

TRADE ALLY SUCCESS: A CASE STUDY



Helping Michigan save energy. That's our Promise.

WEST MICHIGAN PLUMBING & HEATING COMPANY

Trade Ally since: May 2012

Number of new clients resulting from
program participation: 65-70

Total Trade Ally projects per month: 7-8

Percentage of overall business: 5-8%

MID-MICHIGAN HEATING & COOLING COMPANY

Trade Ally since: September 2012

Number of new clients resulting from
program participation: 25-30

Total Trade Ally projects per month: 3

Percentage of overall business: 15%

Consumers Energy Trade Allies are discovering the lasting benefits of energy-efficient solutions. Open to HVAC and plumbing contractors, building science professionals, and insulation contractors, Trade Allies help residential property owners better understand the financial and environmental advantages of energy efficiency. In return, Trade Allies can receive financial incentives, technical support, sales training and marketing seminars, in addition to having its company name and contact information available to Consumers Energy customers.

Recently, Consumers Energy contacted two Trade Allies to find out how the program directly impacted their businesses. The first was Chad, the Vice President of Sales for a West Michigan plumbing and heating company. Their goal of participating in the Multifamily Solutions Program was to establish a network of programs for its current multifamily customer base, then expand to serve additional management customers. Since becoming a Trade Ally in May, 2012, the company has added 10 new full-time employees and realized \$1,450,000 in optimization work. When asked if the Consumers Energy Trade Ally program helped promote more business, his answer was clear. "Every single day. I am amazed at the impact the program has on our business."

The second Trade Ally contacted was Manda, an Account Manager for a heating and cooling company based in Mid-Michigan. After a simple registration process, the company became a Trade Ally in September, 2012. According to Manda, the benefits of the program were immediate. "It has made a huge impact on our business, in a positive way. It has not only created jobs, but improved our financial status as well." The experience working with property managers has been equally rewarding. "It's been awesome. Not only have we made it a positive experience for them, but they have made it a positive experience for us as well."

For both Trade Ally companies surveyed, the experience has been exceptional. Manda states, "I would absolutely recommend the program to anyone."

To learn more about becoming a Trade Ally, call (877) 813-9617 or visit ConsumersMultifamilySavings.com/trade-ally.

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*Manda M.
Account Manager*

