



Energy



Transportation



Buildings



Industrial



Agriculture



Sequestration

# Residential Energy Efficiency Loan Program

Client: California Alternative Energy and Advanced Transportation Financing Authority  
2017-ongoing

The Residential Energy Efficiency Loan (REEL) program is part of the state's effort to grow private capital by offering attractive financing rates for energy efficiency projects to more Californians. Frontier Energy recruits, trains and manages contractor participation, which is crucial to the program's success. Our contractor management team bases the program on three strategies that we've proven in other trade ally programs:

1. Personalized managers. We use a variety of sources to target specific contractors, and then an assigned account manager contact leads in person and by phone. We continue to use calling campaigns to keep contractors engaged after enrollment offering program updates and training opportunities.
2. Contractor-friendly collateral and events. We create program materials that are relevant to contractor needs and partner with organizations that have strong relationships with the contractor community.
3. Contractor tracking. We use CRM to track contractor recruitment and activities from each contractor, including training sessions, program submissions and significant feedback. We regularly analyze the data to evaluate the recruitment effectiveness and adjust as necessary.

**REEL has 480 contractors enrolled in the program and has supported more than \$15 million in loans. Visit the REEL website at [gogreenfinancing.com/residential](http://gogreenfinancing.com/residential).**



**Offer Trusted Lending Options:  
Become a Participating Contractor Today**

**Program Overview**  
GoGreen Financing has lending options for your projects, such as the Residential Energy Efficiency Loan (REEL) program. By becoming a Participating Contractor, you can reach new customers and grow your business.

REEL contractors offer their customers:

- A trusted financing option administered by the State with the support of the investor-owned utilities
- 100% project financing with attractive rates and terms
- No closing costs or prepayment penalties

**Contractor Eligibility**

- Valid Contractors State License Board (CSLB) license
- No outstanding liens or judgments
- Provide evidence of commercial general liability insurance coverage (at least \$1,000,000 per occurrence)
- Current workers' compensation insurance (if applicable)
- Disciplinary action must not have been taken against the license within the previous twelve months

**Why Should I Participate?**  
Financing is often the difference between gaining and losing a sale.

**Benefits include:**

- Reduced job cancellations
- Bigger scopes of work

**Eligible Measures**

- HVAC and duct sealing
- Water heaters
- Insulation and air sealing
- Windows
- Cool roofs
- ...and much more

**Offer REEL financing today!**  
Sign up today. Get started at [gogreenfinancing.com](http://gogreenfinancing.com).

## FRONTIER ENERGY:

- Is the point of contact for contractors via telephone, email and program roundtables
- Conducts marketing, education, outreach and recruits contractors through events, email, telephone, and relationship building
- Designs marketing collateral for contractor recruiting and program training materials
- Trains contractors via an on-demand learning management system, ad hoc training for individual contractors, and in-person group trainings
- Processes contractor application, verifies contractor eligibility and certifies contractors for enrollment
- Manages a CRM to track applications, trainings, and participation in the program. Data analysis informs recruitment and engagement modifications as necessary
- Verifies project documentation to ensure compliance with program regulations and identifies areas of improvement for participating contractor to coordinate remedial training as needed.
- Manages subcontractors to perform third-party infield inspections



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