



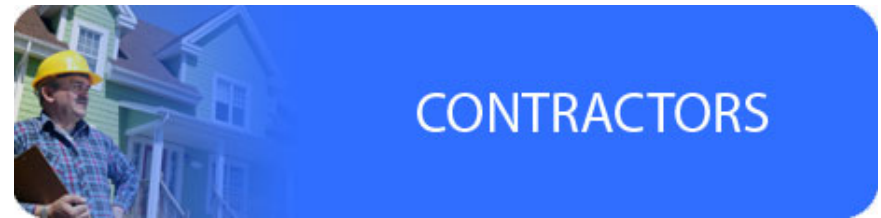
Contractor Exchange

GROWING YOUR BUSINESS IN A DIFFICULT MARKET

March 10-11, 2010
Cheyenne, Wyoming

EGIA Electric & Gas Industries Association

Advancing Energy Efficiency & Renewable Energy Solutions



CONTRACTORS



MANUFACTURERS &
DISTRIBUTORS



UTILITIES &
PROGRAM SPONSORS

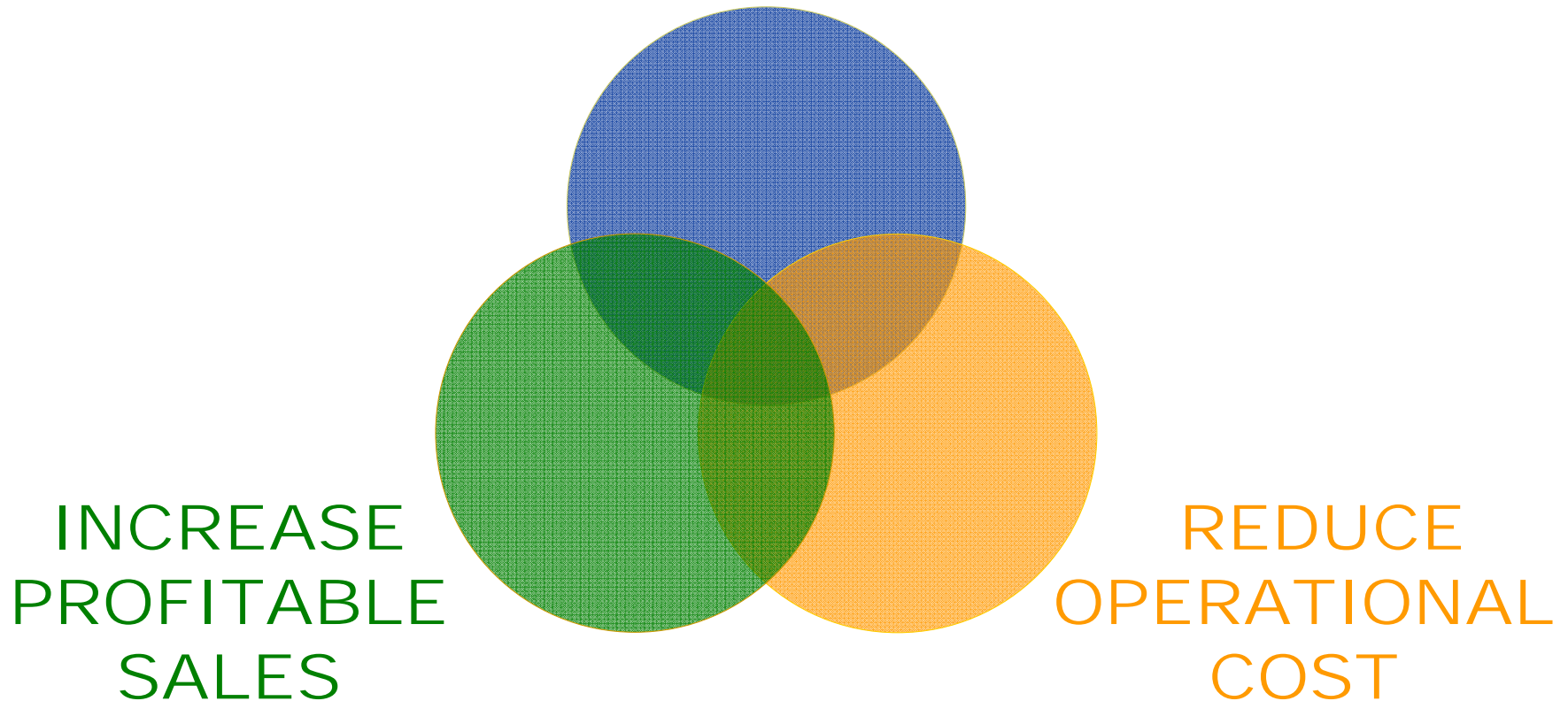


HOMEOWNERS

EGIA Contractor Services

Driving Sustained Growth & Profitability

EGIA CONTRACTOR LEADERSHIP ACADEMY



Home Improvement Market In Transition

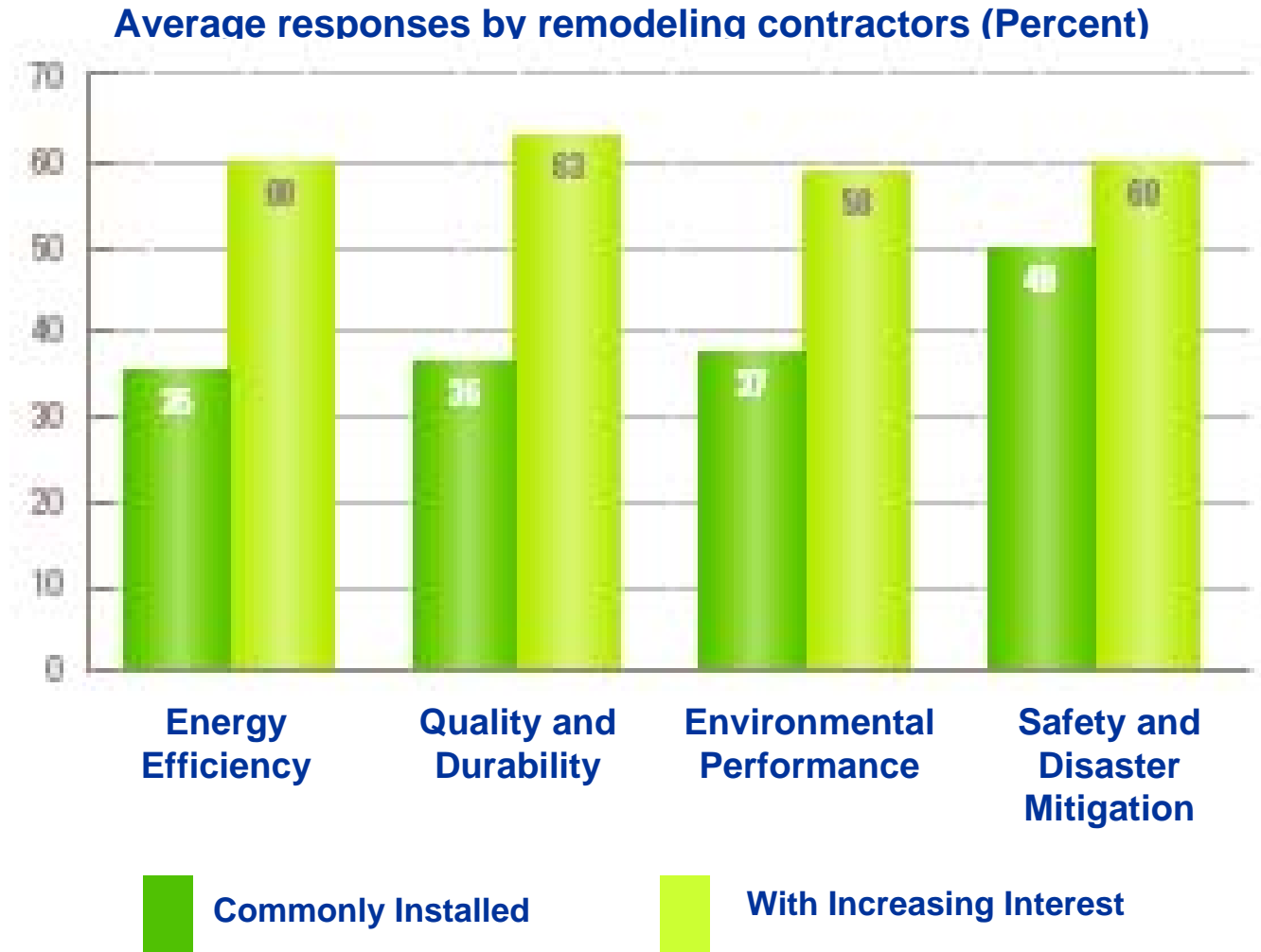
“Rising home energy costs and growing environmental concerns have boosted demand for green remodeling projects in an otherwise soft market...”

“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**



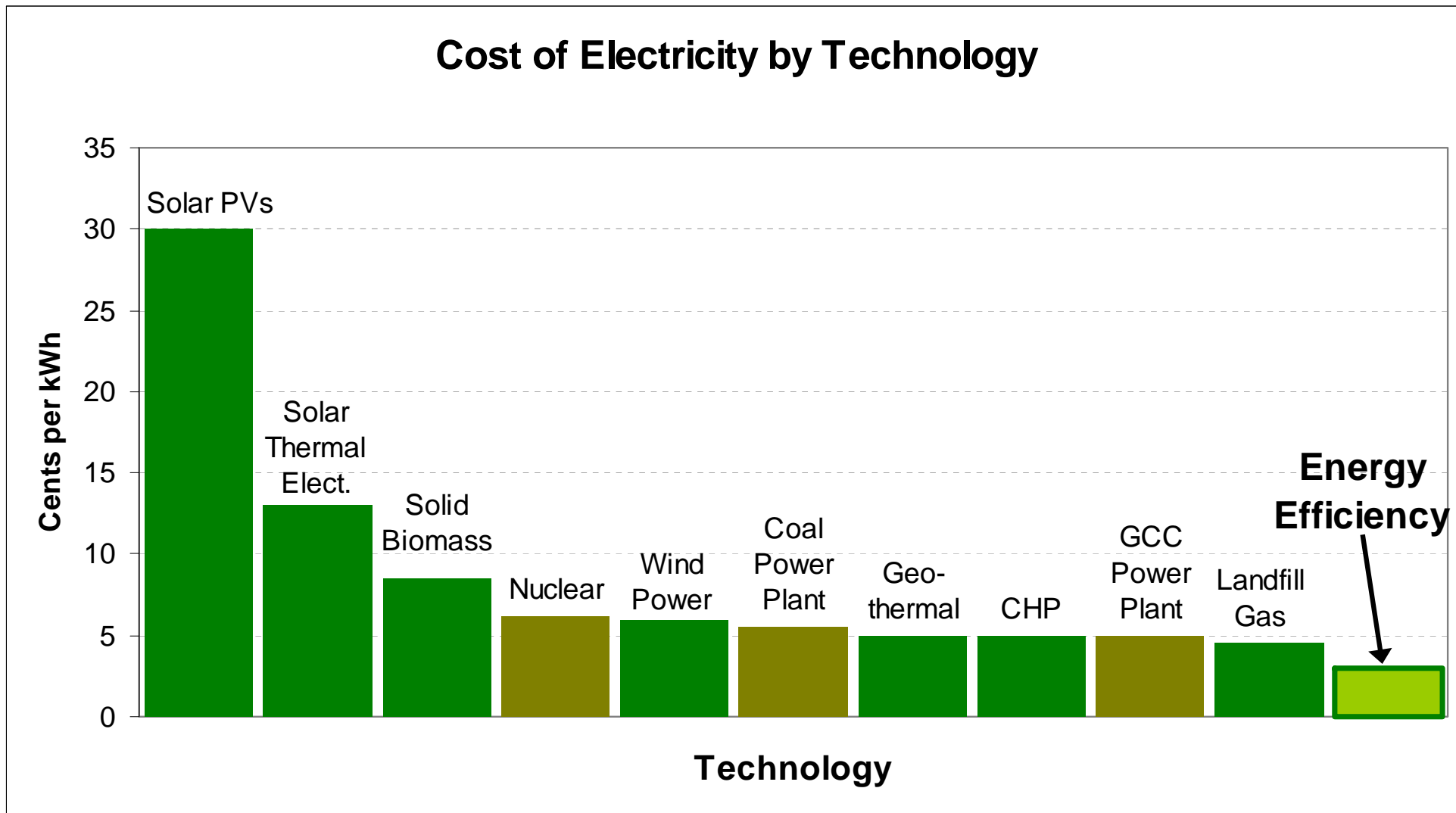
Interest In Green Remodeling Extends Beyond Energy Efficiency



Source: JCHS National Green Remodeling Survey



Energy Efficiency Is The Most Cost Effective Resource



Source: EPA





EGIA Contractor Leadership Academy

WORKSHOPS CONDUCTED BY SEASONED PROFESSIONALS TO HELP CONTRACTING FIRM OWNERS AND SENIOR MANAGEMENT DEVELOP MORE PROFITABLE AND SUSTAINABLE BUSINESSES

CONTRACTOR MANAGEMENT WORKSHOP SERIES

- ***Accounting Basics: Transforming Financial Statements Into Management Tools (March 25-25, Cheyenne)***
- ***Dynamics of Leadership***
- ***21st Century Service Manager***
- ***Positioning Your Company as The Quality Contractor***
- ***Effective Team Building & Problem Solving***
- ***Best Practices In Sales and Marketing***

Top Home Energy Efficiency Financing Options

Property Tax
Bill Financing
(PACE)

Bolder County



Midwest Energy



Tariff Based/
On-Bill
Financing

Third-Party
Unsecured
Financing

Electric & Gas
Industries Assoc.



Home Energy Financing

Fast Facts

- More than half of the homeowners who completed home upgrades costing at least \$5,000, borrowed money to pay for the work.
- 65% of homeowners that indicate that they will procure their own financing, never close the deal.
- Only 10% of homeowners cancel projects from contractors that offer and secure financing.
- 92% of contractors that close in excess of \$5 million per year in residential retrofit business offer financing, most on every sales call



Keep control of the sale by controlling where your customers get their financing.



What Can I Do Now To Get Prepared?

- Become A BPI Accredited Company
- Take Advantage Of Services Offered By The Wyoming Energy Council
- Participate In EGIA Contractor Leadership Training
- Get Your Company Approved and Trained To Offer Competitive Financing Options



Take Advantage Of Everything, Become An Informational Resource For Your Customers And A True Quality Organization At Every Level



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