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**UPDATES** 





# **ENERGY TRUST OF OREGON** TRADE ALLY NETWORK

# BENEFITS AND RESOURCES FOR TRADE ALLY CONTRACTORS

### **Energy Trust ambassadors in the field**

As part of Energy Trust's network of more than 1,800 independent trade ally contractors and other allied professionals, you bring to life our mission of helping more than 2 million customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas. and Avista benefit from energy efficiency and renewable power. Together, we have helped customers at more than 825,000 homes and businesses save \$7.2 billion on their utility bills.

High-quality work and positive customer service set Energy Trust trade allies apart from the competition. We count on you as an important ambassador to customers and communities, and are here to help your business thrive.

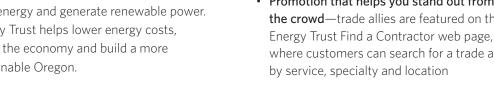
# A clear and simple way to describe **Energy Trust**

Energy Trust is a nonprofit organization that helps customers of PGE, Pacific Power, NW Natural, Cascade Natural Gas and Avista save energy and generate renewable power. Energy Trust helps lower energy costs, boost the economy and build a more sustainable Oregon.

#### **Benefits**

Trade allies who actively engage with Energy Trust programs can enjoy happier customers—resulting in customer referrals that support your business. Take advantage of a variety of Energy Trust benefits, including:

- Cash incentives for customers who complete energy-efficiency and renewable energy projects
- Seasonal promotions and bonuses to help you turn leads into sales
- A vote of confidence from a brand **customers trust**—customers rely on Energy Trust for third-party expertise and guidance, and your association with Energy Trust validates your quality work
- Support and reimbursement for business expenses including pre-approved marketing projects, trainings, equipment, association memberships, products and services
- Free education and technical assistance. including trainings and webinars about emerging technologies, best practices and strategies to grow your business
- Promotion that helps you stand out from the crowd—trade allies are featured on the Energy Trust Find a Contractor web page, where customers can search for a trade ally by service, specialty and location





# **Expectations**

To maintain trade ally status, trade allies are expected to:

- Accurately represent Energy Trust offerings and cash incentives to customers
- Promote approved energy-efficient equipment and improvements, energy management strategies and renewable energy systems
- Install projects to program requirements and technical standards
- Enroll a minimum number of projects per year
- Hold required licenses, including an Oregon Construction Contractors Board or Washington contractors license (if applicable)
- Maintain required insurance coverage and necessary certifications (if applicable)
- Provide excellent customer service, including prompt resolution of customer concerns
- Make participation easy by helping customers complete incentive applications and state and federal tax credit paperwork (if applicable), and submit all required customer incentive applications and forms in full

## **Resources for success**

More information for you is available on our website at **insider.energytrust.org/become-a-trade-ally**. On-demand resources include a trade ally Service Region Map, Training & Education Calendar, on-demand training videos, specifications manuals, helpful industry links, and information about requirements, marketing support and more.



We're here to answer questions and listen to your feedback, and will respond promptly. If you have ideas or questions, we want to hear from you at 1.866.368.7878 or info@energytrust.org.

#### **WE COUNT ON YOU**

As one of our most important representatives, trade allies help maintain our reputation by doing what you do best every day—delivering outstanding work quality and customer service. We depend on you to educate customers about Energy Trust and the benefits of energy-efficiency and renewable energy investments.



Energy Trust incentives are crucial to helping convince our clients that energy efficiency is not only important, but is cost-effective and affordable.

Teresa Douthit, owner Douthit Thermal LLC



**Energy Trust of Oregon** 

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