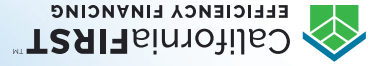


SMART EFFICIENCY FINANCING IS HERE

A better, faster way to pay
for your home upgrades.



Brought to you by:

-----LOGO-----

PHONE NUMBER

A CaliforniaFIRST Trusted Contractor



CaliforniaFIRST is administered by Renew Financial.

CaliforniaFIRST is sponsored by the California Statewide Communities Development Authority (CSCDA), a joint powers authority co-sponsored by the California State Association of Counties and the League of California Cities and also by Los Angeles County.

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"After looking at a number of different ways to finance the work, CaliforniaFIRST offered by far the best choice. I can make my home more comfortable and more energy efficient while increasing its value. It's a win all around!"

JEFF SILVER, HOMEOWNER, EMERYVILLE, CA

To see more testimonials and a video about CaliforniaFIRST, visit the website at californiafirst.org.

Why CaliforniaFIRST?

Easy
Financing



Government
Supported



Trusted
Contractors



Lower
Utility Bills





Get Started. Apply online at californiafirst.org or call 844-RENEWFI.

CaliforniaFIRST is a public/private financing program that provides upfront funding for home energy efficiency, renewable energy, and water saving improvements. Simply apply, complete your projects and repay on your property taxes over the course of up to 25 years.

CaliforniaFIRST is a Property Assessed Clean Energy (PACE) program. This innovative form of financing was created in partnership with state and local governments to encourage energy and water efficiency and to create jobs. And because CaliforniaFIRST is government supported, we're able to offer affordable long-term financing.

Not based on FICO score.

CaliforniaFIRST financing is an assessment on your property, and is not based on your FICO score, debt-to-income ratio, or personal income. There's also no down payment required.

Lower utility bills, higher property values.

With upgrades financed by CaliforniaFIRST, you'll experience a more comfortable home and lower utility bills, and you may see an increase in your property value. In fact, the amount you save on your utilities could be greater than your repayment amount.

Trusted contractors.

Our list of recommended contractors has been thoroughly vetted for customer satisfaction, and all have received extensive training on our financing process. CaliforniaFIRST Trusted Contractors know efficiency and they can help guide you through the steps that will lead to a more efficient home.

Thousands of home upgrades and replacements can be financed, including:

- Heating & Cooling
- Windows & Doors
- Insulation
- Roofing
- Solar
- Drought-tolerant Landscaping
- Drip Irrigation
- Water Heating

See our website for a complete list.

An Easy Path to Energy and Water Efficiency

1

Apply.

Sign up online at californiafirst.org or by phone at 844_RENEWFI

2

Sign.

Complete financing documents electronically

3

Install.

Your selected contractor completes your efficiency upgrades

4

Receive.

CaliforniaFIRST pays your contractor

5

Repay.

You pay back financing annually on your property taxes