



# QUALITY CONTRACTOR NETWORK

A PROGRAM & MARKETING GUIDE FOR MEMBERS.

# Contents

Welcome..... 3

Meet TVA EnergyRight® ..... 4

The Quality Contractor Network & You ..... 5

Residential programs & services..... 6

    Home Energy Rebates.....7

    Home Energy Evaluation..... 8

    DIY Home Energy Assessment..... 9

    On Bill Financing..... 10

    Home Uplift .....12

Putting your brand & the TVA EnergyRight® brand together .....14

How to use TVA EnergyRight® & QCN logos ..... 16

How to use your logo and TVA EnergyRight® logos together ..... 17

Marketing materials available to you .....18

Website checklist & best practices ..... 20

Social media best practices.....21

Where to advertise your services .....22

Helpful links and contact information..... 23

# Welcome!

As a member of the Quality Contractor Network (QCN), you play a vital role in the communities you serve. By providing home energy upgrades and repairs, you help residents save money, increase their home's energy efficiency and live more comfortably. For many customers, home energy upgrades can be life-changing.

When you join the QCN, not only do you gain additional free training provided by TVA-certified Home Energy Advisors, but you also get the opportunity to boost your business. Our customer-facing contractor search tool provides an additional way for your operation to receive warm leads.

Plus, you'll be able to leverage the trusted TVA EnergyRight® name and reputation, as well as our full digital library of professionally designed QCN marketing assets to keep customers educated and motivated to take their next steps toward greater energy efficiency and savings.

## In this guide, we'll:

- Review each TVA EnergyRight® Residential Program you can offer your customers and how to effectively communicate their features and benefits.
- Give you quick and simple talking points to describe the Quality Contractor Network to leads, customers and community members.
- Share some marketing best practices, cheat sheets and important information about how to showcase your brand alongside the TVA EnergyRight® name and brand.

**Let's get started!**





# Meet TVA EnergyRight® Residential.

Since 2013, we've been on a mission to work with local power company (LPC) partners to help our seven-state region save energy and money. Specifically, **we help people make smart energy decisions**. Our Residential services and programs are tools that LPCs use to build and strengthen their reputations as trusted energy advisors in the communities they serve. When LPCs and their customers increase their collective energy efficiency, the price of energy becomes more affordable for everyone across the Valley.



Learn more about everything we do and offer at [EnergyRight.com/Residential](https://EnergyRight.com/Residential).



## TVA EnergyRight® Residential by the numbers:

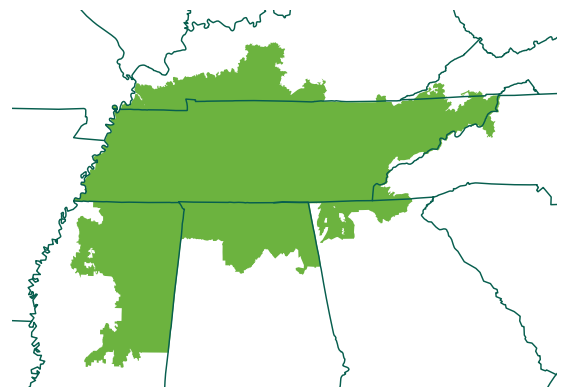
**7 states**  
in the Valley region

**2,358,229**  
Tons of carbon emissions saved

**153**  
Local power  
company partners

**390,894,478**  
kWh of energy saved

**347,997**  
Participants



## Challenge:

In 10 words or less, how would you describe TVA EnergyRight® Residential to a customer who's never heard of us?

- They help people use less energy and save more money.
- They help people improve their home energy efficiency to save money.
- They help people save energy and money.
- They help people make smart energy decisions.
- They help people improve their home's energy efficiency.
- They provide energy upgrades that create a healthier home.
- They give people access to energy- and money-saving services.



# The Quality Contractor Network & You.

Whether you're new to the Quality Contractor Network or you've been a member for a while, let's run through what the QCN is and how you can make the most of your membership.

## What is the Quality Contractor Network?

The QCN was created to achieve three main goals:

- 1 Provide contractors like you with programming, like rebates and on-bill financing, and marketing materials that add value to your business, sales funnel and customer relationships.
- 2 Give customers access to trustworthy licensed and insured contractors trained to meet TVA's project quality standards.
- 3 Improve energy efficiency across the Valley through home energy upgrades, maintenance and repairs.

## What benefits are available to me as a QCN member?

- No sign-up or annual membership fee.
- Access to affordable customer financing options.
- A fuller project pipeline during slow periods.
- Free TVA EnergyRight® co-branding.
- Access to special QCN promotions.
- Free listing in our online contractor directory for customers.
- Flexibility to accept or decline projects.
- Cash Contractor Rewards for specific home energy upgrades.
- Free program and technical support from the TVA EnergyRight® team.
- New leads through customer referral programs.
- Prompt, reliable payouts when projects are completed.\*
- Competitive project rates based on recent market data.\*

## What services can QCN members provide?

QCN members in good standing and with the proper licenses, proof of insurance and TVA training can perform home energy upgrades, maintenance and repairs in the following ways:



Air sealing



Attic, wall and floor insulation



Duct system



Water heating



Heating and cooling



Windows

## What benefits do customers get when they search for or hire a QCN member?

- An easy-to-use, free online contractor directory where they can search by project type, location and rating, and read customer reviews.
- Access to trustworthy licensed and insured contractors who have been trained specifically to meet TVA's project quality standards.
- Free, optional project assessment by a TVA-certified Home Energy Advisor.
- Peace of mind because they're hiring a TVA-vetted contractor.

\*Applicable to completed Home Uplift projects. See the Home Uplift section for more information about this program.



# Residential Programs.

**Saving energy means saving money.** That's why TVA EnergyRight® Residential exists.

We're here to help customers boost their home's energy efficiency, lower their bills and live more comfortably. And you play a vital role in this energy efficiency ecosystem.

In the section ahead, we'll go through each of the Residential programs available to customers of participating LPCs, but you can always reference the provided TVA EnergyRight® Residential Programs Overview spreadsheet for a quick look or refresher.

PROGRAM	PURPOSE	ENERGY SAVINGS	MONEY SAVINGS	TRUSTED ADVICE	CONVENIENCE	REDUCE CARBON	CO-PROMOTION OPPORTUNITIES	LPC PARTICIPATION REQUIREMENTS
RESIDENTIAL REBATES	<b>Home Energy Rebates</b>	✓	✓			✓	QCN, Financing, EnergyRight Marketplace, Home Energy Evaluation	Complete the Program Implementation Plan (PIP) and choose either the TVA-managed or LPC-managed home energy rebates model.
	<b>New Homes Incentives</b>	✓	✓			✓	QCN, Home Energy Rebates	Complete the Program Implementation Plan (PIP) and choose either the TVA-managed or LPC-managed New Homes incentives model.
	<b>Quality Contractor Network (QCN)</b>			✓	✓	✓	Home Energy Evaluation, Financing, Quick Quote, EnergyRight Marketplace, Home Uplift, Home Energy Rebates	
	<b>Home Energy Evaluation</b>	✓	✓	✓	✓		QCN, Financing, EnergyRight Marketplace, Home Energy Rebates	LPC authorizes TVA/CLEARresult to schedule and conduct evaluations.
	<b>Financing</b>		✓		✓	✓	QCN, Home Energy Evaluation, DIY Home Energy Assessment, Home Energy Rebates	<b>On-bill:</b> LPC manages and funds loan.
	<b>DIY Home Energy Assessment</b>	✓	✓	✓	✓		QCN, Home Energy Evaluation, Financing, EnergyRight Marketplace, Home Energy Workshop, Home Energy Rebates	
	<b>EnergyRight Marketplace</b>	✓	✓		✓		Home Energy Evaluation, DIY Home Energy Assessment, Home Energy Workshop, Home Energy Rebates	
<b>Home Uplift</b>	Help income-eligible customers save money with free home energy upgrades.	✓	✓		✓	✓	QCN, Home Energy Evaluation, DIY Home Energy Assessment, EnergyRight Marketplace, Home Energy Workshop, Home Energy Rebates	LPC elects to participate in program and provides matched funding.
<b>Home Energy Workshop</b>	Show customers how to harness the power of their home's energy.	✓		✓	✓	✓	QCN, Home Energy Evaluation, Financing, DIY Home Energy Assessment, EnergyRight Marketplace, Home Energy Rebates, Home Uplift	
<b>Eye Spy Energy Kids' Workshop</b>	Teach K-5 students all about energy in the communities you serve!	✓		✓	✓	✓	DIY Home Energy Assessment, School Uplift	
<b>Energy Evolution Workshop</b>	Teach middle and high school students all about energy in the communities you serve!	✓		✓	✓	✓	DIY Home Energy Assessment, School Uplift	

# Home Energy Rebates

Fulfill rebate-qualifying home energy upgrades for customers in your area.

## What is it?

Home energy rebates encourage residential customers to explore and purchase energy-saving home equipment upgrades, like HVAC systems and water heaters, through the use of financial incentives.

## How does this help customers?

Rebates help offset the cost of home energy upgrades that customers may not otherwise be able to afford. These energy efficiency-boosting upgrades help customers reduce energy consumption and lower their energy bills, while also improving the indoor air quality, health and safety of their homes.

## Who's eligible to participate?

Home energy rebates are available to all LPC residential customers.\* **To collect the rebate, customers must hire a QCN member** to complete their rebate-qualifying home energy upgrade(s).

## How does this help you?

By offering home energy rebates, you reinforce your role as a trusted resource that helps customers increase the affordability of home energy upgrades that save them money now and in the future. For many customers, including those motivated to realize their home's maximum energy efficiency, rebates allow them to level up to more energy efficient and expensive home energy upgrades.

## How to make the most of it:

- Since customers must use a QCN member to redeem any TVA EnergyRight® rebate, make sure your QCN member listing is accurate and up to date on our website so potential customers can find you and contact you. Review and update your member listing at [qcn.mytva.com](https://qcn.mytva.com).
- Let your existing customers know you're offering home energy rebates by sharing information on your website and social media or through email.
- Make sure all staff are aware of and understand the rebates program so they can convey program information to leads and existing customers accurately.
- Reach out to your Market Outreach Specialist to access professionally designed rebate marketing materials at no charge.

## Anything else?

The TVA EnergyRight® rebate portfolio is evaluated on an ongoing basis to make sure LPC, QCN member and customer needs are met. Rebate offerings are subject to change.

**Have questions or need help with something?**

Email [support@mytva.com](mailto:support@mytva.com).



\* Rebates are available to customers who live in Single Family Dwellings and Single Family Dwelling Additional Building(s) associated with Single Family Dwellings (e.g., conditioned garage, mother-in-law suite), Condos (unit has a separate deed), Duplex Manufactured Homes (built in 1976 or later) or Modular Home Rentals.





# Home Energy Evaluation

Gives customers actionable information about how their home uses (and loses) energy.

## What is it?

During a Home Energy Evaluation, a TVA-certified Home Energy Advisor evaluates the energy efficiency of a customer's home and provides custom energy- and money-saving recommendations.

## How does this help customers?

Customers are empowered to make smarter energy choices when they understand how their homes use and lose energy. Each evaluation includes an easy-to-understand and customized road map outlining the areas of their home that will benefit most from low-cost, no-cost or professionally installed upgrades. Check out these other features and benefits:

- Typically, evaluations can be completed within less than an hour by a TVA- or LPC-certified Home Energy Advisor.
- Customers receive a customized report, including a prioritized list of recommended upgrades for their home.

## How to make the most of it:

- Since customers will be directed to explore the QCN multiple times after their Home Energy Evaluation, make sure your QCN member listing is accurate and up to date on our website so potential customers can find you and contact you. Review and update your member listing at [qcn.mytva.com](https://qcn.mytva.com).
- Reach out to your Market Outreach Specialist to access professionally designed Home Energy Evaluation marketing materials at no charge.

## Who's eligible to participate?

Renters must provide written permission for a Home Energy Evaluation from their landlord. Otherwise, all are welcome to request an evaluation as long as their LPC offers the service.

## How does this help you?

After every Home Energy Evaluation, the Home Energy Advisor reviews the home's report with the customer. This is the opportunity for advisors to suggest no-cost and low-cost solutions to more basic energy efficiency issues. More importantly, though, it's an opportunity to review home energy upgrades that should be performed by a professional and introduce the Quality Contractor Network. Advisors leave customers with helpful information about other TVA EnergyRight® Residential programs, including the QCN.

After the evaluation, customers receive follow-up email communications that encourage them to explore the Quality Contractor Network. And finally, every energy-saving kit shipped to a customer's home includes an insert with more information about TVA EnergyRight® Residential programs, including the QCN.

### Have questions or need help with something?

Email [support@mytva.com](mailto:support@mytva.com).



## Anything else?

Learn more about the Home Energy Evaluation at [EnergyRight.com/Home-Energy-Evaluation](https://EnergyRight.com/Home-Energy-Evaluation).





# DIY Home Energy Assessment

Gives customers a simple way to check their home energy efficiency.

## What is it?

This free online DIY Home Energy Assessment allows customers to explore the ins and outs of their home's energy use at their own pace, at the time that's best for them.

## Who's eligible to participate?

All residents are welcome to take the DIY Home Energy Assessment.

## How does this help you?

After the assessment, customers receive follow-up email communications that encourage them to explore the Quality Contractor Network. Every energy-saving kit shipped to a customer's home includes an insert with more information about TVA EnergyRight® Residential programs, including the QCN.

## How to make the most of it:

- Since customers will be directed to explore the QCN after their DIY Home Energy Assessment, make sure your QCN member listing is accurate and up to date on our website so potential customers can find you and contact you. Review and update your member listing at [qcn.mytva.com](https://qcn.mytva.com).
- Reach out to your Market Outreach Specialist to access professionally designed DIY Home Energy Assessment marketing materials at no charge.

## How does this help customers?

Customers are empowered to make smarter energy choices when they understand how their homes use and lose energy. Each evaluation includes an easy-to-understand and customized road map outlining the areas of their home that will benefit most from low-cost, no-cost or professionally installed upgrades. Check out these other features and benefits:

- No scheduling — customers can complete the assessment whenever they choose.
- The assessment can be completed in less than an hour.
- Customers receive a customized report, including a prioritized list of recommended upgrades for their home.
- Customers receive a free energy-saving kit (a \$25 value) in the mail following their assessment, along with a \$10 home improvement store gift card.

### Have questions or need help with something?

Email [support@mytva.com](mailto:support@mytva.com).



## Anything else?

Learn more about the DIY Home Energy Assessment at [EnergyRight.com/Home-Energy-Assessment](https://EnergyRight.com/Home-Energy-Assessment).



# On-Bill Financing

Offers customers looking for money-saving upgrades the opportunity to apply for affordable on-bill financing.

## What is it?

Qualified customers can access competitive \$0 down, fixed-interest-rate loans to finance home energy upgrades, with monthly payments rolled into their monthly utility bill.

## Who's eligible to participate?

Not all LPCs make on-bill financing available to their customers. Check with the LPCs in your area to confirm their participation.

Customers must have a minimum FICO score of 625.\*

## How does this help you?

Use on-bill financing as a means to decrease financial stress for your customers and guarantee payment for your business. You'll reinforce your role as a trusted resource that helps customers increase the affordability of home energy upgrades that save them money now and in the future. For customers in an emergency situation, access to safe, affordable and nonpredatory lending can be a real lifeline.

The LPC retains all control of the loan, from funding to eligibility and approval to payment collection. All you need to do is let your customers know that financing options are available.

## How does this help customers?

Whether a customer is proactively looking to make energy-saving upgrades around their home or suddenly is stuck without heat in the dead of winter, on-bill financing provides customers with safe and affordable financing. Here's how we make that possible:

- No down payment
- Fixed interest rates
- Up to 10-year term lengths
- No prepayment penalty
- Financing limits from \$2,500 to \$20,000\*\*
- Low monthly payments spread across the customer's monthly utility bill ("on-bill")

All upgrades using financing must be completed by a QCN member. Every upgrade also includes an optional free project inspection by a TVA-certified Home Energy Advisor.

On-bill financing is available for these home energy upgrades:

- Air sealing
- Attic insulation
- Duct system repairs, sealing or replacement
- Heating and cooling
- Wall insulation
- Water heaters

\*As of December 2022. Minimum FICO score is subject to change.

\*\*As of December 2022. Financing limits are subject to change.



# On-Bill Financing, cont.

## How to make the most of it:

- Since customers must use a QCN member to perform any home energy upgrade financed through their LPC, make sure your QCN member listing is accurate and up to date on our website so potential customers can find you and contact you. Review and update your member listing at [qcn.mytva.com](https://qcn.mytva.com).
- Let your existing customers know on-bill financing is available by sharing information on your website and social media or through email.
- Make sure all staff are aware of and understand the on-bill financing program so they can convey program information to leads and existing customers accurately.
- Reach out to your Market Outreach Specialist to access professionally designed on-bill financing marketing materials at no charge.

## Anything else?

To learn about financing, visit [EnergyRight.com/Financing](https://EnergyRight.com/Financing).



Have questions or need help with something? Email [support@mytva.com](mailto:support@mytva.com).





# Home Uplift

Helps income-eligible customers save money with free home energy upgrades.

## What is it?

Home Uplift provides an average of \$10,000 in free home energy upgrades to income-eligible customers so they can save money on utility bills; breathe cleaner, healthier indoor air, and decrease stress around energy bills they can't afford.

## Who's eligible to participate?

Not all LPCs participate in Home Uplift. Check with the LPCs in your area to confirm.

For customers to be eligible, their total household income must be either at or below 80% of the area median income or at or below 200% of the federal poverty level. Additionally, customers must:

- Reside in a single-family home or manufactured home. (Manufactured homes must be built after 1976 and on a permanent foundation.)
- Not have received upgrades to their current residence in a similar TVA-funded project in the last 20 years.

## How does this help customers?

Everyone deserves a home that feels comfortable no matter the weather and a power bill they can afford. Home Uplift changes homes, bills and lives. TVA EnergyRight®, together with participating LPCs and community supporters, connects customers with home energy experts who walk program participants through every upgrade. Participants will never see a bill or invoice.

With more than 5,000 completed Home Uplift homes under our belt, we know that customers:

- Save \$500 per year on average.
- Reduce their overall home energy use by 25%.
- Lower their risk of illness and missed days of school and/or work.
- See an improvement in their overall quality of life.

All upgrades are completed by QCN members. Every upgrade also includes a free project inspection by a TVA-certified Home Energy Advisor.

The most common and impactful home energy upgrades and repairs are:

- Air sealing
- Attic insulation
- Duct system repairs, sealing or replacement
- Heating and cooling
- Wall insulation
- Water heater replacement
- Windows and doors



# Home Uplift, cont.

## How does this help you?

Home Uplift is a true investment in the communities you serve. Not only does it reinforce goodwill with community members, but it also serves as another channel to receive qualified leads directly from TVA EnergyRight®. After the home energy upgrades are completed, we promptly pay you for the work.

These projects are a true collaboration from start to finish between an LPC, QCN members, TVA EnergyRight® and our community partners.

## How to make the most of it:

- Qualified Home Uplift participants must use QCN members to perform any home energy upgrade provided through the program. TVA EnergyRight® will connect participants with area QCN members, so make sure your Market Outreach Specialist knows you're interested in Home Uplift jobs.
- Additional training may be required before you're approved to do Home Uplift jobs. We will provide any additional training you need at no charge.
- Additional documentation may be needed before you're approved to do Home Uplift jobs. We'll work with you to collect that information.
- Reach out to your Market Outreach Specialist to access professionally designed Home Uplift marketing materials at no charge.

## Anything else?

Learn more about Home Uplift at [EnergyRight.com/Home-Uplift](https://EnergyRight.com/Home-Uplift).



Have questions or need help with something? Email [support@mytva.com](mailto:support@mytva.com).





# Putting your brand & the TVA EnergyRight® brand together.

## Messaging: Partners with shared missions.

We consider every Quality Contractor Network member a TVA EnergyRight® partner. We're here to help your brand shine so your business thrives.

Use your QCN membership to your advantage when talking about your own business. Here are some ways to do that:



### **Leverage TVA's mission.**

TVA's mission is to make life better for people in the Valley. TVA EnergyRight® helps fulfill that mission by giving customers access to the tools and resources they need to increase their home's energy efficiency and save money. QCN members are a natural extension of these efforts, because you're trying to make the lives of your customers better, too. Lean on our shared missions to deepen customers' understanding of your commitment to them as a service provider.

### **Include "TVA-vetted" and "trained to meet TVA's project quality standards" in your marketing materials.**

We take a lot of pride in our QCN members, because we know your skills are top notch. You've dedicated additional time to complete QCN training so that we can guarantee every QCN customer that their contractor meets our project quality standards. Highlight your additional training and QCN membership by informing customer leads that you are "TVA-vetted" and "trained to meet TVA's project quality standards."

### **Build trust with customers through transparency.**

TVA EnergyRight® customers are always eligible for a free inspection of their home energy upgrades by a TVA-certified Home Energy Advisor. This is not to double-check your work, but rather to provide customers with the assurance that QCN members do high-quality work. One way to build or deepen trust with your customers is to let them know they're welcome to a free project inspection when you're done. You stand by your work, and we stand by you.



# Putting your brand & the TVA EnergyRight® brand together, cont.

## **Give customers more than they expect.**

To help QCN members reach new customers, we create new marketing materials each year. These free, information-rich materials position QCN members as trusted service providers, rather than salespeople. For example, if your customer is worried about the cost of a new HVAC system, you can hear their concerns and support them by introducing them to our rebates and financing programs. The more you help your customers, the more loyal they become.

## **Communicate with care and competence.**

You know this as well as we do: Customers want to be heard and helped, and feel confident they're getting quality work at a competitive price. So, our approach to messaging is one we hope you'll lean into, too. We're experts without egos. We're compassionate and kind. We use everyday language. We do what's best for our customers rather than whatever is easiest. We're here to help make life better for people in the Valley.







# How to use TVA EnergyRight® & QCN logos.

The TVA EnergyRight® primary and QCN logos are available in two main colorways: full-color and reversed blue with black and reversed black available only for black and white applications. The versions shown here should work for any application, but if you have a special need, reach out, and we can help find a solution.

Primary Logo

QCN Logo

## Full color

For use on white or light-colored backgrounds.



## Reversed Blue

For use on black or dark-colored backgrounds.



## Black

For use on a white background when a color application isn't an option.



## Reversed Black

For use on a black background when a color application isn't an option.



**Questions?** Contact the TVA EnergyRight® marketing team with any questions about logo usage for your specific marketing and communication needs. Email [mpgrant@tva.gov](mailto:mpgrant@tva.gov).



# How to use your logo and TVA EnergyRight® logos together.

To support our QCN members, many of the free marketing materials available include space for a business logo alongside the TVA EnergyRight® logo. We also provide a TVA EnergyRight® logo specific to the Quality Contractor Network. By pairing your business logo with our brand logo, we communicate to customers, other businesses and local power companies a partnership that prioritizes care and service while boosting brand recognition.

Here are some tips for how to use your business logo with the TVA EnergyRight® logo marks.

## Clear space

- Our logos should be at least 1.5" wide in print, or 96 pixels in digital.
- Clear space is the width of the TVA Box in the Primary or QCN logo.



## Co-branding with the Primary logo

- When using a breaker line, use a 0.5pt stroke that reaches from the bottom of the TVA box to the top of the "A" in "TVA."
- Your brand logo can be a maximum of 30% larger than the height of the TVA EnergyRight® Primary logo.



## Co-branding with the QCN logo

- When using a breaker line, use a 0.5pt stroke that reaches from the bottom of the "K" in "NETWORK" to the top of the cross bar of the "t" in "EnergyRight."
- Your brand logo can be a maximum of 30% larger than the height of the QCN logo.



**Questions?** Contact the TVA EnergyRight® marketing team with any logo use questions. Email [mpgrant@tva.gov](mailto:mpgrant@tva.gov).



# Marketing materials available to you

Our robust library of professionally-designed marketing materials can help you promote your services while providing valuable — and money-saving — information to your customers. It's our way of making your job just a little bit easier. All marketing materials are free to our QCN members.

Contact us at [EnergyRight.QCN@clearResult.com](mailto:EnergyRight.QCN@clearResult.com) to get started!

## Homeowner brochure



Let your customers know that you're partnering with TVA EnergyRight® for all their home energy needs. This brochure covers everything from rebates to financing.

## QCN upgrade sheets



Let your customers know what you can do, and why you recommend doing it, with additional information about your energy efficiency services.

## DIY Home Energy Assessment one-pager



Empower your customers to save energy and money by taking a free DIY Home Energy Assessment. They'll receive a home improvement store gift card and an energy-saving kit, too!

## Financing fact sheet

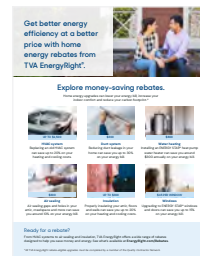


Help your customers get better energy efficiency at a better price with home energy rebates and on- or off-bill financing from TVA EnergyRight®.



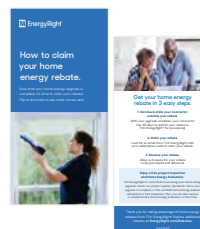
## Residential offering one-pager

Be the bearer of good news! Help your customers save money and live more comfortably by spreading the word about all of the energy-saving programs and services from TVA EnergyRight®.



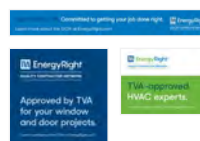
## QCN Rebates one-pager

Help your customers save even more — and promote your services — with this one-pager about all of the rebates that are available from TVA EnergyRight®.



## How to claim your rebate brochure

When you've completed a home energy upgrade for a customer, share this brochure with them so they can easily claim their rebate from TVA EnergyRight®.



## QCN banners

Co-brand with us to show that you're a trusted and TVA-approved expert with these digital banners!

# Website checklist & best practices.

**As a service provider, it's important for you to ensure that your website does these three things:**

1. **Communicate your services clearly.** Provide helpful descriptions to ensure visitors to your website understand the services you offer. When possible, provide pricing information, the benefits of each of your services and customer testimonials.
2. **Provide great customer service.** Make sure site visitors can find customer service contact information quickly and easily. Include all the ways customers can contact you: phone, email, online contact form, live chat, etc. Follow up with customers as soon as you can.
3. **Give a clear call-to-action.** Make it as easy as possible for people to choose you as their service provider. By giving visitors a clear call-to-action (CTA) — schedule an appointment, get a free estimate, get a discount, etc. — you reduce the likelihood of them continuing their search elsewhere.

**Here are some other helpful tips to keep in mind for your website:**

- ☐ Design your website with your customers' needs in mind.
- ☐ Use a clean and intuitive layout with easy navigation.
- ☐ Display your contact information prominently, including phone number, email address and physical address, if relevant.
- ☐ Consider adding a contact form for easy communication.
- ☐ Ensure your website is mobile-friendly and offers a seamless experience on smartphones and tablets.
- ☐ Test your website on different devices and browsers.
- ☐ Include customer testimonials and reviews to build trust and credibility.
- ☐ Display logos of reputable customers or partners, if applicable.
- ☐ Update content regularly to keep information current and relevant.
- ☐ Perform regular maintenance checks, including fixing broken links and addressing technical issues.

## Don't forget:

One of the best things you can do for your brand is be consistent. Use the same company name, logo design and tagline/slogan across all your marketing efforts, including your website, social media, vehicle branding, business cards, etc.



# Social media best practices

## Facebook & Instagram (Meta)

### Best Practices

#### Use high-quality creative assets.

- Mix it up with images, GIFs and short videos.
- Avoid assets that don't accurately reflect your brand or message. Be careful with memes.



#### Make your posts actionable.

- Share articles or blogs from your website.
- Provide links to your newsletter sign-up form.
- Ask fans to answer a question or share their opinions in the comment section of your post.

#### Keep your posts simple.

- Keep the color scheme clean and consistent.
- Include recognizable images.
- Use minimal, concise and impactful text.

#### Don't overpost and stick to business.

- Aim to post around 3-5 times per week.
- Keep your posts focused on how your business serves customers.

#### Be mobile-friendly.

- Lead with imagery or video content.
- Film videos in a vertical orientation.
- Make copy easily scannable.
- Break up large copy blocks with paragraph breaks.

### Content Ideas

- Run a contest or giveaway.
- Share testimonials.
- Make announcements like an upcoming event, sale or special.
- Crowdsource feedback on different topics related to your business.
- Ask your audience to make a choice or pose a question to them.



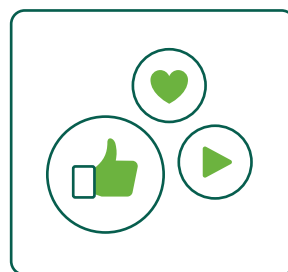
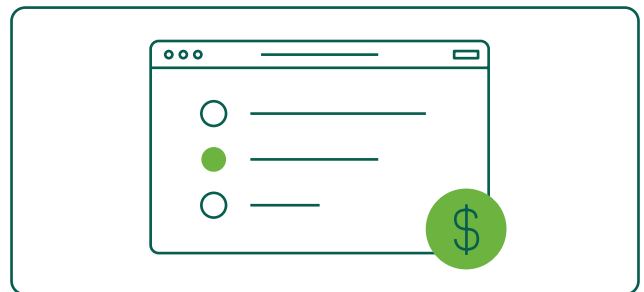
Looking for best practices or content ideas for other social media platforms? Email [EnergyRightQCN@clearesult.com](mailto:EnergyRightQCN@clearesult.com).

# Where to advertise

You don't need to have a huge budget (or any budget at all) to do effective advertising. You know your community and its residents better than most, so take advantage of your unique connections and relationships to help grow your business.

## Here are some ways to get the word out about your services:

- Your website
- Your social media channels
- Quality Contractor Network directory
- Create a free Google My Business listing to appear in local search results and Google Maps
- Start an email newsletter
- Start a blog
- Local papers or magazines
- List your business in online directories (Yelp, Yellow Pages, etc.)
- Local TV stations, especially the daytime local news shows
- Social media ads
- Community events and sponsorships
- Cross-promote with other businesses
- Community bulletins
- Neighborhood associations
- Flyers at the grocery store, library, community center
- Direct mail
- Magnets
- Postcards
- NextDoor
- Yard signs
- Customer referral program



# Helpful links & contact info

Thank you for being a member of the Quality Contractor Network! The work you do helps customers improve their home energy efficiency, lower their energy bill and live more comfortably.

We're here to help with any questions you have and listen to feedback from you, your employees and customers so that we're always providing the best possible QCN experience for everyone involved.

## Helpful links for QCN members

### [QCN.MyTVA.com](https://qcn.mytva.com)

Sign in to your QCN member portal and submit completed projects.

### [EnergyRight.com/Residential](https://EnergyRight.com/Residential)

Explore all available Residential Programs.

### [EnergyRight.com/Quality-Contractor-Network](https://EnergyRight.com/Quality-Contractor-Network)

Get more details about the customer's QCN experience.

### [Energyright.com/Residential/Quality-Contractor-Network/Join](https://Energyright.com/Residential/Quality-Contractor-Network/Join)

Find QCN membership details and apply.

### [EnergyRight.MyTVA.com/Contractor/QCNZip](https://EnergyRight.MyTVA.com/Contractor/QCNZip)

Make sure your QCN profile is accurate and up to date.



### Questions? Comments?

Email [support@mytva.com](mailto:support@mytva.com) or contact your Market Outreach Specialist.



Scan to visit  
<https://qcn.mytva.com/>







# Additional Residential Programs for customers

In addition to the Residential Programs we reviewed earlier, there are a few more to be aware of that could be helpful to your customers along their upgrade journey.

## EnergyRight® Marketplace

The EnergyRight® Marketplace makes choosing the right energy efficient products easier than ever for customers.

### What is it?

The EnergyRight® Marketplace is a customer's one-stop shop for ratings and reviews, price comparisons, and financing options on energy efficient products like appliances, electronics, smart home technologies and more.

### Who's eligible to participate?

EnergyRight® Marketplace is a free service available to any local power company customer.

### How does this help Valley customers?

Shopping for energy efficient appliances and products can be overwhelming. With the EnergyRight® Marketplace, customers can narrow down their options in one place instead of scanning and scrolling through countless manufacturer or big-box retailer sites. By sharing the EnergyRight® Marketplace, you're helping customers make smarter energy-saving choices.

### Anything else?

Learn more about the EnergyRight® Marketplace at [EnergyRight.EfficientChoice.com](https://EnergyRight.EfficientChoice.com).

## Home Energy Workshop

Shows customers how to harness the power of their home's energy.

### What is it?

This free one-hour Home Energy Workshop equips homeowners and renters with the know-how they need to save energy, lower their utility bills and live more comfortably.

### Who's eligible to participate?

Any TVA local power company partner can offer a Home Energy Workshop to their customers.

Plus, representatives of local businesses and organizations can request a Home Energy Workshop. The workshop is a great event for Rotary clubs, local libraries, nonprofit organizations, Junior Leagues, other community groups, chambers of commerce and more. Representatives can request a workshop at [Survey.alchemer.com/s3/5731781/Energy-Workshop-Request](https://Survey.alchemer.com/s3/5731781/Energy-Workshop-Request).



## Home Energy Workshop, cont.

### How does this help Valley customers?

The Home Energy Workshop, co-presented by TVA EnergyRight® and the area LPC, informs and empowers homeowners and renters to make smart choices about their energy use at home. Each workshop covers:

- What's driving their energy costs.
- How to save energy at home.
- Demonstrations of low-cost and no-cost energy-saving tips and techniques.
- Information about other TVA EnergyRight® Residential Programs, including the QCN.

### Home Energy-Saving Starter Kit

Each workshop participant receives an energy-saving kit with easy-to-use items for DIY energy fixes around the home.

### Anything else?

Learn about other workshop opportunities at [EnergyRight.com/Workshops](https://EnergyRight.com/Workshops).

## New Homes Incentives

Incentivizes residential contractors to build more energy efficient homes.

### What is it?

New Homes incentives encourage Valley homebuilders to build more energy efficient homes that improve homeowner comfort and indoor air quality while helping them save on energy bills.

### Who's eligible to participate?

Approved builders can submit work orders for newly built single-family homes, including proof of qualifying installed mechanical equipment or Home Energy Rating System (HERS) Index rating, to their TVA representative.

### How does this help Valley customers?

New Homes incentives make it easier for residential contractors to choose energy-saving construction approaches that help customers:

- Enjoy the highest level of comfort at home.
- Feel good about living in homes built to be energy efficient.
- Improve their indoor air quality and health.

### Anything else?

More information about the New Homes Incentives program will be available later in 2024. If you're interested in becoming a New Homes approved builder, email Todd Thompson at [todd.thompson@clearesult.com](mailto:todd.thompson@clearesult.com).



[EnergyRight.com/Residential](https://EnergyRight.com/Residential)