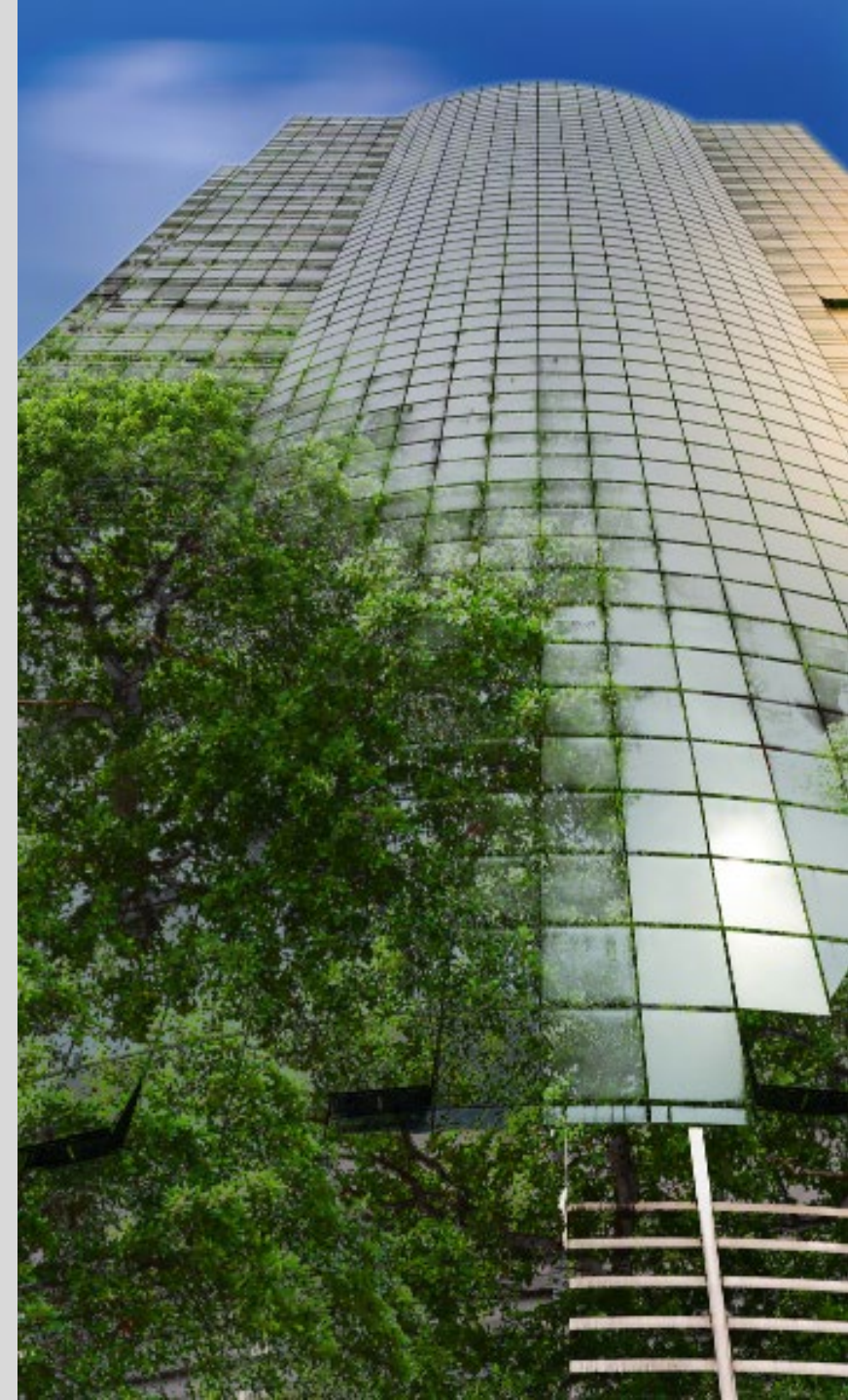
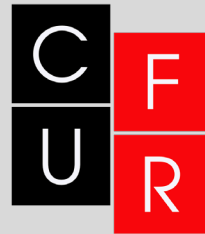


# Go Greener Capital, LLC CUSO Presentation for



By: Murray Halperin  
Managing Member  
CU First Responders Finance, LLC



# Utility Buydown Programs

## Empowering Homeowners to Embrace Energy Efficiency

### Coverage Area

- Pennsylvania (All regions)
- New Jersey (Most areas)
- California (All regions)

### Offering Customers

- Access to Lower Interest Rates on Energy Efficiency Loans
- Enhanced Affordability of Green Upgrades
- Significant Savings on Energy Bills

### Driving Positive Change

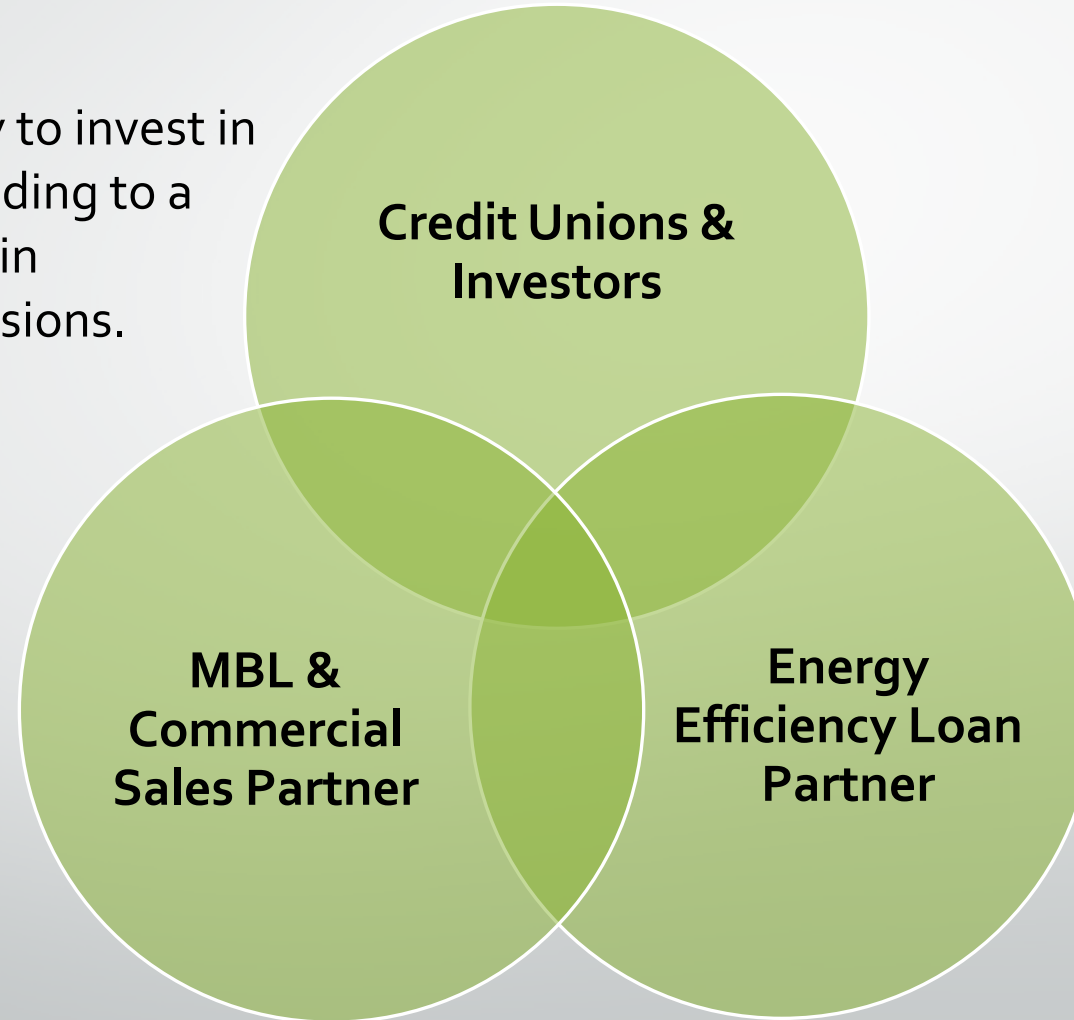
- Enabling Widespread Adoption of Sustainable Practices
- Contributing to Reduced Carbon Footprint



# Combining a Distinct Set of Players

A unique opportunity to invest in energy efficiency, leading to a significant reduction in greenhouse gas emissions.

Over 25 years experience in Credit Union commercial and business loan programs and CUSO development.



Over 50 years experience and more than \$500 million funded in projects that support energy efficiency measures.

# Important Ruling-CUSOs Can Lend

## NCUA RULE 12 CFR 712.5

Expansion of Permissible Federal Credit Union Lending and Investment in CUSOs Engaged in Lending.

- The Board has reconsidered its 2008 position on permitting Federal Credit Unions to invest in or lend to CUSOs that engage in all types of lending.
- The Board now believes that permitting Federal Credit Unions to invest in or lend to CUSOs that originate any type of loan that a Federal Credit Union may originate.
- This ruling will better enable Federal Credit Unions to compete effectively in today's marketplace and better serve their members.



Effective Nov. 26, 2021

# Why Energy Efficiency Loans?

Americans are facing unprecedented pressure from the cost of energy and the urgency of climate change.



With growing momentum on federal decarbonization strategies and stronger appliance, vehicle, and building standards demands for energy efficiency financing are skyrocketing.



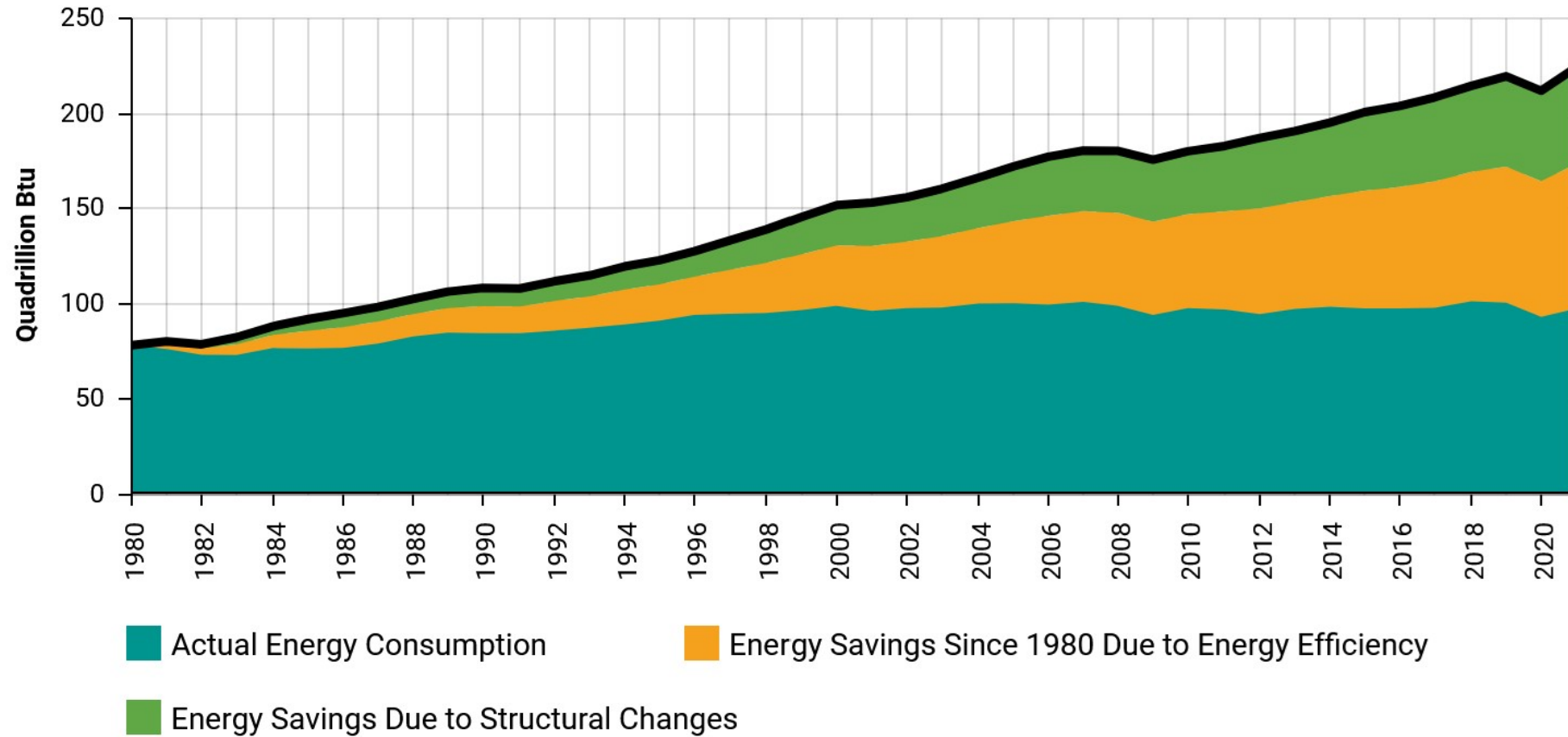
According to a report by the International Energy Agency (IEA) in 2020, the U.S. energy efficiency market was estimated to be worth around \$60 billion annually.



**THE CUSO IS  
DESIGNED TO  
CAPTURE THE  
MARKET**

# Reduced Energy Consumption

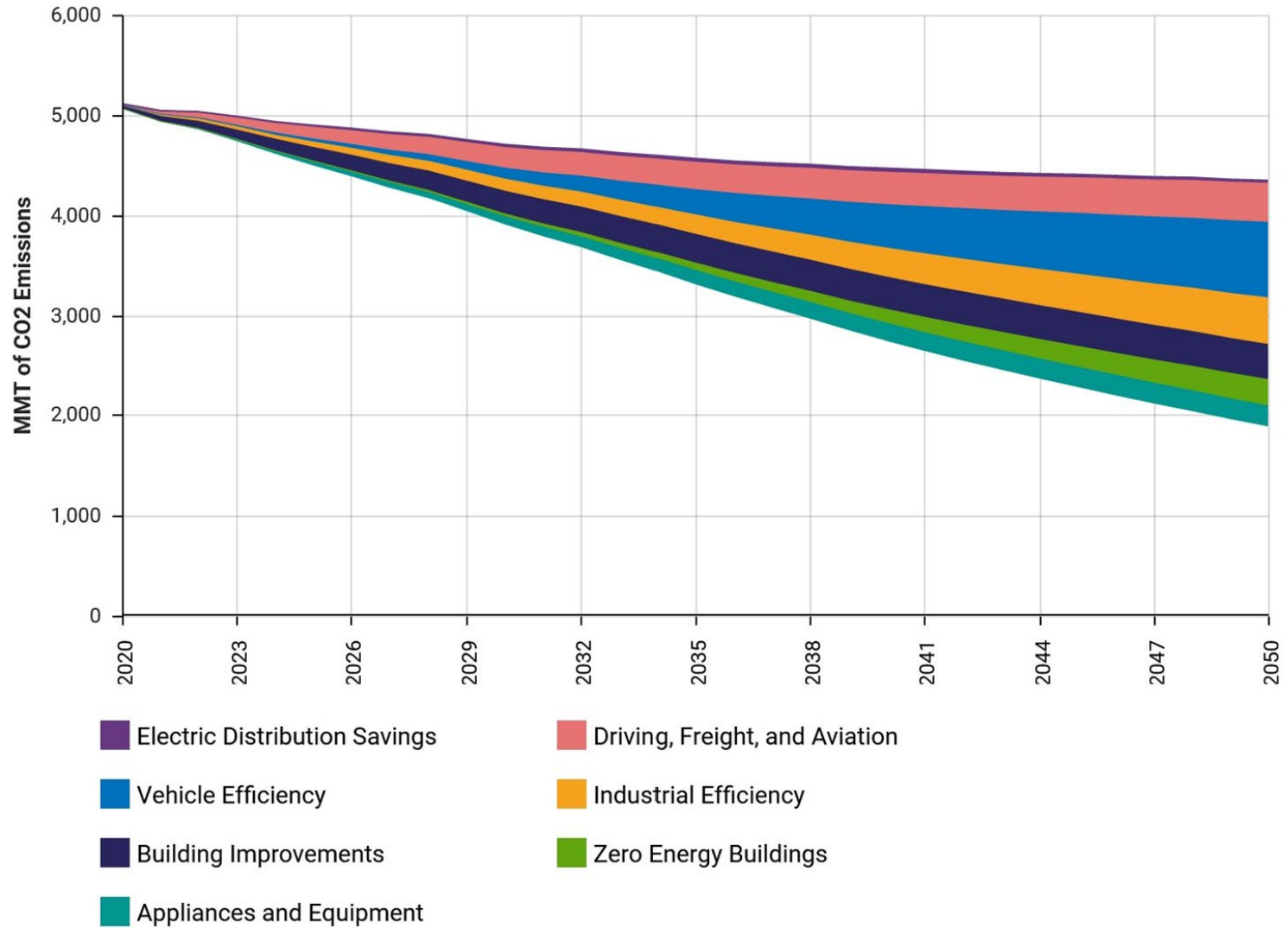
Projected Total Energy Consumption at Energy Productivity of 1980



Source: EIA (2022) *Monthly Energy Review*

# Reducing Carbon Emissions

Potential Savings from Energy Efficiency thru 2050



Source: ACEEE (2019), *Halfway There: Energy Efficiency Can Cut Energy Use and Greenhouse Gas Emissions in Half by 2050*



# Energy Efficiency Incentives

\$1T

Infrastructure Investment and Jobs Act - \$65B designated for Grid Infrastructure and Resiliency

\$369B

Inflation Reduction Act 2022 Energy Security and Climate Change Programs

\$250M

Energy Efficiency Revolving Loan Fund Capitalization Grant Program







# Forming an Energy Efficiency Loan CUSO

- CUSO can make loans like a Federal Credit Union
- Loans can be made anywhere in the US
- CUSO papers, funds and services the loans
- All loan products have automated applications and processing
- CUSO partners with third party loan originators, i.e., utilities, apparatus dealers, suppliers etc.

**IT'S LIKE AN INDIRECT LENDING PROGRAM**

# CUSO Benefits

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Energy Efficiency Loans from an Industry Leader

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Attract MBL loans, Members, Fee Income

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Fuel a Participation Machine to Enhance the Bottom Line

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Provide an Affordable Scale of MBL Services

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Technology on par with FinTech Competitors

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Compliance as Required by Regulators



# Loan Products



**Energy Efficiency Commercial &  
Consumer Loans**



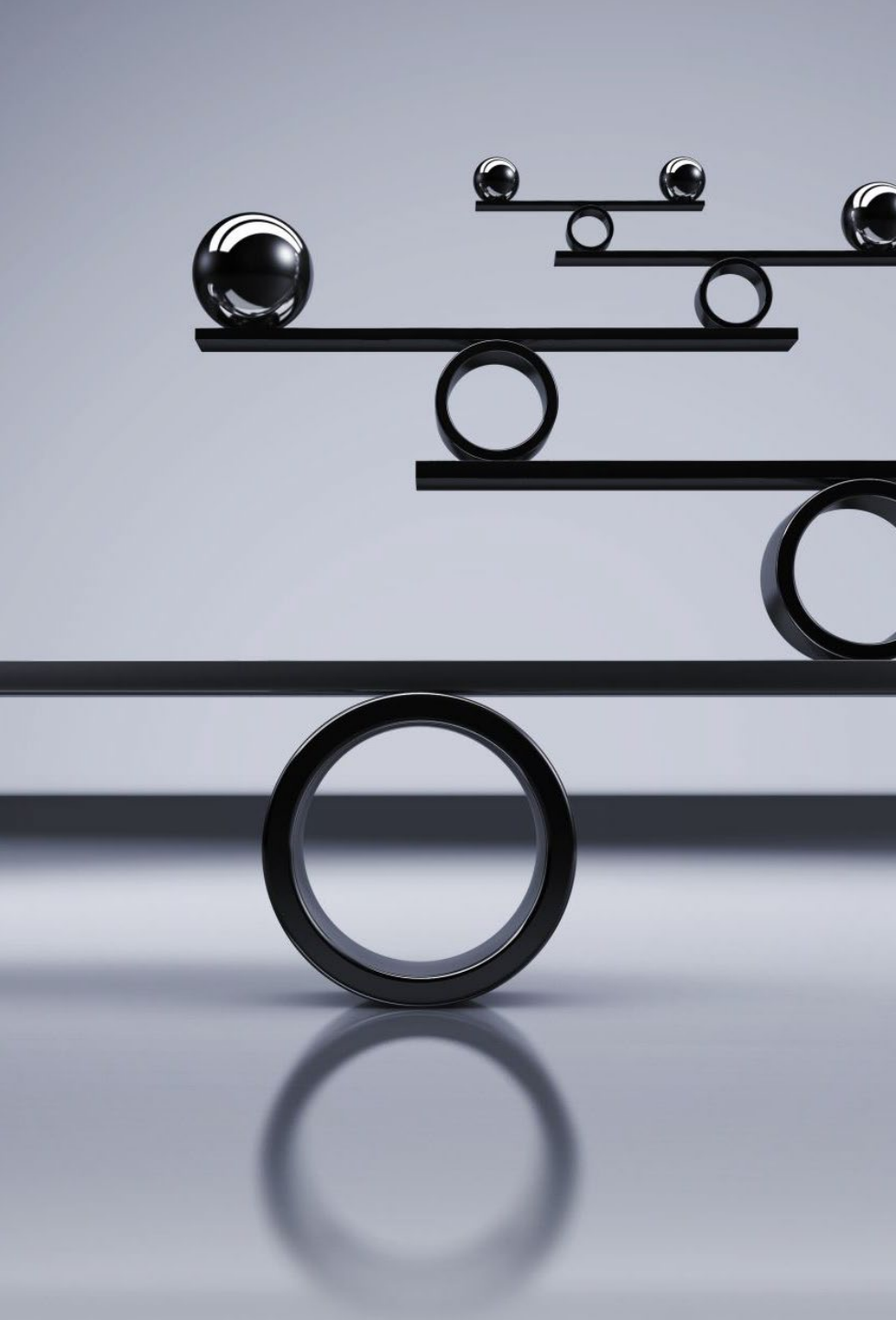
**Equipment & Commercial  
Vehicle Loans**



**Commercial Real Estate & Multi-  
Family Purchases & Refinances**



**SBA 7(a) & 504 Loans  
Direct to CUSO**



# Driving Member Value

We know what Credit Union Members want and this team is ready to deliver!

1. Competitive Value and Pricing
2. Speed and Convenience
3. Informed and Accessible Advice
4. Increased Value of Membership



# ENERGY EFFICIENCY EXPERTS



**A Certified B-Corp  
Energy Efficiency/  
Electrification  
Lender & Program  
Administrator**

**OUR MISSION**

To increase the affordability of energy efficiency and electrification improvements in homes and commercial properties, and to help contractors grow their businesses in the energy efficiency and electrification markets.



# Energy Financing and Partner Programs



Financing for Energy & Resilience Home Improvements for heating, cooling, windows, roofing, insulation, air quality, and more



Financing for Business Energy Improvements for commercial, non-profit, industrial and municipal energy improvements



A network of **600+** HVAC, lighting, roofing and remodeling and Energy Contractors



Enhanced programs for  
\*Utilities  
\*Manufacturers  
\*Distributors  
\*Governments and  
\*Trade Associations

# Strategic Focus



## Climate

Go Greener finances energy improvements that reduce energy usage and the carbon footprint



## Electrification

Electrification, a huge component of new federal incentives, is a big focus on Go Greener finance offers



## Affordability

Go Greener financing makes energy and electrification improvements more affordable for homeowners and businesses of all sizes and income levels



## Business & Job Development

Go Greener accelerates contractor growth and employee development with training, products, and programs



# Addressing Key Market Gaps

Go Greener's comprehensive solutions will fill product and distribution gaps by addressing these issues.



## Confusing and High-Cost Financing

Many contractors offer non-transparent, high contractor fees, and “promotional financing” which can increase the cost to the customer and limit affordability



## Contractor Cash Constraints

Contractors are often cash-strapped, time-strapped, and lacking a true partner to grow their business



## Generic and Limited Products

Generic lending products don't fully address the specialized needs of energy programs nor the growing markets for resiliency solutions (high quality roofs, battery storage, etc.)



## Inadequate Support to Utilities, States and Green Banks

Most lenders lack the specialized expertise required to effectively partner with programs that promote energy efficiency, renewable energy, and electrification

# Compliance Overview

Supervised as a Consumer Lender & Servicer in 26 States

Under Supervision of Pennsylvania Department of Banking and Securities  
and Multiple Other Regulatory Agencies

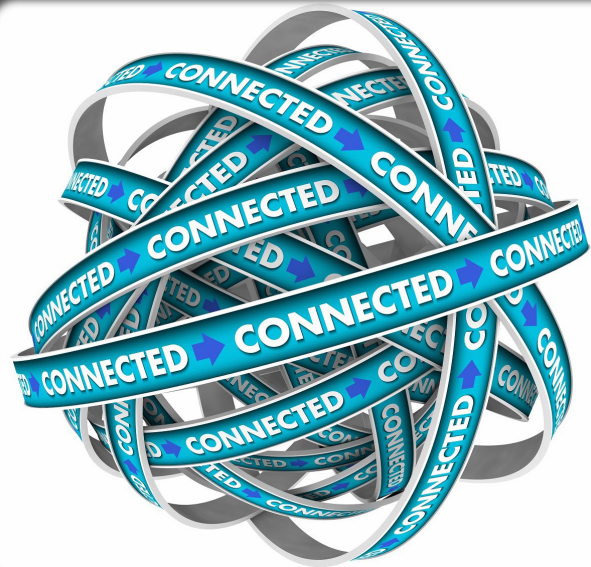
SOC 1, 2 and PCI-Compliant Consumer Origination and Servicing Platform

State of the Art Proprietary Commercial Origination Platform  
and Contractor and Sponsor Portal

Agreed Upon Procedures (AUP) and Financial Statement Annual Audit

# POWERING THE COLLABORATION

# Powering the CUSO



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A head start on generating revenue with a \$5-7 million monthly of Energy Efficiency (EE) Loans through the contractor program

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Current servicing portfolio from Credit Union partners

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Automation streamlines the process and dramatically lowers costs

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CUFR provides the CUSO, Commercial, and MBL expertise

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Loans will be participated to Credit Union partners

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Loans that don't fit the CUSO guidelines can be referred to CUFR

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# Management Roles

## Energy Efficiency Partner

- Lending Platform
- Contractor Program
- Utility Programs
- Loan Origination
- Loan Servicing with Gold Point System
- Reporting

## CUFR

- CUSO Administration
- Commercial/MBL Policy & Procedures
- Investor Sales
- Credit Union Sales
- Financial Services Marketing
- Participation Program

# CUSO Implementation



1. CUSO Infrastructure Development
2. Energy Efficiency Loan Program
3. Participation Sales Program
4. CUSO Implementation & Launch
5. Transition CUFR Services
6. Create Insurance Sales Program



## Net Loan Yield to Buyers

Yield on loans, 11% Interest Rate, Average 67 months, Purchased at 102	10.52%
Monthly Servicing Fee	-2.50%
Monthly Administration Fee	-0.50%
Estimated Loss Ratio	-0.85%
Net Yield on Loans Purchased	6.67%

## Return on Investment, Year 1

Projected Net Income, Year 1

**\$371,908.50**

Capital Investment

**\$4,000,000.00**

Estimated Return on CUSO Investment

**9.30%**





# Four Ways to Join



<b>Level 1</b>	<b><u>Board Member</u></b> Larger share of ownership & discounted services \$1 million minimum investment
<b>Level 2</b>	<b><u>Investor</u></b> No voting rights & discounted services \$100,000 minimum investment
<b>Level 3</b>	<b><u>Associate</u></b> Purchases CUSO services
<b>Level 4</b>	<b><u>Referral Partner</u></b> Refers Consumer/Business and Commercial Loans & Buys Participations

# CUSO Partnership Inquiries

Let's discuss how we can come together to capture this lending trend, innovate, and act for a more energy efficient world.

Together, we can make a real difference.

Next steps:

1. Sign the CUFR NDA
2. Receive the CUSO Prospectus
3. Schedule a follow up with CUFR for Q&A

# Contact



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