



ENERGY TRUST OF OREGON TRADE ALLY NETWORK

BENEFITS AND RESOURCES FOR TRADE ALLY CONTRACTORS

STAY INFORMED WITH REGULAR MONTHLY UPDATES

Your office and field staff are encouraged to sign up to receive Insider, Energy Trust's monthly trade ally e-newsletter. Insider is your best source for Energy Trust program updates, business tips and advanced notice of promotions and opportunities. Visit insider.energytrust.org to sign up.

Energy Trust ambassadors in the field

As part of Energy Trust's network of more than 1,900 independent trade ally contractors and other allied professionals, you bring to life our mission of helping 1.7 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 744,000 homes and businesses save \$3.9 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
- **Marketing and training support and reimbursement** for pre-approved marketing projects, including advertisements, event materials, brochures, apparel and even your website
- **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