Retention & Referral Marketing**



# Home Improvement Market In Transition

---

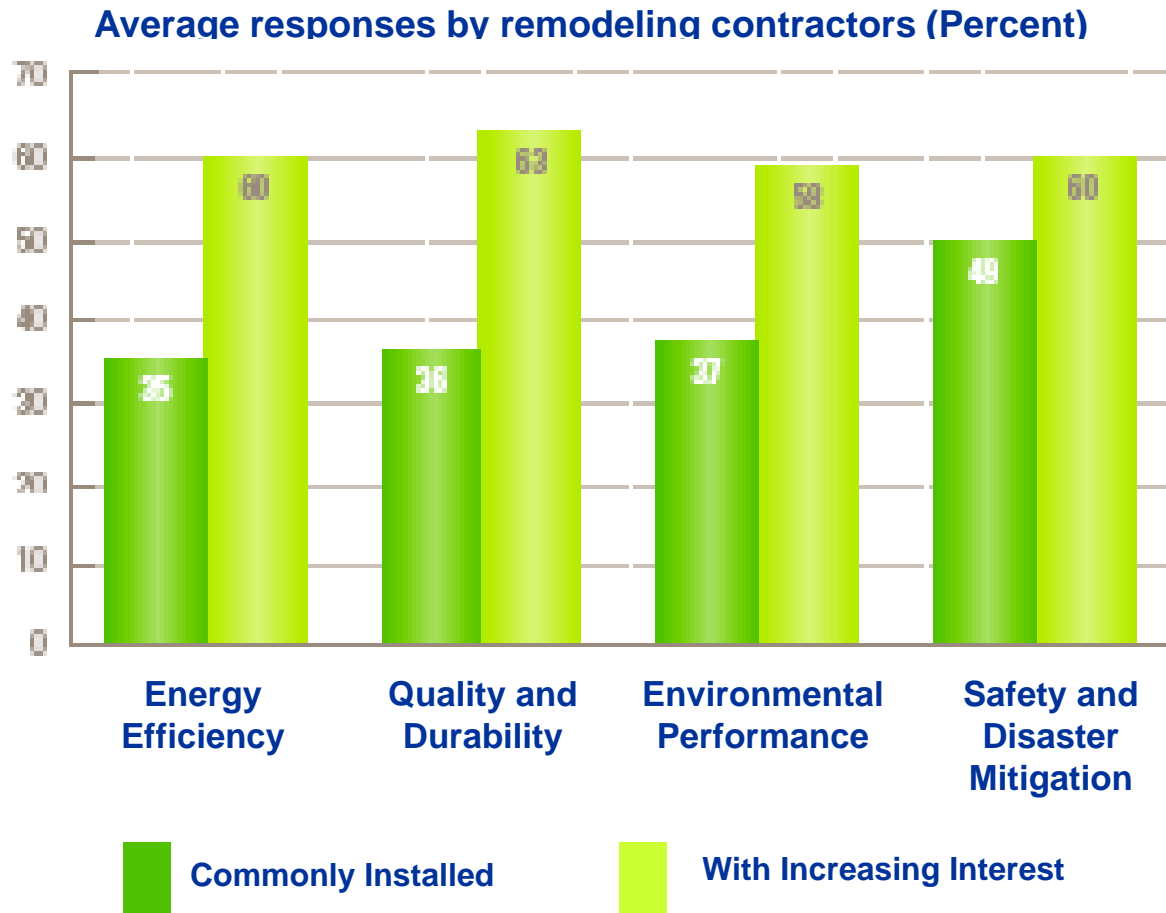
“Rising home energy costs and growing environmental concerns have boosted demand for green remodeling projects in an otherwise soft market...”

“Having a “green” reputation is a competitive strength in that these contractors can assure customers that they will use appropriate products and installation procedures to ensure favorable results.”

**The Remodeling Market In Transition  
Improving America’s Housing 2009  
Joint Center for Housing Studies of Harvard University**



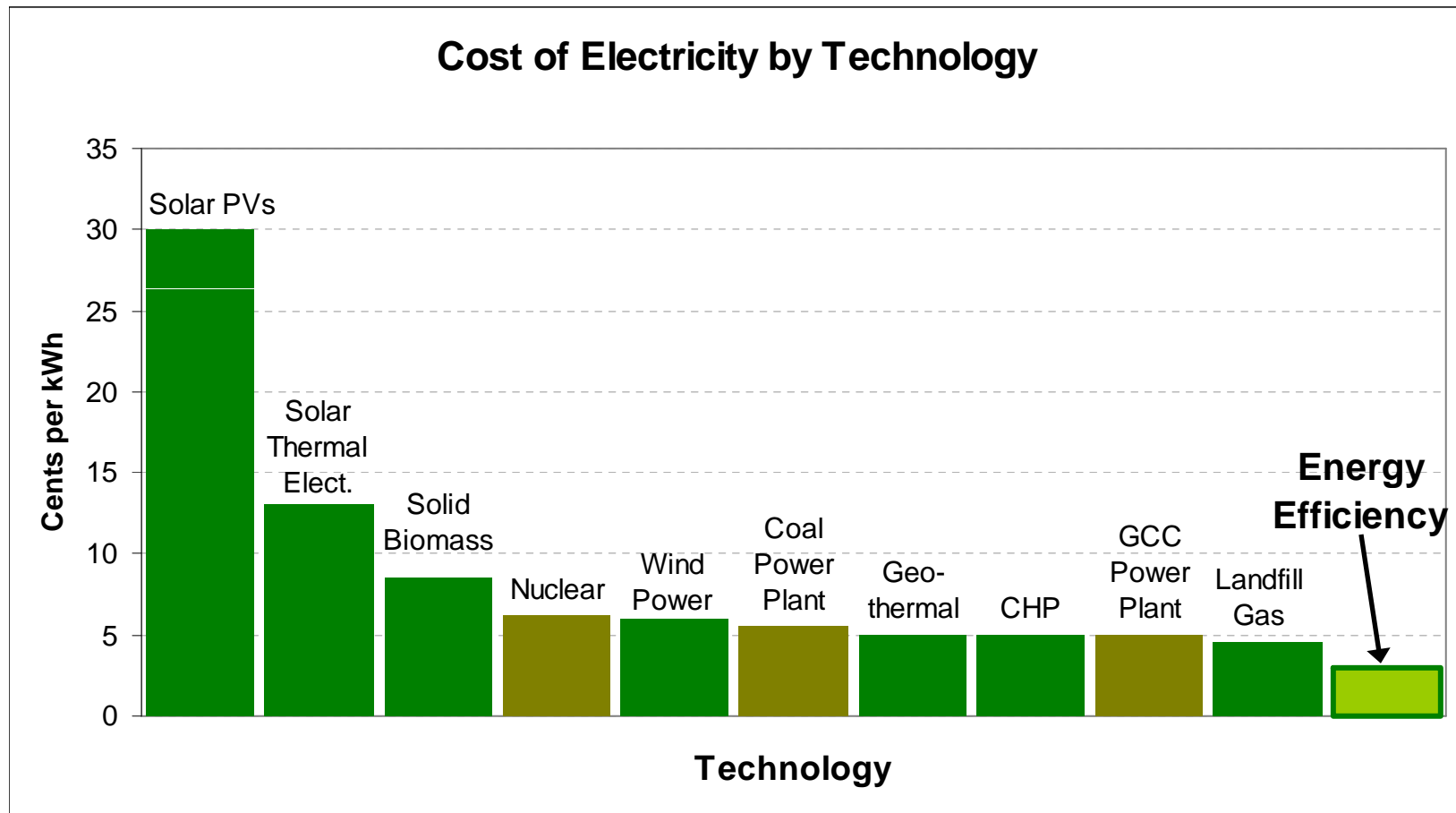
# Interest In Green Remodeling Extends Beyond Energy Efficiency



Source: JCHS 2008 national green remodeling survey



# Energy Efficiency Is The Most Cost Effective Resource



Source: EPA



