



W.J. Bradley PowerSaver Presentation

Friday March 1, 2013

Presenter

Thorne Butler

*W.J. Bradley Mortgage Capital LLC
Director of Public & Private Partnerships*

Ed Thomas

EGIA

The PowerSaver Team



W. J. BRADLEY MORTGAGE CAPITAL, LLC

- National Independent & Agency Direct Lender
- Multi-billion dollar organization
- One of 18 national lenders in PowerSaver Program



- Contractor membership non-profit
- 3,500 existing members
- Offers financing and other membership benefits
- PowerSaver enrolled contractors receive 1 year membership free

What Is PowerSaver?

A Government-insured (FHA) low interest rate second mortgage loan. Proceeds are targeted at home improvements that are designed to improve the energy efficiency of the home and lower the associated costs.

Highlights:

- Introduced under Title I Guidelines
- Proceeds used for energy efficient or renewable home improvements
- Insured by FHA – 90%

PowerSaver Improvements

Examples of Typical Improvements

- Heating & Cooling Systems
- Hot Water Heaters
- Windows & Doors
- Insulation—All Types
- Air Sealing
- Solar PV & Solar Thermal
- Geothermal Heat Pumps
- Lighting & Controls
- Electrical & Plumbing
- Skylights
- Most Energy Improvements

Ratings Are Eligible

You Can Finance Your Test in-out

*Bonus..25% of the loan amount
may be used for ANY improvement*

PowerSaver Requirements

- \$25,000 maximum loan amount
- \$7,500 minimum loan amount
- 15 year term for all improvements
- 20 year term for renewables only
- Minimum 660 FICO score
- 45% Total Debt-to-Income ratio
- 100% CLTV Max (Combined Loan-to-Value – 1st & PS 2nd)
- Must be primary residence
- No existing second lien debt
- No foreclosure or bankruptcy on credit report
- Funds disbursement schedule:
 - 50% at loan closing
 - Final 50% at completion
- Drive-by appraisal required – performed by WJB

HUD Incentives

- HUD Federal grant is used to cover:
 - No Appraisal Fee
 - No Title Fee
 - No Origination Fee
 - 1% of Total Loan Value Mortgage Insurance due at Close
 - Ex: \$20,000 loan = \$200



Dedicated Loan Officers

- WJ Bradley has a dedicated PowerSaver Loan Officer Team
- Loan officers only originate PowerSaver loans
- Office hours M-F 8:00-5:00 MST 866-537-7430
- Night and weekends 801-245-9903



Today's Rates

15YR

OVER 90% LTV.....**7.375%|8.945% APR**
LESS THAN OR = 90%.....**5.625%|7.33% APR**

20YR

OVER 90% LTV.....**8.125%|9.609% APR**
LESS THAN OR = 90%.....**6.375%|7.9075% APR**

90 Day Exception

- Homeowner needs HVAC immediately
- Utilize SAC for immediate payment with the intention of rolling the installation into a PowerSaver loan.
- Any deals qualify where the that are within 90 days of purchase



90 Day Exception Example

- Bob needs HVAC unit today
- Total cost of project \$8,500
- Call PowerSaver loan officer for pre-qualification
- Obtain payment for total project amount
- Roll total project amount into PowerSaver's fixed rates



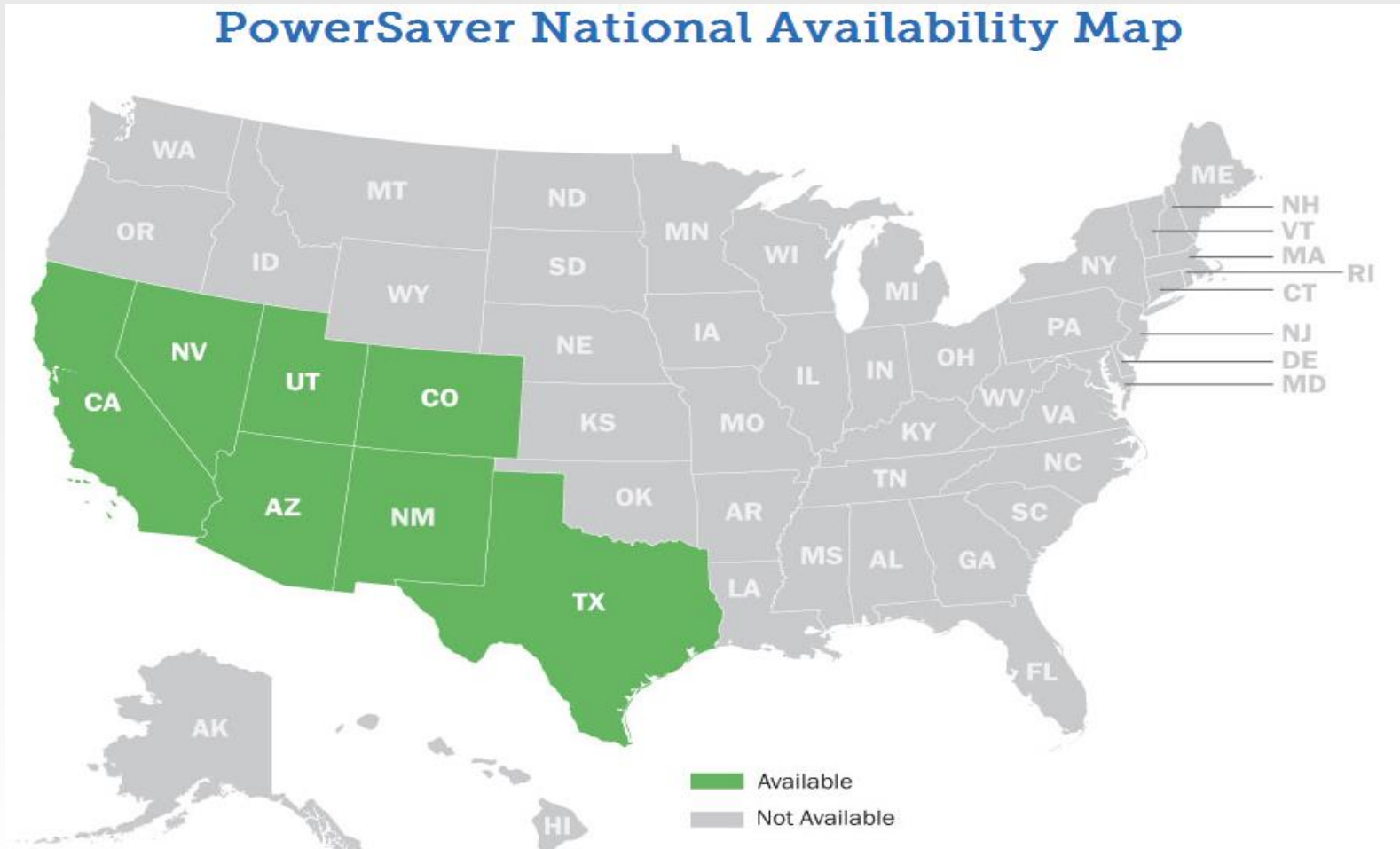
90 Day Exception Example B

- Susan purchased HVAC until on December 15, 2012
- Susan wanted insulation as well as HVAC, but couldn't afford both
- Susan is within the 90 days so payments can roll onto PowerSaver and now upsell the bid by adding in insulation



Current Coverage

PowerSaver National Availability Map



Why PowerSaver?

- Allows contractor to close more deals
- Homeowner needs a viable option to pay for the project
- Upsell ability
 - 25% of the loan can be used for ANY home improvement
- No cost to the contractor
- Sales & marketing training
- Enhanced customer service
- No direct loan cost for homeowner
- Enrollment in the program is simple and free!



INTRODUCING EGIA



Join the PowerSaver Team

Introducing Electric and Gas Industries Association (EGIA)

- Contractor membership non-profit
- 3,500 existing members
- Offers financing and other membership benefits
- PowerSaver team members receive 1 year free subscription



Enrollment Qualifications

- Current EGIA member
- Signed contractor participation agreement
- Satisfactory BBB
- Copy of all applicable contractor licenses
- Copy of current General Liability Insurance Certificate
- Copy of Surety Bond Insurance Certificate
- Copy of W-9 Tax Form
- 3 Trade References
- 2 years business financials (including P&L and Balance Sheet with minimum \$50,000 net worth or \$100,000 annual sales)
- Credit check on Principals/Owners



EGIA Financing Bundle

- EGIA offers members get a PowerSaverPlus financing bundle with WJ Bradley
- Get the payment closer to the electric bill
- Example for maximum 20,000 project

\$6,000 on 12 months
Same as Cash to
supplement the cost of
a deeper energy
reduction

\$14,000 On A Secured
Power Saver Loan At
\$108.00 Per Month

Finance Bundle Example:



- Bid for PowerSaver is \$32,500
 - Max amount for PowerSaver loan is \$25,000
 - Contractor can offer a Same as Cash Bundle
- Same as Cash will equate \$7,500
 - Max amount for PowerSaver loan is \$25,000
 - This brings the cost of the loan to \$205/month

Contractor Marketing Toolkit

[Overview](#)[PowerSaver
Enrollment](#)[Training](#)[Marketing Toolkit](#)[Loan Docs](#)[Contractor
Directory](#)[PowerSaver Plus](#)

Marketing Toolkit



PowerSaver Brochure

Download this brochure to leave with your customers.

[Download the PowerSaver Brochure](#)

[Request brochures that are branded for your company](#)



PowerSaver Flyer For Your Sales / Pitch Books

Download an overview flyer for your company's sales / pitch books to leave with your customers.

[Download the PowerSaver Flyer](#)



PowerSaver Splash Page

Copy the link below and link it on your website to promote the availability of the program to your customers.


<http://www.egia.org/wjbradley/powersaver-financing.html>

Contractor Co-Branding

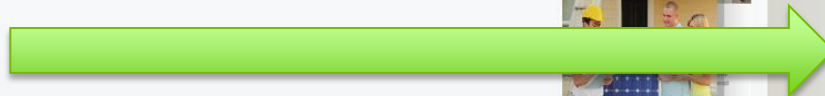
Buttons To Place On Your Website

For an easy way to promote the availability of PowerSaver Loan Program on your website, simply select the button you prefer from the drop down menu below and then paste the code that appears in the window (below) on your website. Once on your website, the button will automatically link to the PowerSaver Loan Program splash page that is linked above.

Home Improvement Financing Available!

Image	Code
	<pre> </pre>

Insert Your Logo here



Enrollment

For More Information Contact:

Eric Howarth
209-423-6795
ehowarth@egia.org

Sign up Today



Online: www.egia.org



**Call to enroll to Enroll:
Erin McCollum**

866-367-3442 Ext 324
emccollum@egia.org