



The nation's go-to database for real-estate and home improvement incentives.

Portfolio Review Case Studies

As the nation's **only**, comprehensively standardized and searchable database, IncentiFind captures incentives from Federal, State, County, City, and Utility levels. Our incentives are updated throughout the calendar year to provide fast, accurate data so that you can make informed decisions during your critical project planning.

Whether you are planning a new construction project, an existing building upgrade, or a real estate asset portfolio review, we simplify the search for incentives into **three-easy-steps**: **01 SEARCH** for incentives, **02 VERIFY** your eligibility, and **03 APPLY** to incentives you are eligible for. IncentiFind is used by **property owners, real estate developers, property managers, homeowners, builders, designers, engineers, professional service providers, and many others nationwide**. Our mission is to leverage incentives to promote green practices in our built environment.

Portfolio Review – Case Studies Executive Summary

| Case Study | IncentiFind Fee | Customer Savings |
|--|--|--|
| #1: Portfolio Review of 1,100 Commercial Retail Assets in the Greater Los Angeles Area | \$56,700 | \$420,000 |
| #2: Portfolio Review of 67 Commercial Warehouse Assets in the South Florida Area | \$23,450 for VERIFY 25% of calculated energy savings for APPLY (yet to be completed) | \$1.8MM |
| #3: Portfolio Review of 6 Commercial Recreational Assets in the South Texas Area | \$77,100 | \$300,000 (this did not include \$450,000 in tax-related incentives). |

Case 1

Background

Our Portfolio Review was executed for a confidential customer with the following characteristics: large corporation with a 2018 acquisition of **10,000 commercial retail assets nationwide**. The customer owns their assets and IncentiFind engaged directly with the owner. The customer wanted to focus on their California assets first, specifically the Greater Los Angeles area that had **42 assets**. All assets were existing buildings, averaging 5,000 square feet, and had been built within the last 30 years.

Since this was an acquisition, the customer needed to rebrand all assets. Rebranding included the following:

- New lighting (indoor and outdoor) in accordance to:
 - Commitment to corporate responsibility towards sustainable standards.
 - Energy efficiency in lighting was one of the design standards
- New signage (indoor and outdoor)



Services

IncentiFind was engaged for our expertise in connecting projects to incentives when they go green. Energy efficiency is a green measure and, constitutes the largest category of incentives within our database. The incentives in our database provide cost-savings to projects with green measures.

| 3-Step-Process | IncentiFind Fee | Customer Savings |
|----------------|--|---|
| 01. Search | FREE | N/A |
| 02. Verify | \$350.00 per building (42 buildings total) | N/A |
| 03. Apply | \$1,000 per building (42 buildings total) | Customer saved \$10,000 per building (in that the incentive fully covered: labor to install the lights, cost of new lighting, other materials related to a lighting upgrade, permitting for the work, inspections for the work, shipping and storing of the lighting and materials to the site). |
| Total | \$56,700 | \$420,000.00 (in cost-savings and; not including the \$2,000+ in savings on the Customer's utility bills per year - per building for installing more efficient lighting) |

This Case Study's approach is detailed in the Appendix.

Case 2

Background

Our Portfolio Review was executed for a confidential customer with the following characteristics: large corporation with an existing portfolio of **\$1B in assets nationwide**. The customer owns their assets and IncentiFind engaged directly with the owner. The customer wanted to focus on their Florida assets that had **67 commercial warehouse assets**. All assets were existing buildings, averaging 100,000 square feet, and had been built within the last 20 years.

The customer was interested in only updating buildings that were more than 10 years in age. Updating included the following:

- New lighting (indoor and outdoor) in accordance to:
 - Commitment to corporate responsibility towards sustainable standards.
 - Energy efficiency in lighting was one of the design standards



Services

IncentiFind was engaged for our expertise in connecting projects to incentives when they go green. Energy efficiency is a green measure and, constitutes the largest category of incentives within our database. The incentives in our database provide cost-savings to projects with green measures.

| 3-Step-Process | IncentiFind Fee | Customer Savings |
|----------------|--|---|
| 01. Search | FREE | N/A |
| 02. Verify | \$350.00 per building (67 buildings total) | N/A |
| 03. Apply | 25% of total rebate. | Customer saved \$27,000 per building on lighting fixtures and lamps. The customer is awaiting the calculated energy savings by the utility company (which is \$0.24/kWh for energy saved). |
| Total | \$56,700 | \$1.8MM (not including the savings in utility bills on average per year per building) |

This Case Study's approach is detailed in the Appendix.

Case 3

Background

Our Portfolio Review was executed for a confidential customer with the following characteristics: large corporation with an existing portfolio of **220 assets nationwide**. The customer owns their assets and we dealt directly with the owner. The customer wanted to only focus on **6 commercial recreational assets** in Texas. All assets were existing buildings, averaging 35,000 square feet, and had been built within the last 10 years.

The customer was interested in adding solar to the buildings in their (South) Texas portfolio. Adding solar included the following:

- New Solar System atop the roof structure and in accordance to the design standards of the selected solar installer.
- New Solar System atop a parking cover to allow for the building to produce enough energy to supply month electric needs.
- Commitment to corporate responsibility towards sustainable standards
 - Renewables is one of the design standards

Services

IncentiFind was engaged for our expertise in connecting projects to incentives when they go green. Energy efficiency is a green measure and, constitutes the largest category of incentives within our database. The incentives in our database provide cost-savings to projects with green measures.



| 3-Step-Process | IncentiFind Fee | Customer Savings |
|----------------|--|--|
| 01. Search | FREE | N/A |
| 02. Verify | \$350.00 per building (6 buildings total) | N/A |
| 03. Apply | 25% of total rebate. | Customer would have saved \$50,000 on the cost of installing the Solar System per building. The customer used this exercise to determine that their capital improvement budget needed to shift to more pressing portfolios in the North East. |
| Total | \$2,100 for VERIFY \$75,000 for APPLY | \$300,000 (not including the savings in utility bills on average per year per building; this also did not include \$450,000 in tax-related incentives). |

This Case Study's approach is detailed in the Appendix.

Appendix

Case Study #1

1. IncentiFind held a 1-hour call to gather all:
 - a. Background information.
 - b. Full scope of work to be executed.
 - c. Green scope of work to be executed.
 - d. Location of all assets (by state and city).

2. After the call, IncentiFind provided a recommended Portfolio Review Approach to the customer. Our Portfolio Review Approach was as follows:
 - a. Exchange of Contractual Methodology
 - b. Customer was to prioritize the assets to receive rebranding first
 - i. This list of assets were then organized by location; specifically by city
 - ii. This allowed IncentiFind to review the assets in groups so that we could produce our VERIFY Commercial Report that identifies all incentives available to the assets for their green measures
 - c. Customer was to detail their green measures
 - i. This included detailing existing lighting as well as replacement lighting designs and specifications
 - d. IncentiFind provided details of our 3-Step-Process:
 - i. What would happen during our STEP 01 SEARCH? And what would be the outcome?
 - ii. What would happen during our STEP 02 VERIFY? And what would be the outcome?
 - iii. What would happen during our STEP 03 APPLY? And what would be the outcome?
 - iv. This provided clear roles and responsibilities for all stakeholders as well as managed expectations of the outcome(s).

| 3-Step-Process | Description | Process | Outcome |
|----------------|---|---|--|
| 01. Search | Search for incentives by filling-out an online survey | <ul style="list-style-type: none"> IncentiFind used the addresses provided to run a search within our database to locate all lighting related incentives that matched the asset type, location, and scope of work | <ul style="list-style-type: none"> IncentiFind's search allows projects to know whether or not they are in a location with ample incentive offerings. This service is free to anyone who fills out our online SEARCH Survey. |
| 02. Verify | Verify eligibility by purchasing our VERIFY Commercial Report | <ul style="list-style-type: none"> IncentiFind produced a report containing all eligible incentives IncentiFind included an estimate of funding for eligible incentives IncentiFind indicated whether the following were required: preferred contractor, pre-approval, pre-installation inspections, post-installation inspections | <ul style="list-style-type: none"> IncentiFind identified one (1) eligible incentive at the utility level (the customer was not interested in any tax-related incentives that were identified) The estimated funding for this 1 incentive covered the entire cost (including labor) of upgrading all interior lights |

Case Study #1

| 3-Step-Process | Description | Process | Outcome |
|----------------|--|--|--|
| 02. Verify | | <ul style="list-style-type: none"> IncentiFind included the steps required to capture the incentives IncentiFind identified whether or not we could apply on behalf of our customer | <ul style="list-style-type: none"> IncentiFind detailed what preapproval would be required; how long the process would take start to finish; and a quick cost-benefit analysis. IncentiFind could apply on behalf of our customer. |
| 03. Apply | Apply to the incentives you are eligible for | <ul style="list-style-type: none"> IncentiFind will oversee the coordination of: <ul style="list-style-type: none"> Pre-Approval of each building Pre-Installation inspections of each building Installation of lighting Post-Installation inspections | <ul style="list-style-type: none"> The customer will receive a weekly progress update for each building as it goes through the incentive process. |

Case Study #2

- IncentiFind held a 1-hour call to gather all:
 - Background information.
 - Full scope of work to be executed.
 - Green scope of work to be executed.
 - Location of all assets (by city).
- After the call, IncentiFind provided a recommended Portfolio Review Approach to the customer. Our Portfolio Review Approach was as follows:
 - Exchange of Contractual Methodology.
 - Customer was to prioritize the assets by age and location.
 - Starting with buildings older than 10 years in age
 - This list of assets were then organized by location; specifically by city
 - This allowed IncentiFind to review the assets in groups so that we could produce our VERIFY Commercial Report that identifies all incentives available to the assets for their green measures.
 - Customer was to detail their green measures
 - This included detailing existing lighting as well as replacement lighting designs and specifications
 - IncentiFind provided details of our 3-Step-Process:
 - What would happen during our STEP 01 SEARCH? And what would be the outcome?
 - What would happen during our STEP 02 VERIFY? And what would be the outcome?
 - What would happen during our STEP 03 APPLY? And what would be the outcome?
 - This provided clear roles and responsibilities for all stakeholders as well as managed expectations of the outcome(s).

Case Study #2

| 3-Step-Process | Description | Process | Outcome |
|----------------|---|--|--|
| 01. Search | Search for incentives by filling-out an online survey | <ul style="list-style-type: none"> IncentiFind used the addresses provided by the customer to run a search within our database to locate all lighting related incentives that matched the asset type, location, and scope of work These searches were run by city | <ul style="list-style-type: none"> IncentiFind's search allows projects to know whether or not they are in a location with ample incentive offerings. This service is free to anyone who fills out our online SEARCH Survey. |
| 02. Verify | Verify eligibility by purchasing our VERIFY Commercial Report | <ul style="list-style-type: none"> IncentiFind produced a report containing all eligible incentives IncentiFind included an estimate of funding for eligible incentives IncentiFind indicated whether the following were required: preferred contractor, pre-approval, pre-installation inspections, post-installation inspections IncentiFind included the steps required to capture the incentives IncentiFind identified whether or not we could apply on behalf of our customer | <ul style="list-style-type: none"> IncentiFind identified one (1) eligible incentive at the utility level (the customer was not interested in any tax-related incentives that were identified) The estimated funding for the 1 incentive covered interior and exterior lighting; and was based on calculated energy savings of \$0.24/kWh IncentiFind detailed what preapproval would be required; how long the process would take start to finish; and a quick cost-benefit analysis IncentiFind could apply on behalf of our customer. |
| 03. Apply | Apply to the incentives you are eligible for | <ul style="list-style-type: none"> IncentiFind will oversee the coordination of: <ul style="list-style-type: none"> Pre-Approval of each building Pre-Installation inspections of each building Post-Installation inspections | <ul style="list-style-type: none"> The customer will receive a weekly progress update for each building as it goes through the incentive process. |

Case Study #3

1. IncentiFind held a 1-hour call to gather all:
 - a. Background information.
 - b. Full scope of work to be executed.
 - c. Green scope of work to be executed.
 - d. Location of all assets (by city).

Case Study #3

2. After the call, IncentiFind provided a recommended Portfolio Review Approach to the customer. Our Portfolio Review Approach was as follows:
- a. Exchange of Contractual Methodology.
 - b. Customer was to detail their green measures
 - i. This included detailing Solar Installer, Solar Design for the rooftop and for the parking cover
 - c. IncentiFind provided details of our 3-Step-Process:
 - i. What would happen during our STEP 01 SEARCH? And what would be the outcome?
 - ii. What would happen during our STEP 02 VERIFY? And what would be the outcome?
 - iii. What would happen during our STEP 03 APPLY? And what would be the outcome?
 - iv. This provided clear roles and responsibilities for all stakeholders as well as managed expectations of the outcome(s).

| 3-Step-Process | Description | Process | Outcome |
|----------------|---|--|---|
| 01. Search | Search for incentives by filling-out an online survey | <ul style="list-style-type: none"> IncentiFind used the addresses provided by the customer to run a search within our database to locate all lighting related incentives that matched the asset type, location, and scope of work These searches were run by city | <ul style="list-style-type: none"> IncentiFind's search allows projects to know whether or not they are in a location with ample incentive offerings. This service is free to anyone who fills out our online SEARCH Survey. |
| 02. Verify | Verify eligibility by purchasing our VERIFY Commercial Report | <ul style="list-style-type: none"> IncentiFind produced a report containing all eligible incentives IncentiFind included an estimate of funding for eligible incentives IncentiFind indicated whether the following were required: preferred contractor, pre-approval, pre-installation inspections, post-installation inspections IncentiFind included the steps required to capture the incentives IncentiFind identified whether or not we could apply on behalf of our customer | <ul style="list-style-type: none"> IncentiFind identified four (4) eligible incentive at the utility, County, State, and Federal levels. The estimated funding for the four incentives covered the costs of the solar install which included \$0.25/watt for an average Solar System size of 175kW IncentiFind detailed what preapproval would be required; how long the process would take start to finish; and a quick cost-benefit analysis IncentiFind could apply on behalf of our customer. |
| 03. Apply | Apply to the incentives you are eligible for | <ul style="list-style-type: none"> IncentiFind will oversee the coordination of: <ul style="list-style-type: none"> - Pre-Approval of each building - Pre-Installation inspections of each building Post-Installation inspections | <ul style="list-style-type: none"> The customer will receive a weekly progress update for each building as it goes through the incentive process. |



Other information

1. IncentiFind's proprietary, national database houses 12,000+ incentives. Incentives housed in our database include, but are not limited to:

- Renewables (solar, wind, geothermal, etc.)
- Energy Efficiency Indoor and Outdoor (LED, HVAC, window films, etc.)
- Water Conservation Indoor and Outdoor (faucets, toilets, irrigation, etc.)
- Programs (LEED, EnergyStar, GreenGlobes, etc.)
- Roof-focus (green roof, cool roof, etc.)
- Technology (metering, sensors, controls, etc.)
- Materials or Products (efficient appliances, recycled materials, etc.)
- Community Improvement (parks, sidewalks, street lighting, electric vehicle charge stations, etc.)
- Economic Development (housing, Enterprise Zones, Capital Investment Credits, historic reuse, etc.)
- Location of all assets (by city).

Our incentives fall into the following umbrella categories: tax incentives, grants, fee waivers, rebates, and bill credits. Tax-related incentives benefit property owners and developers. Grants benefit property owners, developers, and sometimes builders. Fee waivers benefit property owners and developers. Rebates typically benefit builders (or installers). Bill credits benefit property owners and tenants.

Do you have additional questions, or are you ready to get started?

Do you have additional questions that were not answered in this document? Are you interested in moving forward with IncentiFind? Please direct additional questions to:

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Natalie Campos Goodman

Pricing:

For most project locations, an upfront fee of \$1,500 is charged for the VERIFY Commercial Report. For project locations with a low incentive offering, IncentiFind assumes a 10% fee of the total funding available from all eligible incentives. For most projects executing a single scope of work (such as LED lighting upgrades), IncentiFind assesses an upfront fee of \$400. For most projects executing two scopes of work (such as LED lighting upgrades and Solar), IncentiFind assesses an upfront fee of \$800. For most projects executing more than two scopes of work (such as LED lighting upgrade, Solar, and HVAC upgrade), IncentiFind assesses an upfront fee of \$1,500. IncentiFind also offers subscription services to highvolume firms/ companies serving property owners (such as A&E firms, Property Management Firms, Facility Management Firms, EPC Contractors, General Contractors, Solar Installers, and many others nationwide). IncentiFind's subscription services starting at \$2000 per month to access our database.

IncentiFind offers custom pricing for real estate asset portfolio reviews with greater than five (5) buildings. IncentiFind has completed several portfolio reviews ranging from 6 buildings to 1,100+ buildings. Our portfolio reviews are great for capital improvement planning. Our portfolio reviews provide property owners with immediate data on cost-savings that can be captured from incentives. Property owners with portfolios that span various cities and states highly desire the insight that only IncentiFind can provide. IncentiFind offers discounted pricing to partners who consistently bring a backlog of projects that require our VERIFY and/or APPLY services. If you work on several projects per year and want to provide our service as a value-add to your property owners, ask us about our Subscription Services for a reduced rate.