gogreen
FINANCING™
What is GoGreen Financing?

GoGreen Financing helps homeowners, renters, businesses and multifamily property owners find participating contractors and approved lenders to make energy efficiency upgrades.

The financing programs featured on GoGreenFinancing.com are administered by the State of California with support from the state’s investor-owned utilities (IOUs): PG&E, SDG&E, SCE, and SoCalGas.
Financing is key

Up to 70% of home improvement projects in the US are financed.

Recent State and Federal legislation will incentivize home weatherization and electrification upgrades.
Level Up Your Business with Financing

Why should you offer financing?

✓ Home upgrade costs are high!
✓ Allows you to help customers:
  ✓ Invest in what they want without compromise
  ✓ Enjoy financial flexibility and control with long term, low payment options
  ✓ Maximize energy saving potential with bigger, more comprehensive projects
  ✓ Align monthly energy savings with monthly payments
✓ Increase your avg. ticket and win rates by ~20%

When should you offer financing?

✓ Every time!
✓ Many customers need financing but some may not know how to ask for it
What does GoGreen Home offer?

GoGreen Home Energy Financing is designed to help California homeowners and renters find attractive financing for their energy efficiency projects.

- No home equity needed
- Below-market interest rates, longer terms
- No closing costs or fees
- No money down
- Loans can include other non-energy improvements such as landscaping
- Available to borrowers with a wide range of credit scores and incomes
- Ability to finance “legally and practically necessary” upgrades, such as electrical panel upgrades and water heater relocation when installing heat pumps and heat pump water heaters
GoGreen Home Contractor Benefits

- No dealer fees!
- Increase legitimacy with an offer backed by the State of California
- Help your customers make deeper retrofits by offering them financing with interest rates starting at 2.95% and terms out to 15 years for affordable monthly payments
- Contractor gets paid within 24 hours of project completion
- Be included in a public listing and statewide marketing efforts
- Receive co-branded materials, including flyer to hand out to customers (English and Spanish versions available)
- Get support from an assigned account manager on GoGreen Home’s contractor support team, EGIA
Project Eligibility Requirements

Property Requirements
- 1 – 4 units
- Single family, townhome, condo, manufactured, duplex/triplex/fourplex
- Must receive gas or electric service from an Investor-Owned Utility (IOU), CCA or ESP. E.g., customers of LADWP / SoCalGas are eligible

Borrower Requirements
- Credit score meets lender requirements; some allow scores as low as 580
- Borrowers with no credit scores are eligible

Eligible Measures
- HVAC / water heaters (incl. heat pumps), air sealing, insulation, lighting, appliances, cool roofs and more
GoGreen Home Financing Process

1. Contractor provides project estimate to Customer
   Customer chooses contractor from a list of licensed contractors participating in the GoGreen Home program at GoGreenFinancing.com/contractorfinder.

2. Customer chooses an approved lender and applies for financing
   Customer chooses from a list of approved lenders on GoGreenFinancing.com/findfinancing-home

3. Work on project begins
   Customer receives lender confirmation to start project

4. Project is completed
   Customer signs loan closing documents, contractors are paid within 24 hours, and customers enjoy upgrades!
**GoGreen Home: Example 1**

Heat pump + duct sealing + nonenergy measure + TECH and SMUD rebates

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unitary Heat Pump (18 SEER) + Wall Repair &amp; Electrical Panel Upgrade</strong></td>
<td><strong>$18,000</strong></td>
</tr>
<tr>
<td>Wall repair &amp; panel upgrade are practical necessities and can be financed through GoGreen Home</td>
<td></td>
</tr>
<tr>
<td><strong>Duct sealing</strong></td>
<td><strong>$1,500</strong></td>
</tr>
<tr>
<td>Eligible GoGreen Home measure</td>
<td></td>
</tr>
<tr>
<td><strong>Drought tolerant landscaping</strong></td>
<td><strong>$2,500</strong></td>
</tr>
<tr>
<td>Non-energy measures allowed up to 30% of loan total in GoGreen Home</td>
<td></td>
</tr>
<tr>
<td>TECH Rebate (Heat Pump)</td>
<td>-$1,000</td>
</tr>
<tr>
<td>RCEA Rebate (Heat Pump)</td>
<td>-$500</td>
</tr>
<tr>
<td>RCEA Rebate (Panel Upgrade)</td>
<td>-$500</td>
</tr>
<tr>
<td><strong>Total Project Cost</strong></td>
<td><strong>$22,000</strong></td>
</tr>
<tr>
<td><strong>Estimated monthly payments</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Estimated monthly payments based on national average interest rate in February for unsecured loan from a credit union (source: CUNA), which typically carries a max term of 60 months, and February average interest rate for a 120-month GoGreen Home loan.*

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**Monthly Payments**

<table>
<thead>
<tr>
<th>Without GoGreen Home or rebates</th>
<th>13.99% int, 60 mos, $20,000</th>
<th><strong>$465</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>With GoGreen Home</td>
<td>5.43% int, 120 mos, $20,500</td>
<td><strong>$216</strong></td>
</tr>
</tbody>
</table>

$1,952 in interest saved!
## GoGreen Home: Example 2

Heat pump water heater + TECH rebate

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat Pump Water Heater (55 gallon) + water heater relocation to garage &amp; electrical panel upgrade</td>
<td>Water heater relocation and panel upgrade are necessary to complete the installation</td>
</tr>
<tr>
<td>RCEA Rebate (Heat Pump Water Heater)</td>
<td>- $600</td>
</tr>
<tr>
<td>RCEA Rebate (Panel Upgrade)</td>
<td>- -$500</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$6,000</td>
</tr>
<tr>
<td></td>
<td>$4,900</td>
</tr>
</tbody>
</table>

### Monthly Payments

<table>
<thead>
<tr>
<th>Without GoGreen Home or rebate</th>
<th>With GoGreen Home + rebate</th>
</tr>
</thead>
<tbody>
<tr>
<td>9% int, 24 mos, $4,900</td>
<td>3.5% int, 30 mos, $4,900</td>
</tr>
<tr>
<td>$223</td>
<td>$143</td>
</tr>
</tbody>
</table>

*$203 in interest saved!

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*Estimated monthly payments based on national average interest rate in February for unsecured loan from a credit union (source: CUNA), which typically carries a max term of 24 months, and February average interest rate for a 30-month GoGreen Home loan.*
Participating is Easy

Contractor enrollment requirements include:
• Active California contractor license in good standing
• Adherence to the program requirements including insurance coverage

Enroll in GoGreen Home
1. Complete the GoGreen Home training (<60 mins)
2. Download the licensed contractor application
3. Email your signed form and proof of liability insurance to gogreen@egia.org