



Launched 1st Marketplace
in 2001

501c4

NO PE Investments
No Investors to answer to



100th Marketplace
Launched in 2022!



Non-Profit
Organization



Certified
Women NPO



Funder of
EE Grants



Processed over \$3B in
rebates

We focus on our customers & employees, your success, not shareholders or PE firms

Core EFI Solutions



Technologies Connecting your Customers



Rebate Processing: \$300+M per year



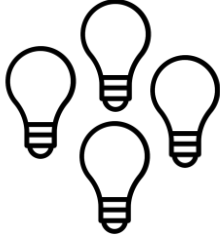
Kits



Direct Sourcing of Products at Scale

Product Sourcing/Distribution

Bulk Lighting



NewLeaf Lighting (efi's own brand)

Water Savings



Weatherization

Health & Safety



Spray Foam

Smart Thermostat



Ventilation



The Energy Efficiency and Electrification Hub!

Integrating the [power](#) & [convenience](#) of EFI's product marketplace with:

Behavioral Programs



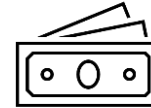
Peak Load Management

Energy Assessments



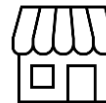
Beneficial Electrification Programs

Rate Plan Enrollment



Income Eligible Programs

Additional Utility Programs



3rd Party Retailer Programs



Marketplace Hub Platform

- E-commerce engine to drive energy savings
- Content to drive increased awareness of utility programs
- Cross promotion for other products/services
- Ability to create program rules for differentiated customer experience
- Customized reporting capabilities

The screenshot displays the NHSaves Marketplace Hub Platform website. At the top, the NHSaves logo is on the left, and navigation links for 'EARTH DAY SALE', 'LED 12 PACK SPECIAL', 'SHOP ALL PRODUCTS', 'BUYERS GUIDES', and 'DEALS & PROGRAMS' are on the right. Below the navigation is a 'RESOURCE CENTER' link. A disclaimer states: 'Thermostat rebates are only available to Liberty natural gas customers. Please log in or register to confirm the pricing that you are eligible for. Note: Pricing of products in your cart may update after you log into your marketplace account, depending on your eligibility.'

The main promotional banner features the text 'Celebrate Earth Day with a NEW Smart Thermostat!' and 'ON SALE NOW'. It includes an Energy Star logo, a 'sen|si' smart thermostat image, and a 'Offer valid 4/5/23 - 4/25/23' badge. Below the banner are three green buttons: 'Shop Advanced Power Strips', 'Shop Showerheads', and 'Shop Smart Thermostats'. A 'SPECIAL OFFERS' section follows with the text 'World-class energy-efficient products and offers to help our customers save big.'

At the bottom, there are three promotional tiles:

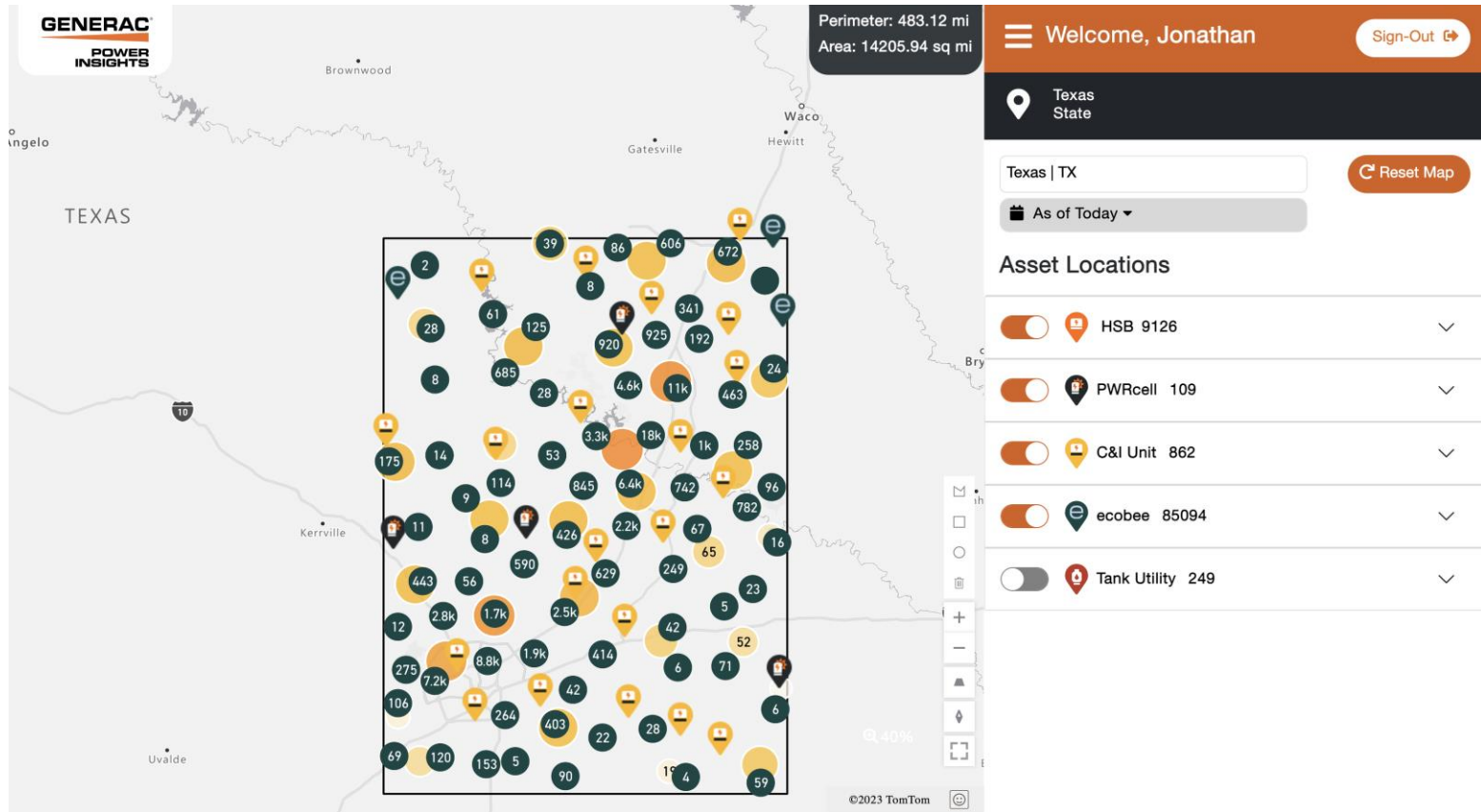
- Business Marketplace:** A green button with the text 'Business Marketplace' and the NHSaves logo above it.
- Shop Advanced Power Strips:** A tile featuring an image of a power strip and the text 'Shop Advanced Power Strips →'.
- Lighting Buyer's Guide:** A tile featuring an image of a light bulb and the text 'Lighting Buyer's Guide →'.



Peak Load Management

Drive participation in Demand Response programs with pre-enrollments on eligible devices!

Shift Demand with Smart Thermostats



Demand Response Pre Enrollment Stats

- DR Programs have shown opt in on average of 40%-60%
- Best in class User Experience
 - Gives the customer choice
- DERMs Agnostic
- Multiple products available: EV Chargers, Smart Thermostats, Pool Pumps, Electric Water Heater Controller + more

🏠 > SMART THERMOSTATS > SMART CYCLE



Get \$75+ from the Smart Cycle Program!

Select pre-enrollment in CenterPoint Energy's Smart Cycle program when purchasing an eligible smart thermostat on the marketplace and receive a \$75 one-time bill credit. Plus, you will receive an additional \$5 bill credit per device during the months of June through September for staying enrolled in the program.

[Learn more about the program](#)



Ways to Target

- Direct Mail, Email
- EFI works with OEM to promote additional marketing \$\$ efforts
- EFI assist w/rebate processing of DR program



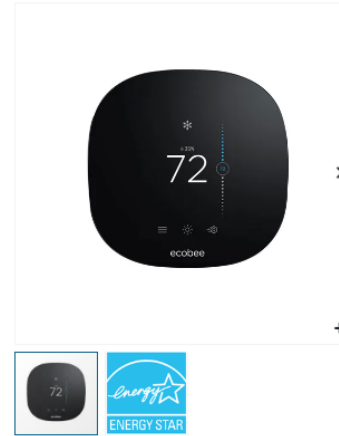
Cozy up with a Google Nest Thermostat on us.

Upgrade now and keep your home comfortable all year round.*

Heating
68
Indoor 65

*Customer will be responsible for applicable taxes and shipping charges. Offer valid through 12/31/22 or while supplies last. Terms and conditions apply. Customers are limited to 2 thermostats over the life of the marketplace.

ECObee3 LITE THERMOSTAT



ecobee3 Lite Thermostat

★★★★☆ 6 Reviews [Ask a question](#)

~~\$149.99~~ **\$99.99**

After \$50.00 in potential instant savings!

Ecobee, Emerson and Honeywell thermostats may be eligible for the AC Rewards program. Enroll your device in this program and receive a \$100 bill credit from Xcel Energy and an annual \$25 bill credit. [Learn more about AC Rewards by visiting the AC Rewards Page.](#)

The ecobee3 Lite Thermostat is packed with smart features to help you take charge of your home comfort and energy bills. It learns your schedule and programs itself, turns itself down when you are away, and offers advanced reporting to help you save money. When programmed properly, a smart thermostat can reduce energy use from 5%-15% per year.

- Creates automatic heating/cooling schedule
- Control and monitor home temperature from anywhere using the app
- Pairs with ecobee SmartSensors for whole-home comfort (sold separately)
- Works with Apple Home Kit, Amazon Alexa, Google Assistant

IN STOCK

SKU: 5000.96-BUNDLE-CO

Get a \$100 bill credit

When you enroll in [AC Rewards](#) and activate your thermostat!
*Customers who live in apartments or condominiums are not eligible

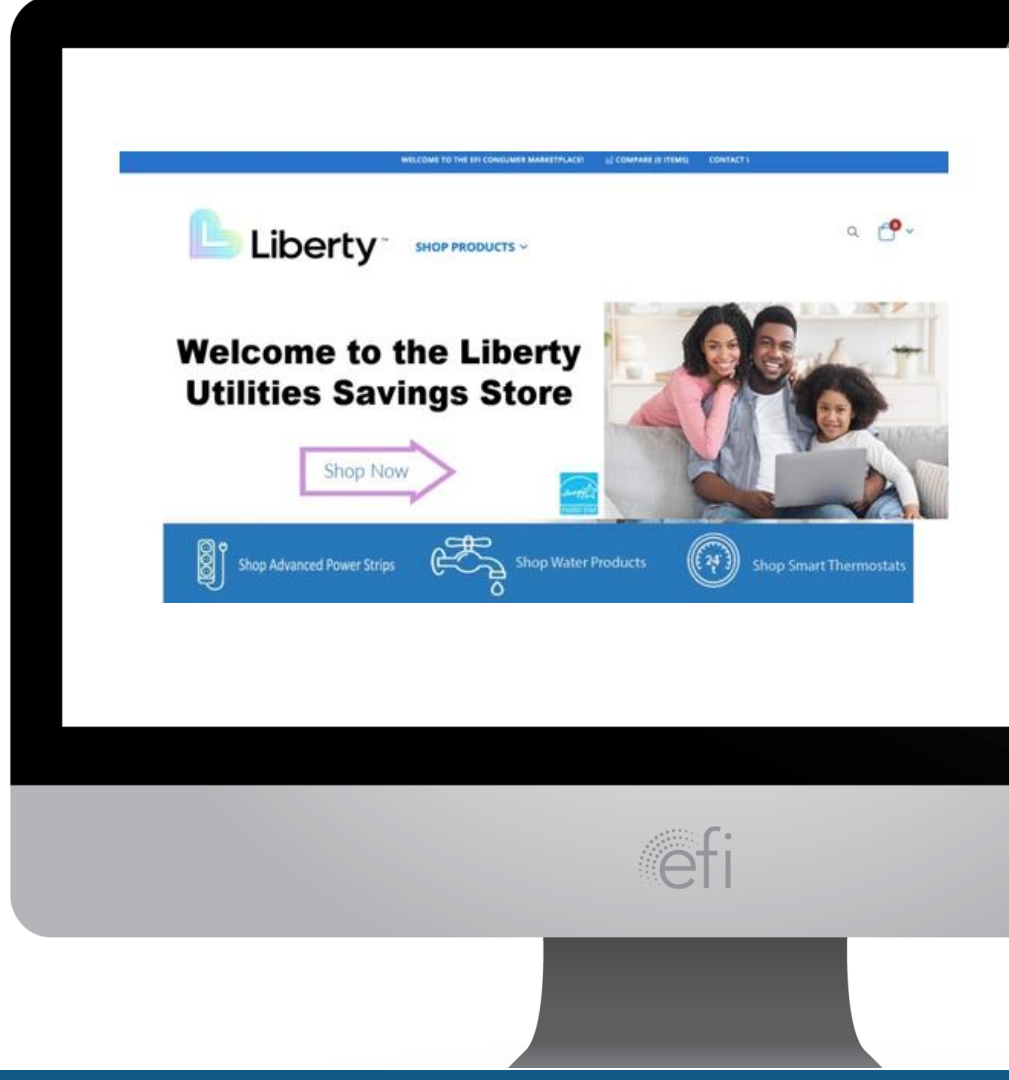
1 x Enroll in AC Rewards

\$50 Instant Rebate + \$100 Bill Credit after activating your thermostat.



EFI Pop Up Marketplace

- Ideal for
 - LTO Promos
 - Low Moderate Income Program
 - High Usage Customers
- Increase Customer Satisfaction
- Unique codes allow customer to “buy” any product for FREE
- No Utility IT work needed




Welcome to the Liberty Utilities Savings Store

Shop Now →



 Shop Advanced Power Strips
  Shop Water Products
  Shop Smart Thermostats



Shop Great Deals on Smart Thermostats →



Grab your kit of Free Energy Savings Products before they are gone! →

Connected Solutions



Learn More

You can earn incentives from ConnectedSolutions by using your connected devices to help reduce electric use during periods of high demand.

FEATURED PRODUCTS



Google Nest Thermostat Snow

★★★★★

Your Price

\$129.99

- 1 +

ADD TO CART



Emerson Sensi Touch Smart Thermo...

★★★★★

Your Price

\$149.00

- 1 +

ADD TO CART

new



ecobee Smart Thermostat Enhanced

★★★★★

Your Price

\$189.99

- 1 +

ADD TO CART



Cozy up with a Google Nest Thermostat on us.

Upgrade now and keep your home comfortable all year round!

Use Code 3JVBOWWC302

Heating 68 Indoor 65

Customer offers are subject to availability, restrictions, and other limitations. Offer valid through 12/31/22 or while supplies last. Some restrictions may apply. Customers are limited to 1 marketplace use the life of the marketplace.

Don't forget to enter your personalized coupon code at checkout!



Google Nest Thermostat Snow

★★★★★
Your Price
\$129.99

- 1 +

ADD TO CART  



Emerson Sensi Touch Smart Thermo...

★★★★★
Your Price
\$149.00

- 1 +

ADD TO CART  

NEW



ecobee Smart Thermostat Enhanced

★★★★★
Your Price
\$189.99

- 1 +

ADD TO CART  



Cozy up with a Google Nest Thermostat on us.

Upgrade now and keep your home comfortable all year round.!

Use Code 3JVBOWWC302

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SHOP PRODUCTS ▾



Shopping Cart

ITEM	PRICE	QTY	SUBTOTAL
 Google Nest Thermostat Snow	\$129.99	- 1 +	\$129.99

x

UPDATE CART

3JVBOWWC302

APPLY DISCOUNT

SUMMARY

Estimate Shipping and Tax ▾

Subtotal \$0.00

Shipping (Freight - Freight) \$0.00

Order Total **\$0.00**

Go to Checkout →



Direct Install Programs

Connect program guidelines directly to contractors for easy product sourcing

Multi Family Programs

- CLIENT NEED:
 - Curated Product List
 - Easy access to order
 - Customized Pricing
- EFI Solution:
 - Branded Portal
 - Access for specified buyers
 - Bulk product/Bulk Pricing

Welcome, Jonathant


[My Account](#) [My Requisition Lists](#) [Send Invitations](#) [Sign Out](#) [Terms Request Form](#) [Quick Order](#)

Search entire store here...

Promotions & Offers | Products | Shop Panasonic Fans | Shop Brands | Resource Center

Home > Austin Energy Contractor Multi-Family Portal

Austin Energy Contractor Multi-Family Portal



Welcome to the Austin Energy Ordering Portal powered by EFI.

Please remember to **log in** to your account to receive special pricing!

Shop By -

Compare Products

You have no items to compare.

Recently Ordered

NewLeaf 7w Soft White A19 Standard Bulb




[Add to Cart](#) [View All](#)


My Wish List

You have no items in your wish list.

Items 1-12 of 24

Sort By Position

 <p>Google Nest Thermostat E (LMI ORDERS ONLY)</p> <p>Special Price: \$106.67</p> <p>Regular Price: \$149.99</p> <p>Add to Cart</p>	 <p>Philips T8 Z 7W G13 4,000k tube bulb</p> <p>Special Price: \$7.49</p> <p>Regular Price: \$14.99</p> <p>Add to Cart</p>	 <p>Honeywell Home T6 Pro Smart Thermostat</p> <p>Special Price: \$109.00</p> <p>Regular Price: \$149.99</p> <p>Add to Cart</p>
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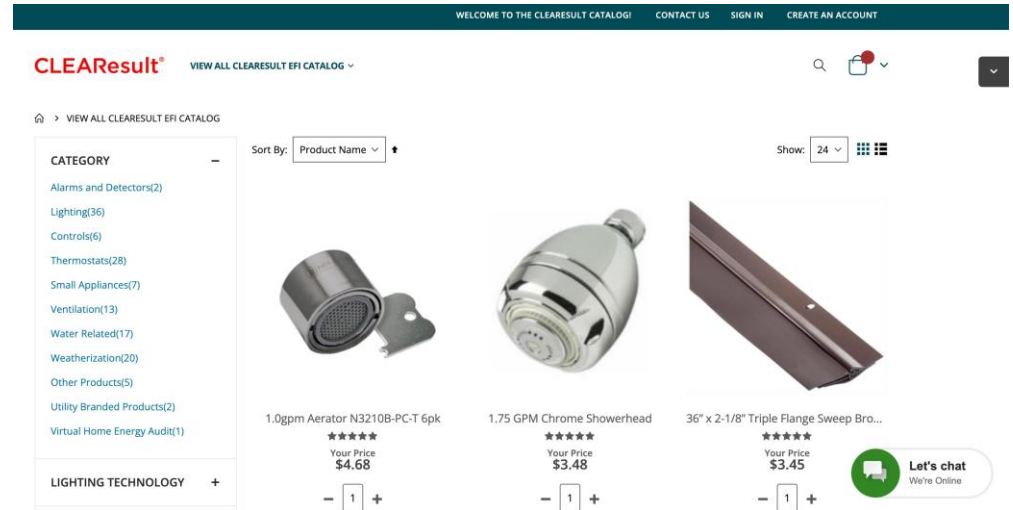
ESCO Ordering Portal

CLIENT NEED:

- Product catalog
- Integrated w/ WorkDay System
- Special/Unique Pricing
- Tracking

EFI Solution:

- Ordering Portal
- Login via WorkDAY SSO
- Special pricing/Special bundling



Google Nest- LMI Programs

- Portal to gather program info
- Page to qualify buyers
- Page to educate LMI Contractors



[Google Nest Thermostat Income Qualified Program Application](#)

Complete the below sign-up form to begin the seamless process and access special pricing on the Google Nest Thermostat for those most in need.

1 in 4 households has a high energy burden, it is our shared goal to empower you to ensure that we make positive change, and get those who need it most, the energy-saving products that will make a lasting impact.

Email Address

First - Last Name

Company Name

Company Type

Phone Number

Tax-ID

Short Description of Project/Program

How Do You Serve Income Qualified Programs?

Approx. How Many Thermostats Will You Need?

Google Terms & Conditions

I agree to Google sharing the information from this registration form with Google's LMI partners



Branded Energy Efficiency Kits

Customizable solutions to
maximize energy savings and
customer satisfaction

Kits – Engage & Educate Your Customers



Educate Customers



Engaging w/ Action

Improve Energy
Equality/hard to reach
Audience



Massive Impacts

- Millions of EE Products delivered
- 33% growth in product adoption
- Positive customer SAT
 - Avg 9.2 out of 10



THANK YOU

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National New Business Development Director
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917-656-9042

