



# 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

## 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:**

**SEARCH**

Use our search feature to find a qualified partner near you



866-376-2463 | Contact

[AT HOME](#) [AT WORK](#) [GREEN BANK](#) [RESOURCES](#) [ABOUT](#)



## 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)

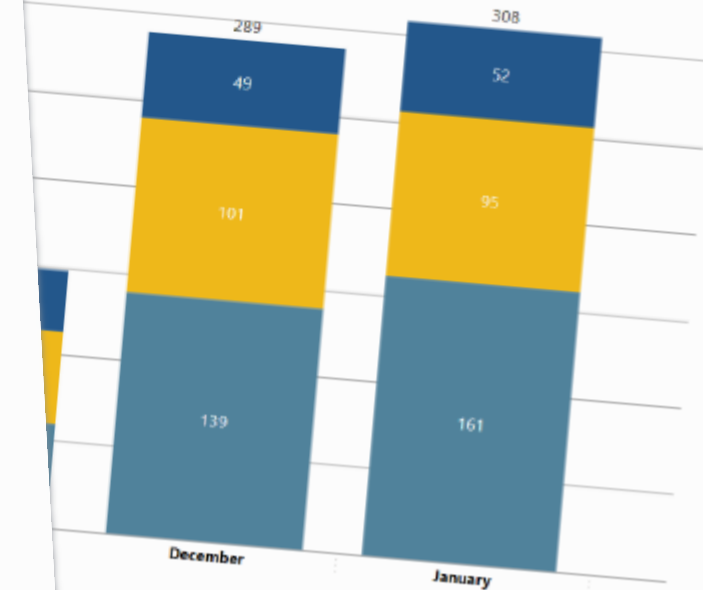
## Residential Registered Vendor Monthly Newsletter February 22, 2024



- 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?".

## Whole-Home Heat Pump Rebates\*


Moderate Income • Low Income



\* Installed Heat Pumps\*

# Example Brochures





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

AT HOME

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RESOURCES

ABOUT

## Brochure Request

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

\*\* indicates required fields

Brochure 1

Please Select One...

Brochure 2

Please Select One...

Brochure 3

Please Select One...

Brochure 4

Please Select One...

Brochure 5

Please Select One...

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...

866-376-2463 | C

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

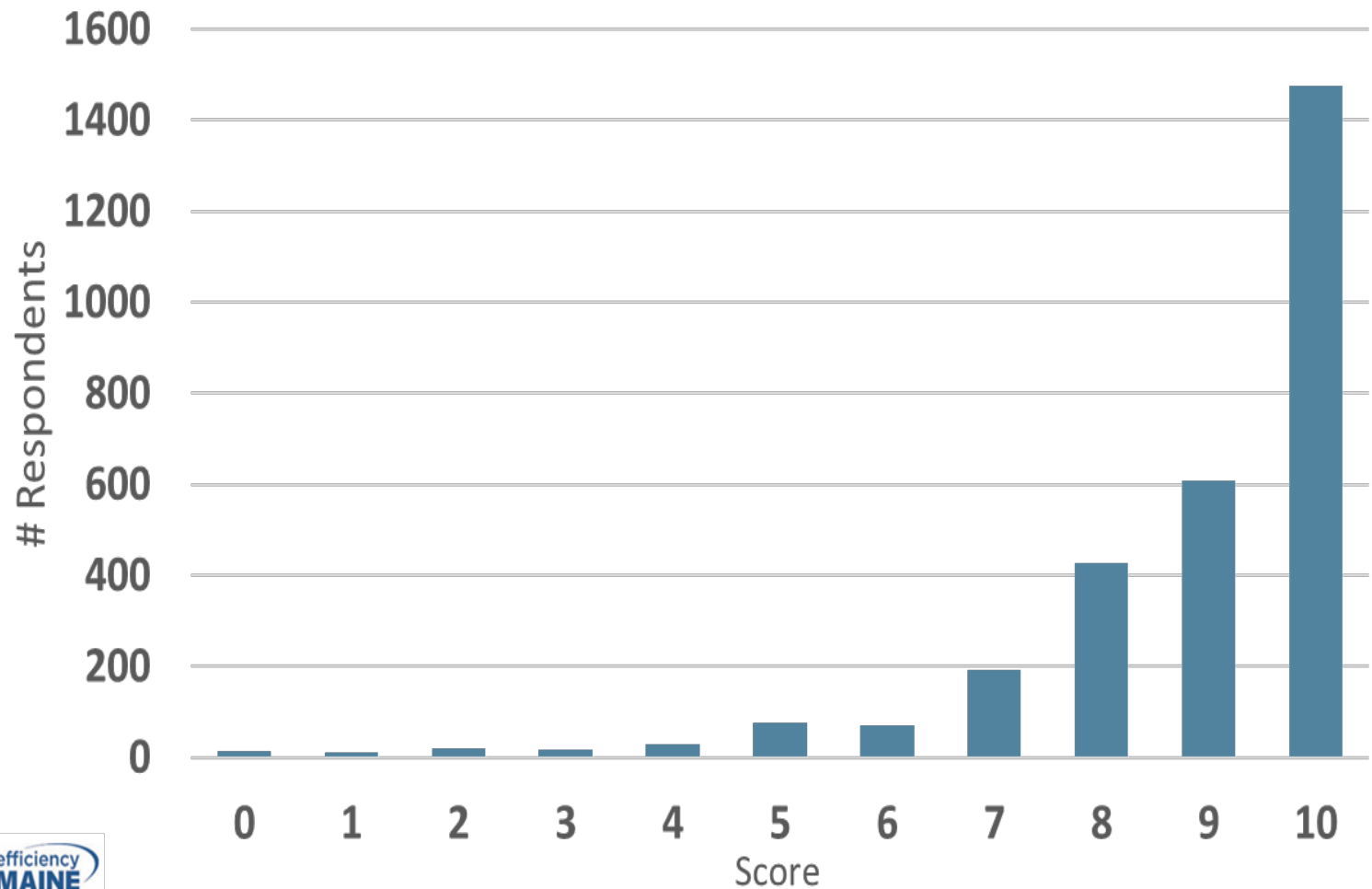
# Additional QP Support/Engagement

- 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