

# SMALL BUSINESS ENERGY SOLUTIONS

## SHOWING SMALL BUSINESSES HOW TO SAVE ENERGY AND MONEY

Many small business owners don't think they have the resources or capital to devote to energy-savings opportunities. Their perception is that implementing energy-savings measures isn't financially or logistically feasible - but SEEL has solutions that make sense for small businesses. We design and implement utility-based, energy conservation programs specifically for small business markets.

Beginning with a highly successful utility-based pilot program and maturing into ongoing programs, SEEL has proved to small-business utility customers that there are viable, cost-effective energy-savings solutions that fit in with their business models. Our marketing techniques, streamlined program management, high-quality contact center and expert direct-install measures are all ideal for the small business market. The result has been increased participation levels, significant energy savings and a boost in customer satisfaction.



Our teams of trained energy educators and direct installers have the expertise to perform on-site walk-throughs and then install energy-savings measures, working in a visible partnership with utility personnel. We provide customized reports for each program that summarize energy assessments and audits, provide details on program availability and participation, and include an overall program analysis.

By managing all aspects of our energy programs, SEEL reduces energy costs and increases property values for small businesses.

- Program design
- Marketing and outreach
- Energy education
- Direct installation



**DIRECT  
INSTALLATION**



**ENERGY  
EDUCATION**



**PROGRAM DESIGN**



**MARKETING &  
OUTREACH**