



# The New Deal Maker Utility Rebates

## From the Servidyne Energy Efficiency Experts

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### If only I had a rebate...

In circles throughout the energy business, we hear about companies paying for elaborate energy audits to identify savings opportunities, only to have the audits collect dust because the capital needed to implement the recommendations is limited, or the return on investment is a little longer than desired. Energy services providers like Servidyne are challenged with bridging the gap between the energy audit and the actual implementation of these recommended energy efficiency projects.

We often hear about upgrades and improvements to buildings, and the equipment they house that can lead to reductions in energy consumption. These opportunities are often referred to as "demand-side" opportunities, because they exist on the consumption side of the meter. For years consumers and businesses have heard about the positive effects of consuming less energy, including the environmental benefits, improvements in building conditions, and the potential impact to a company's bottom line when utility expenses are reduced... use less, pay less.

# The New Deal Maker-Utility Rebates

## Rebates Motivate

Most companies want to be good stewards of the environment, and just about every company wants to save money. While promises of smaller carbon footprints, energy reductions and utility cost savings are valid arguments and great attention grabbers, they don't always add up to a stamp of approval when costs are tallied and businesses are faced with the tough decision... where do I spend my money?

On the other hand, also known as the supply side, utilities are trying to manage their own supply and demand issues. Growing communities and businesses are requiring more energy than can be produced in some areas. Many utilities are scrambling to figure out ways to get consumers to use less, especially during peak periods. In response to this growing need to control the amount of energy that is required, utilities are offering incentives and rebates to those that agree to make their buildings more efficient. Utilities benefit by facilitating transactions that will result in more efficient buildings that demand less power from the utility. Customers benefit by taking advantage of generous utility rebates that can be the financial motivation that is needed when energy savings are not enough to push a project through.

In markets nationwide, utilities and government agencies are offering rebates to help subsidize the purchase and installation of energy efficient equipment for business and residential customers. Consumers can get rebates for more efficient lighting, motors, heating and cooling equipment, you name it. Rebates help to:

1. reduce the cost of the equipment and installations
2. can appear in the form of tax reduction, exemption or write-off
3. provide a cash back incentive
4. improve the return on investment (ROI) of a project

There are generally two types of rebates offered to consumers and businesses; custom rebates and prescriptive rebates. **Custom** rebates are usually offered for newer technologies or methods that promise long-term energy savings. These energy saving recommendations show promising results but may require rigorous performance testing, and a more detailed application process because they aren't as well-tried and common. **Prescriptive** rebates typically focus more on the tried and true energy savings recommendations with nearly guaranteed results. These incentives are usually pre-determined, and favored by many companies because they tend to be easier to obtain.

Utility rebates can provide the financial incentive needed to make an energy efficiency project affordable, often significantly reducing or eliminating capital requirements all together depending on the utility program, incentive, equipment and project. Whether companies need help identifying opportunities for energy savings, or assistance with implementing energy and sustainability saving projects, using a company with the knowledge and expertise in the utility rebate arena can be the solution to making an unaffordable project possible.

### About the Author

A graduate of the University of Florida, Chantale Levy joined Servidyne in 2006. With over 10 years of experience in the energy industry, she currently serves as Account Manager, Ms. Levy lends her experience in account management, utility analysis, and vendor relations to customers in the telecommunication, commercial office, hospitality and retail sector.

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