

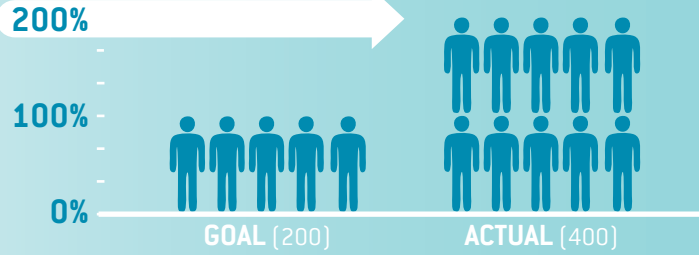
REPOWER

“FINAL BOARDING CALL” EVENT RESULTS

FINAL BOARDING CALL: A free one-day event featuring trade allies, lenders, utilities and community organizations in one location to help homeowners complete home energy upgrades.

GOAL: Convert homeowners who received a FREE Home Energy Check-Up but have not yet made energy-efficiency improvements.

EVENT ATTENDEES:
**200%
ABOVE GOAL!**



68%
OF ATTENDEES TOOK THE
\$800 SPECIAL REBATE OFFER.

**HOW MANY ATTENDEES
USED THE REBATE OFFER?
RESULTS IN JULY!**



SUCCESS STORY

One particular property owner benefited from the one-stop-shop opportunity – she pre-qualified for the Whole House Energy Upgrade package for each of her six rental properties, connected with trade allies to schedule work, and received loan information from Puget Sound Cooperative Credit Union. The customer left the event with a clearly defined route for upgrading all her rental properties.

This story is just one example of how RePower's "Final Boarding Call" helped homeowners and our partners. By the end of this one-day event, Kitsap Credit Union and Puget Sound Cooperative Credit Union received approximately 30 leads, and Puget Sound Energy sold 123 lighting kits to 102 customers.

EXHIBITOR FEEDBACK



Lena Price,
Air Masters Heating

We had many more leads at the event than we would at a local home show event in a 6-hour period.

Rich Perlot, *Heat Holders*

This was by far, the most productive event by a wide margin. The customer base was narrowly targeted, making every set of eyeballs a legitimate potential customer.

Scott Park, *Quality Heating*

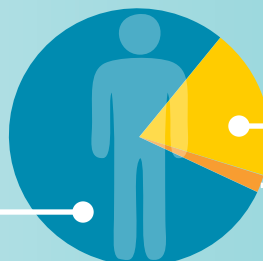
We received 30 leads/appointments from the event. We are extremely impressed with the focused group you were able to attract.

Cathie Currie, *Puget Sound Energy*

We sold 123 lighting kits to 102 customers, putting a total of 1,794 energy-saving products in customers' hands. These should save our customers a total of \$160,558 over the life of the products, saving 983,055 pounds of carbon – the equivalent of taking 122 cars off of the road for a year!

ATTENDEE DEMOGRAPHICS

79%
BAINBRIDGE ISLAND



19%
OFF ISLAND

2%
UNKNOWN

GET \$800 BACK PLUS OTHER REBATES

Make
Upgrades

Finance
with Credit
Unions

Connect
with Trade
Allies



- Press tour prior to the event (resulting in prominent coverage)
- \$800 special event offer for attendees only
- Free
- Letters sent to residents through the City of Bainbridge Island
- Targeted, integrated marketing campaign

SUCCESSFUL RESULTS

CLEAR PATH =

KEY INGREDIENTS +