



Market Based Financing of Home Energy Upgrades

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“Energy (Money) is neither created nor destroyed, it is only altered in form.”

Ain't Nothin Free

Session Goals

- Understanding Barriers in Specialized Lending
- Culture Issues
- How to Make it Work

Background

- Received ARRA BBNP funding in 2010
- Launched JEA DSM upgrade program in 11/10
- Used ARRA funding on incentives for audits and interest rate buy-downs

Home

- Savings Fact Sheets
- ▶ Home Energy Upgrades
 - Frequently Asked Questions
 - Energy Audits
 - Lighting and CFLs
 - Appliances
 - Windows
 - Insulation
 - Heating and Cooling
 - Solar Energy
 - Financing Help
 - Become an Authorized Contractor
- LawnSmart
- Green Built Homes of Florida
- Other Resources
- Calendar
- Business
- Green Built Homes of Florida
- Tools and Tips

Education

My Account Login

View your account, pay bills and use the online energy audit!

Username and Password are case sensitive.

Home Energy Upgrades

Making energy-efficiency upgrades to your home is a smart move. With so many home energy upgrades possible, how do you know where to begin?

Using the home investment curve is a good way to begin. It can help you find the best place to start, or continue, your energy-efficient home improvement planning. The home investment curve goes from the no-cost changes in behavior that will save you energy to the easy to make, lower cost home improvements that will pay for themselves quickly. Then it helps you decide which costlier investments to make first. [Click here to learn more about the home investment curve.](#)

Regardless of which investments are next for you, **ShopSmart with JEA** offers a wide range of rebate programs to save you money on those home energy upgrades. Whether you're just getting started and are replacing standard bulbs with compact fluorescent light bulbs, buying a new refrigerator or are ready to take the plunge and purchase a new HVAC unit, JEA has a rebate program for you. For details on rebate programs, click the links below.



- [Energy Audits](#) ← BBP \$\$\$
- [Lighting and CFLs](#) ← JEA \$\$\$
- [Appliances](#)
- [Window Tinting](#)
- [Insulation and Sealing](#)
- [Heating and Cooling](#)
- [Solar Water Heating](#) ← JEA \$\$\$
- [Financing Assistance](#) ← BBP \$\$\$

Home Investment Curve

We Did It!



- \$1.4+ Million Loaned TOTAL
- 172 New Members
- Average Loan \$8,341
- 7 Loans \$76K – Phase 1
- 165 Loans \$1.3 Million – Phase 2

- Phase 1 – 11/10 to 9/12:
 - reduced interest rate 6% on approved loans.
 - Life of the 6% interest buy-down paid to lender monthly on closed loans.
 - Loans submitted to JEA for pre-approval
- Requirements (the confusing and hard part):
 - Must have an audit and upgrade measure recommended by auditor.
 - Must have quotes for work
 - Must be approved measures
 - Must be a JEA customer
 - 10 year term limit
 - \$5000 maximum

1st Phase Loan Program

- Member Rate 9% less JEA paid 3% = 6%
- Accounting nightmare
- Jax Metro Showing up vs. Participation
- No product branding
- Signature Loans called Green

- Phase 2 changes 9/12 to 4/13:
 - Paid all interest on approved loans. (much easier!)
 - Submitted into Honeywell Portal
- Requirements changes:
 - Must have a loan eligibility form filled out and signed by the auditor.
 - Follow up inspection required

Questions/Issues that Arose

- Mobile homes/condos
- Multiple loans
- Person getting loan isn't property owner
- Loans for DIY work – no contractors
- Loan officers don't understand contractor or auditor information submitted
- Managing follow up inspections

Final Numbers

- 152 loans processed. Majority occurred in last 3 - 6 months of the program.
- Average loan \$9,600
- Average interest paid \$3,100
- Average term 72 months

Results*

\$1,111,573

Home Retrofit Funds Released

\$9,583

Average Loan Amount

\$132

Average Monthly Payment

**Current as of September 20, 2012.*

Success - Phase 2

- Home & Patio Show
- Development of Partners
- Employee Training
- Proactive Green Lending
- Rapid Loan Turn Around
- Home Owner Education
- Changes to Internal Loan Processing



Operating Barriers

- Many Moving Parts
- Sales vs. Savings
- Meeting Quality Standards
- Scope of Work Well Defined
- Loan Turn Around 24/7
- Regulatory

Today's Program

- 1% Rate Discount
- Contractor Enrollment
- Auditors Enrollment
- Proposal Standards
- JEA Quality Control



JaxMetro Credit Union short loan application
Fax (904) 404-8348 or scan and email to homeperformance@jaxmetro.org
Address: 30 East 27th Street, Jacksonville Florida 32206

Name _____ Loan Amount _____

Social Security _____ Salary _____ Mortgage _____

Phone _____ Date of Birth _____

Present Address _____

Applicants Signature _____

You promise that everything stated in this application is correct to the best of your knowledge and that the above information is complete. You authorize the credit union to obtain credit reports in connection with this application for credit and for any update, renewal, or extension of the credit received. You understand that it is a Federal crime to willfully and deliberately provide incomplete or incorrect information on the application to state-chartered credit unions insured by NCUA.

Phase 3 Home Performance

CHOOSE ONE OF THREE GREAT OFFERS ON QUALIFYING A/C SYSTEMS

<p>Low APR, Payment - \$125/Month</p>	<p>No Interest, Payment - \$210/Month No Interest if paid in full within 36 months</p>	<p>Instant Rebate Up To \$200</p>
<p>Example: Purchase a \$7,500 System</p> <ul style="list-style-type: none"> • Payment approximately \$125 a month • Approximate payoff period of 5 to 6 years • 6%* Interest rate 	<p>Example: Purchase a \$7,500 system</p> <ul style="list-style-type: none"> • Pay NO interest for 36 months 10% surcharge applies • Monthly payment less than \$210 a month • Paid in full in 36 months 	<p>\$125 for systems 14.5 to 14.9 SEER</p> <p>\$150 for systems 15 to 15.9 SEER</p> <p>\$200 for systems 16 or greater SEER</p>

(Please note that we have expanded our financing options to better fit our customers needs. If an option lists a surcharge beside it, if you choose that financing package, you will be charged the additional % listed to help offset the cost related to it). **10% surcharge applies.

Best Practices

- Strong Partnerships
- Employee Energy Training
- Proactive Green Lending
- 24/7 Decisioning
- Home Owner Education



JaxMetro Credit Union in partnership with Waychoff's Air Conditioning introduce the JaxMetro Home Performance Loan.

Getting Started

- Community Based Financial Institutions
- Research Incentives for Funding Loans
- www.filene.org
- Offer training to Lending Personnel
- Sell Profitability of Green Community
- Quality Control Support

Thank You

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Questions & Answers