

StrategicAccounts

ENERGY EFFICIENCY INCENTIVE PROGRAMS

Building owners across North America are taking energy-efficient steps to enhance their building envelopes in order to reduce operating costs, meet sustainability goals and improve their bottom lines. Carlisle's Strategic Accounts team is well-positioned to help building owners navigate the diverse landscape of incentives offered by utility companies for code and above-code compliance, as well as overall reductions in energy consumption. By identifying applicable incentive programs, Carlisle's Strategic Accounts team can help building owners leverage their initial capital investments to improve the quality of their building envelope.

CASE STUDY | Energy Efficiency Incentive Makes the Difference

In the spring of 2012, a noted sporting goods chain store was preparing to replace its roofing system. A heated pricing competition was underway and the bidding exchange was down to pennies per square foot on the 155,000-square-foot job. Carlisle's Manufacturer's Representative in the region turned to the local electric company, which like many utility companies throughout the U.S., offers incentives for energy efficiency measures such as lighting, HVAC, insulation, and roofing. The representative discovered a \$0.20 per square foot rebate to building owners who used ENERGY STAR®-rated reflective roofing and leveraged a potential \$20,000 rebate for the building owner, who ultimately selected Carlisle's roofing material as a result of this rebate.

With the timely research and support conducted by Carlisle's Strategic Accounts team identifying and navigating the utility company's application process was greatly simplified. Utilities that offer energy efficiency incentives have varying program requirements, such as pre-approval processes, invoice copy requirements, and final inspections to verify the delivery of goods. Carlisle's Strategic Accounts group has assisted dozens of clients in navigating this difficult process, providing dedicated staff support to assist Carlisle's sales representatives with the identification of energy efficiency incentives.

BENEFITS | Carlisle Strategic Accounts

- Adds value for customers in the form of monetary rebates
- Can provide a competitive advantage during the bid process
- Reduces the difficulty navigating tricky application processes
- Delivers detailed energy analysis support
- Provides conversions of energy metrics

To learn more about energy efficiency incentives for your customers, please contact Eric Partyka at eric.partyka@carlisleccm.com or 717-385-9216.



