



Trade Ally Support and Engagement

EMT Board Meeting

February 28, 2024

What are Trade Allies?

- Examples:
 - Installer
 - Distributors and retailers
 - Manufacturers
 - Auto dealers
 - Architectural/environmental firms
 - Training centers
 - ESCO/auditors/consultants
- Terms used in Efficiency Maine residential and commercial programs
 - Residential Registered Vendors (RRVs): 776
 - Registered Heat Pump Trainers: 7 (distributors, community colleges, MEMA, labor union)
 - Qualified Partners (QPs): 690



Trade Allies: Key Driver of Program Success

1. Motivating Incentives
2. Simple
3. Marketed
4. Trade Ally Support
5. Continuously Improved

- Trade ally support helps them be successful at doing quality work and motivating customers to improve efficiency and reduce energy costs.
- Trade ally engagement helps both Efficiency Maine and allies continuously improve.

RRV Support Activities

- Rebates (and financing)
- Leads: vendor advertising, website visits (content, locator)
- Sales tools: free brochures, case studies, endorsement (logo), marketing reimbursement
- Workforce: recruitment, program training, scholarships
- Guidance: inspections, installer support team, newsletters, call center

Contractor Locators

866-376-2463 | Contact 



AT HOME AT WORK GREEN BANK RESOURCES ABOUT

Commercial
<https://efficiencymaine.com/at-work/qualified-partners/>

SEARCH AND SORT OPTIONS

Start by choosing your provider type and the services you are looking for.

Provider Type	What services do you need?	ZIP Code:	Radius:	Sort by:
All Providers	<input type="text" value="I"/>	<input type="text"/>	25 mile	distance
SEARCH				


Lighting Solutions
Heat Pumps & Cooling Solutions
Heating Solutions
Compressed Air Solutions
Refrigeration Solutions
Commercial

Use our search feature to find a qualified partner near you

Find a Residential Registered Vendor

Use this tool to find a residential energy efficiency contractor near you. Efficiency Maine recommends getting estimates from at least three contractors.

CLICK HERE FOR QUESTIONS TO ASK A REGISTERED VENDOR

Services:

ZIP Code:

Distance:

Sort by:

SEARCH

Residential
<https://efficiencymaine.com/at-home/vendor-locator/>

Monthly RRV Newsletter (example)

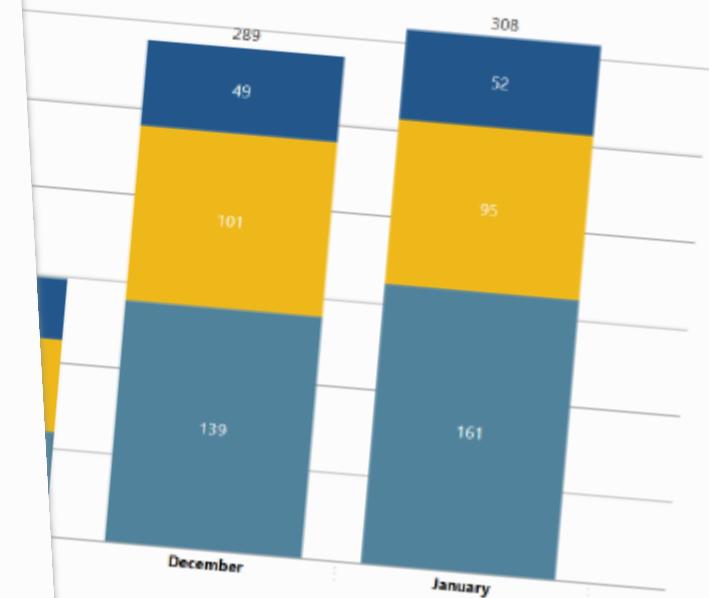
Residential Registered Vendor Monthly Newsletter February 22, 2024



- 1) *Reminder to RRVs About Income-Eligible Customers* – Income-eligible customers can verify right on our website at this [link](#). RRVs are invited to call 866-376-2463 with the customer's name and address to learn if a prospect has been verified as low or moderate income. Customers can also request or [download](#) a printed version of the form on our website, if they are not interested in completing the form online.
- 2) *Updates to the Insulation Website and Claim Form* – Since claims need to be submitted within six months of project completion, we've removed the insulation web pages and claim forms for the pre-8/1/2023 time periods.
- 3) *Rebate Processing Tip* – The best way to determine if your customers have received previous rebates is to simply give us a call at 866-376-2463. Our call center is open Monday through Friday, from 8:00 a.m. - 5:00 p.m.
- 4) *Fact of the Month* – According to our [Compare Home Heating Costs calculator](#), heating with a heat pump costs about the same as heating with oil at \$2.00/gallon (current statewide average is approximately \$3.99/gallon) or propane at \$1.40/gallon (current statewide average is approximately \$3.06/gallon).
- 5) *Tool of the Month* – We recently updated our [Heat Pump FAQ page](#). You can now find answers to questions like "Can heat pumps heat a whole home without backup even in extreme cold?" and "Will insurance companies insure homes that are heated exclusively with heat pumps?".

Annual Whole-Home Heat Pump Rebates*

Moderate Income ● Low Income



Installed Heat Pumps

Example Brochures



AT HOME AT WORK GREEN BANK RESOURCES ABOUT

866-376-2463 | [Contact](#)

Brochure Request

To have brochures shipped to you at no cost, complete the fields below and click submit.

* indicates required fields

Brochure 1

Brochure 2

Brochure 3

Brochure 4

Brochure 5

Name *

Organization

Address *



RRV Engagement

- Weekly outbound calls and site visits for top-performing RRVs (80/20 rule)
- Weekly program team review of RRV activities and customer feedback
 - Meeting 1: site visits, outbounds calls, training center visits, emails
 - Meeting 2: inspections review, best practices (shared by newsletter or email), customer feedback
- Periodic technical advisory discussions with insulation and heat pump installers and other stakeholder experts
- Webinars with all interested RRVs (examples below)
 - Insulation (requirements checklist updates)
 - Heat pump (moving from HSPF to tax-credit-eligible, ways to encourage whole-home systems, claim form tutorials and sizing exercise)

RRV Support Webpage

Links to:

1. \$500/person scholarships
2. Agreement Form
3. \$5,000/year marketing grants
4. Newsletters
5. Logo
6. Case studies
7. Brochures

And more...

efficiency
MAINE

AT HOME AT WORK GREEN BANK RESOURCES ABOUT

Residential Registered Vendors

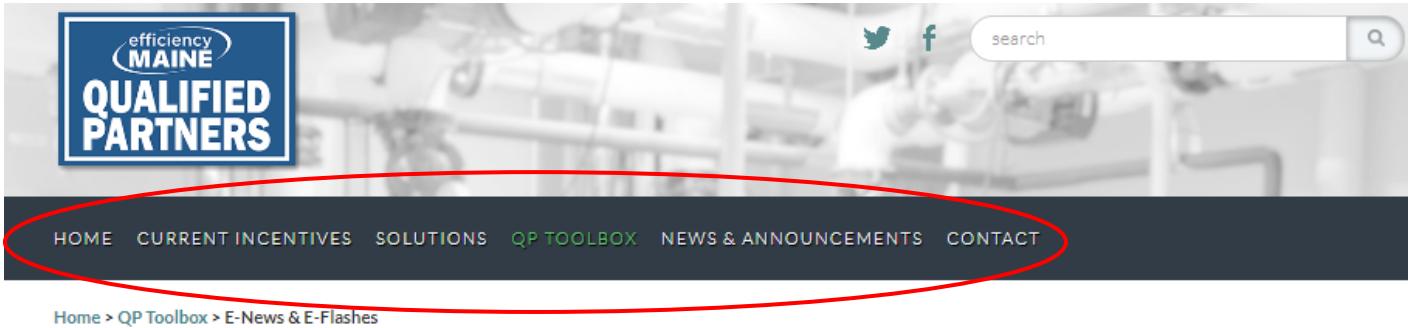
If you're a homeowner searching for a Residential Registered Vendor, [click here](#).

Efficiency Maine Residential Registered Vendors are independent, licensed, certified, insured, and committed to following a [code of conduct](#). There is no charge to become a Residential Registered Vendor.

Residential Registered Vendors have access to:

1. [Rebates](#)
2. [Home energy financing](#)
3. [Marketing reimbursement funds up to \\$5,000 per year](#)
4. Training
 - a. [Heat Pumps](#)
 - b. [Weatherization](#) (Building Performance Institute Building Analyst)
5. [Training scholarships up to \\$500 per employee](#)
6. Listing on Efficiency Maine's Residential [Registered Vendor Locator](#)
7. E-Newsletters
 - a. Program updates
 - b. Best practices tips that our Quality Assurance Inspectors have observed in the field
 - c. Notice of upcoming exhibiting opportunities
 - d. [Click here](#) for archives
 - e. [Click here](#) to subscribe
8. Sales tools
 - a. [Brochures](#)
 - b. [Case studies](#)
 - c. Residential Registered Vendor logo
 - [CMYK - full-color vector file for professional printing \(PDF\)](#)
 - [PMS spot - vector file for 1-color professional printing \(PDF\)](#)
 - [RGB - on screen and Microsoft Office \(JPG\)](#)
 - [Style Guide](#)
9. Leads from Efficiency Maine marketing efforts:
 - a. [Advertising](#) - In a typical year, we run ads in newspapers and magazines, and on Google, Facebook, and radio that can be seen and heard millions of times statewide.
 - b. [Website visits](#) - efficiencymaine.com receives 198,000+ in-state visitors per year and 44,000 searches on our Vendor Locator

Online QP Portal



efficiency
MAINE
**QUALIFIED
PARTNERS**

HOME CURRENT INCENTIVES SOLUTIONS QP TOOLBOX NEWS & ANNOUNCEMENTS CONTACT

Home > QP Toolbox > E-News & E-Flashes

E-NEWS & E-FLASHES

PROGRAM YEAR 2023

Copies of previous Qualified Partner E-News and E-Flashes can be found below. Each entry will have a brief overview of what you will find in the attached PDF for easy reference.

APRIL E-NEWS

In this issue, you will find information on:

- Qualified Partner Annual Certification
- Changes to Efficiency Maine Multifamily Eligibility
- CIPi Funding Opportunity Notices

 [April 2023 E-News](#)

MENU: QP TOOLBOX

- [VISIT THE QP TOOLBOX](#)
- [E-NEWS & E-FLASHES](#)
- [WEBINARS](#)
- [MARKETING MATERIALS](#)
- [QP LOCATOR](#)

E-NEWS ARCHIVES

- [2022 E-NEWS ARCHIVE](#)
- [2021 E-NEWS ARCHIVE](#)
- [2020 E-NEWS ARCHIVE](#)
- [2019 E-NEWS ARCHIVE](#)
- [2018 E-NEWS ARCHIVE](#)
- [2017 E-NEWS ARCHIVE](#)

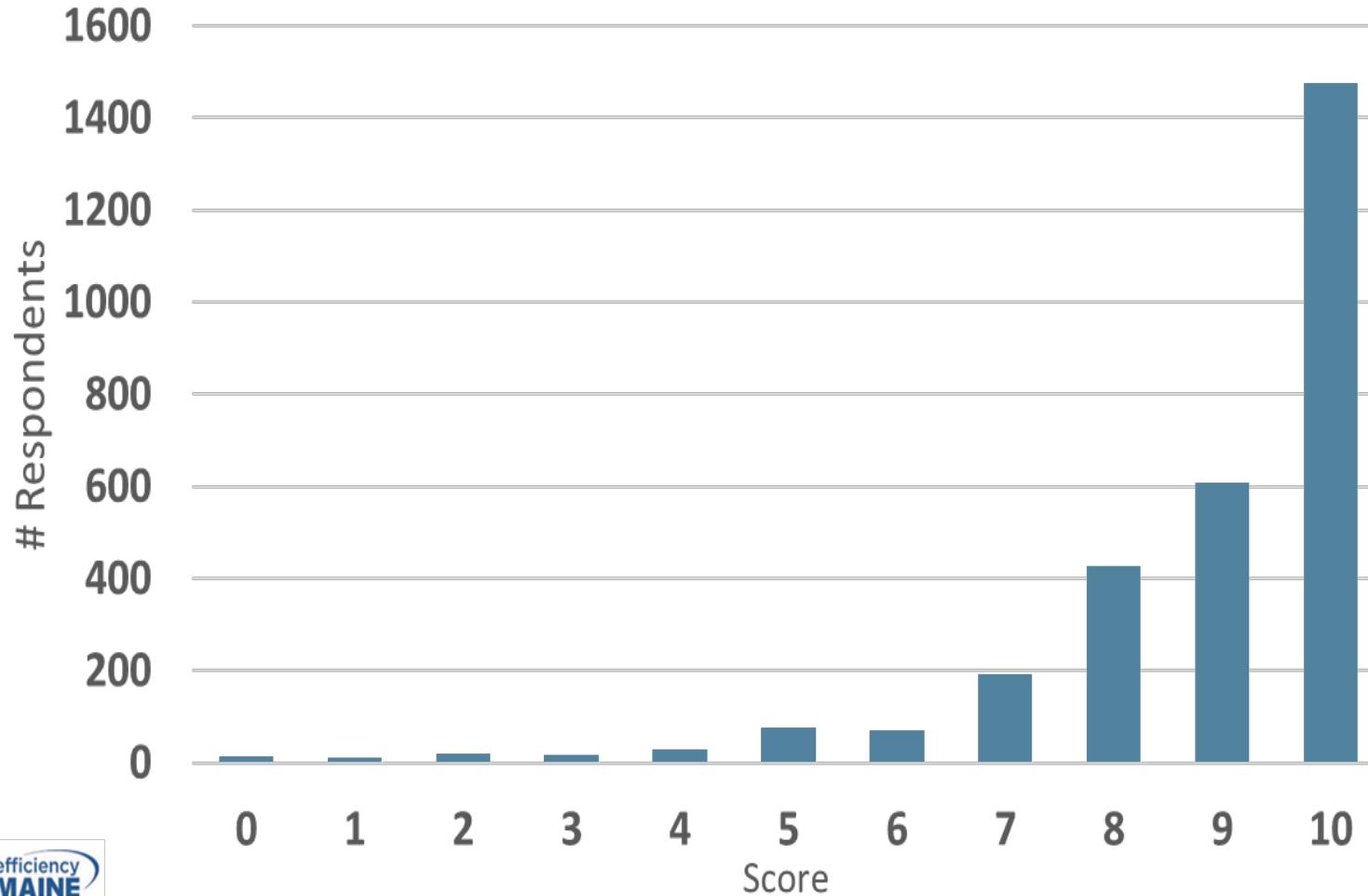
Additional QP Support/Engagement

- Dedicated QP support portal with program resources
- Annual recertification process with program training
 - On-site (or)
 - Webinar (or)
 - On-line training module (asynchronous)
- Technical Advisory Groups (lighting, HVAC)
- Monthly webinars and newsletters
- Lunch-and-learns (e.g., with engineers/designers)
- Customized digital project tools
- Direct access between QPs and program team for guidance

“Trusted Messengers” and Outreach Allies

1. Realtors and developers
2. Mortgage lenders
3. Home inspectors
4. Municipalities (tax stuffers and energy committees)
5. Environmental organizations/land trusts
6. Utilities
7. Faith groups
8. Home associations
9. Trade associations
10. Government agency partners and community action programs

Results: Customer Satisfaction



Question:

On scale from 0 to 10, how would you rate your overall experience with this project?

Learning From Experience

- Seek to support trade allies, not manage them
- Seek and follow top performer feedback
- Sort online vendor locator tool by number of rebates paid (not alphabetical)
- Successful installers use sales skills (provide professional marketing)
- Demand drives supply (supply doesn't drive demand)

Planning for Triennial Plan VI

- Continue successful support and engagement activities
- Consolidate applications for becoming an RRV and/or a QP, including centralized database of credentials and insurance
- Expand availability of online claim submissions
- Continue to align incentive qualifications for similar measures across residential and commercial programs, where appropriate