

Marketing the Energy Efficient Mortgage



Going Green

Generating Residential Energy Efficient Neighborhoods

For several decades, a little-known program called the Energy Efficient Mortgage has been available at time-of-sale to consumers purchasing or refinancing a home through FHA. Consumers may add the cost of energy efficient upgrades onto their loans with **no additional income qualifying or cash down**. Unfortunately, the opportunity is almost always lost due to the fact that the consumer is not informed of the programs existence or its many benefits.

The following types of energy improvements are available under the Energy Efficient Mortgage program guidelines:

- **New** high-performance windows and sliders
- High-efficient furnaces and air conditioners
- Insulation of attic and walls
- Weatherization (weather-stripping and caulking)
- Duct sealing (diagnostic testing before and after)
- High-efficient water heaters

With the emergence of numerous green initiatives, the timing couldn't be better to help educate and promote the benefits of the Energy Efficient Mortgage. In many cases, consumers move in to their new home and realize the need for energy improvements. By that time it may be too late and the improvements they need are cost-prohibitive whereas if they knew about the Energy Efficient Mortgage, those same improvements would have been an affordable addition making their home more efficient and comfortable for their families. In addition, local utility companies will be offering **several thousands of dollars in cash incentives** to consumers increasing the efficiency of their homes.

We believe that the lender who can provide timely and valuable information about a program like the EEM can carve out a positive marketing niche for themselves and their company. If marketed properly, the EEM can improve customer relations and provide a focal point for possible media attention.