



Eco Financing to Advance **Efficient** **Shopping for All**

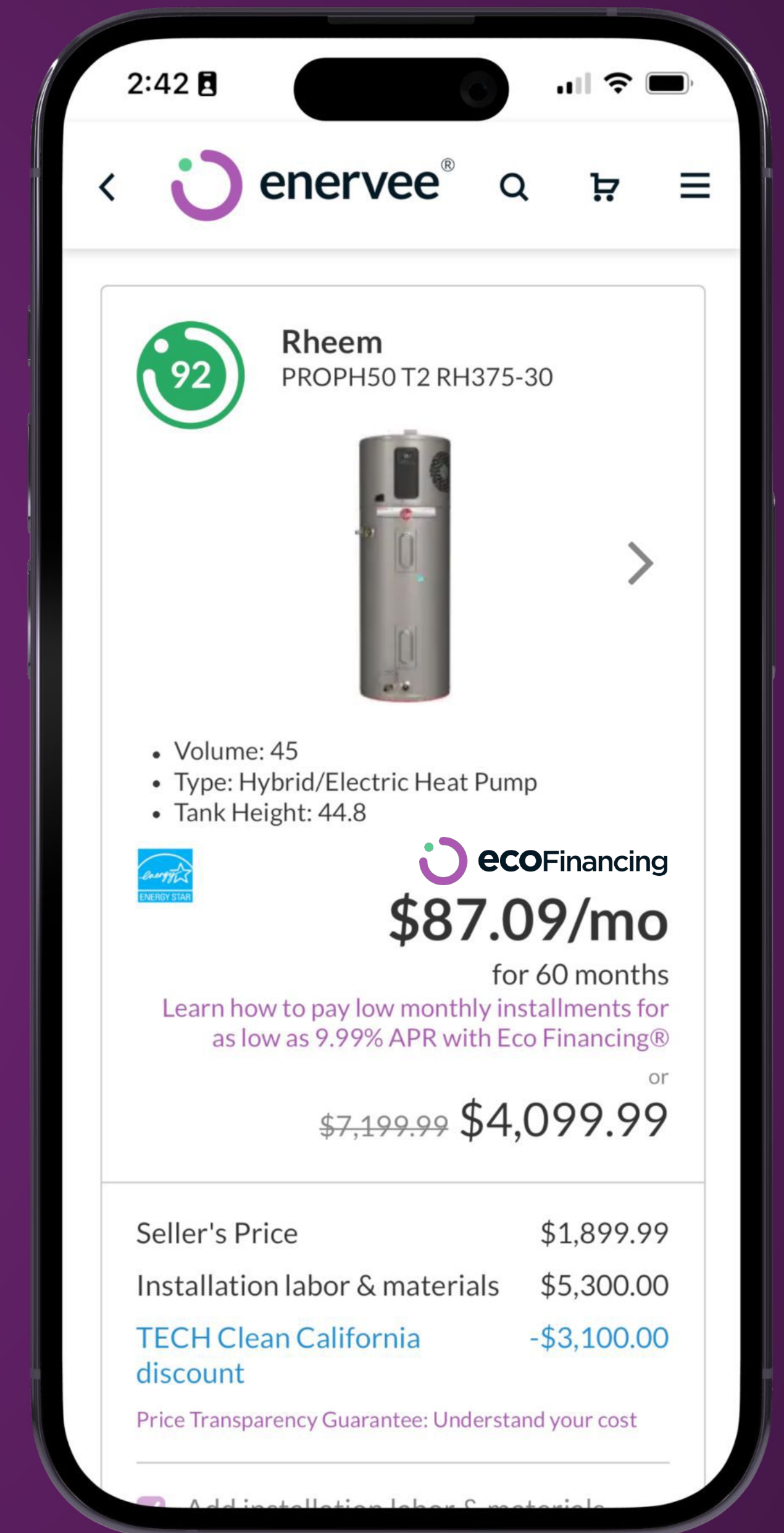
Case Study – SoCalGas Marketplace



Energy efficient ecommerce platform

In Fall 2021, SoCalGas piloted our Eco Financing loan program to great success. The pilot included washers, dryers, ranges and dishwashers, and resulted in thousands of efficient product purchases using our online, instant financing solution.

The pilot proved to be particularly successful for serving historically underserved customer segments, including LMI households, credit-challenged borrowers, and renters.





Click above to hear what real utility customers have to say about Eco Financing.





85%

of loans to
“underserved borrowers”



Super-efficient products
(beyond ENERGY STAR)



26%

of loans to renters



37%

of orders include recycling
of old appliance

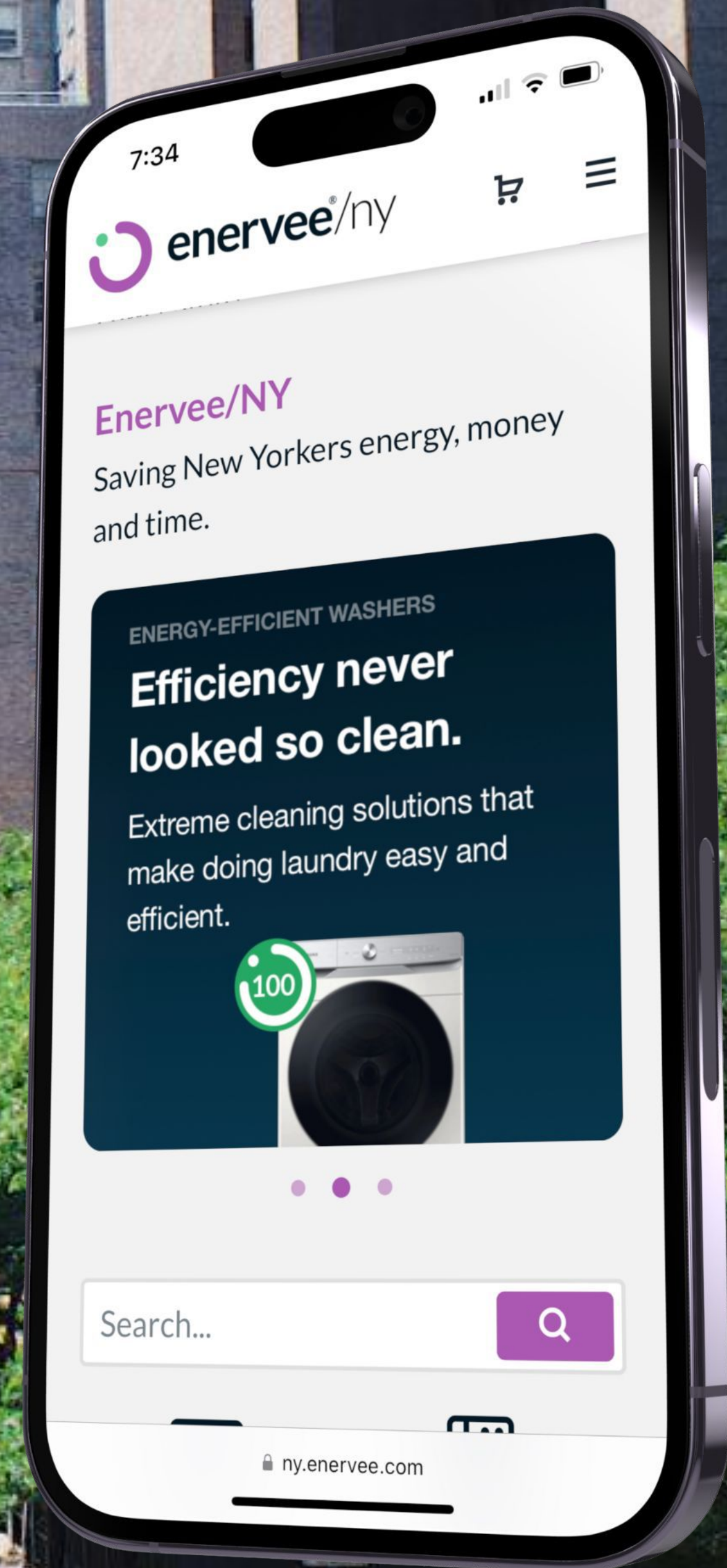
Eco Financing...

- Fills gaps in low-income (direct-install) and energy-efficiency programming (rebates) to scale equitable decarbonization
- Empowers underserved customer segments (income-constrained, credit-challenged, renters) to buy efficient with affordable monthly payments, even without incentives
- Delivers enhanced equity outcomes relative to traditional home upgrade financing programs
 - 10X greater share of loans to people with credit scores below 640
 - 20% greater share of electric and gas savings to LMI, 15% greater to DAC



“Eco Financing's inclusive credit requirements allowed us to reach historically underserved customers...All while improving customer satisfaction and reducing our customers' energy use and utility bills....”

Darren Hanway, Manager
Energy Programs & Strategy





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Request a Demo

