

Efficiency First Member Benefits – April 2011 Publications

From Efficiency First

Efficiency First Logo

Use your Efficiency First membership logo on your web site and marketing materials.

Online Job Board

Lists Home Performance employment opportunities. Free for job seekers, free for EF member companies to post jobs and search resumes. <http://jobs.efficiencyfirst.org>

Exclusive Webinars for Efficiency First Members

Webinars on topics ranging from financing and marketing to BPI accreditation.

“What is Home Performance?” Marketing Brochure

Created by the Efficiency First Marketing Working Group for EF member companies to use and adapt. Members can download, print and distribute the brochure “as is” or customize it with brand and contact info in the space provided on the back pane.

Marketing Services

BeFoundOnline

Helps energy efficiency professionals drive home retrofitting and audit leads through search engine and Facebook advertising. Special EF member offer on 3-month search engine advertising packages

- First \$100 Google Clicks are free
- Take 25% off your campaign setup fee

Energy Circle / Energy Circle PRO

A complete web and marketing platform designed specifically to help home performance professionals grow their businesses. Efficiency First member discount:

- \$250 off setup cost
- \$14.95 off monthly standard monthly service

EnergySavvy.com

A source for high-quality home energy job referrals offers EF members a 50% off activation fees.

Right Brain Branding

Provides EF members with a free web review.

Warm Thoughts Communications

As the nation’s premier home performance marketing company, Warm Thoughts helps EF members improve marketing and communication capabilities:

- 10% off on creative services for all projects for 12 months
- FREE 1-Hour Marketing Strategy Consultation, FREE 20-point website grading analysis

WDFa Marketing

They aren't your traditional type of marketing agency. They're young. They're cheeky.

- 15% off various marketing services

Green Builder magazine

10% discount for EF members.

Home Energy Magazine

EF members receive a \$20 discount on print or online subscriptions

Tools and Trainings

ACI Conferences 2012

Discounts on the National ACI 2012 Conference in Baltimore

- \$150 off regular registration fees

Eco Hut Academy

Provides training courses for Home Performance Companies.

- 15% off BPI Certified Building Analyst
- 15% off Solar PV Installation
- 25% off BPI Certified Building Analyst & Solar PV Installation Combo

Energy Conservation Institute

Provides training courses and tools for Home Performance companies. EF members receive:

- 5% off MSRP prices for tools and equipment
- 10% off prices for training courses

TREAT Software from Performance Systems Development

(Targeted Retrofit Energy Analysis Tool).

- 10% off MSRP of Treat single family or multifamily software.

TruTech Tools

Your one stop shop for energy audit test equipment. Discounts include:

- 3% discount on products, 5% discount off product service performed at TruTech Tools
- \$75 worth of free TruTech Tools Rewards Points annually; Unlimited telephone & video tech support including documentation, videos ; VIP Order handling and invitation to annual Private Sale Days

Business Services

Electric & Gas Industries Association

FREE first-year membership (a \$250 value) with access to:

- Business Insurance Discounts from Wells Fargo Insurance. 10-15% off annual insurance premiums.
- Employee Benefit Program Discounts; Payroll Processing & Tax Compliance discounts.
- Collections and Debt Recovery Program Discounts from Transworld Systems. You receive 100% of all funds collected on your behalf at discounted rates.

Give Something Back (Office Supplies)

A certified green business that donates part of their profits to nonprofits. Prices are 5-15% lower than national chains and they offer discounts for EF members.