SCE & BOMA’s EE Initiative:

Marketing RCx to Building Owners and Property Managers

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What is EE Initiative?

Partnership between Building Owners and Managers Association (BOMA) and Southern California Edison (SCE) to achieve energy efficiency success in the commercial sector
How does EE Initiative work?

- Direct access to BOMA members
- Speaking engagements at BOMA luncheons
- Email blasts to BOMA membership
- Articles published in trade publications
- SCE workshops conducted for BOMA members
What does EE Initiative do?

- Helps BOMA members achieve energy efficiency success
- Educates about the importance of benchmarking (using Energy Star Portfolio Manager) and sharing success with BOMA
- Promotes BOMA Energy Efficiency Program (BEEP) Courses
- Markets the benefits and assists in implementing SCE programs, rebates and incentives (such as RCx)
Marketing RCx to Building Owners and Property Managers: What Works?

Know Your Audience
Marketing RCx to Building Owners and Property Managers: What Works?

Tailor Your Message
Marketing RCx to Building Owners and Property Managers: What Works?

Be Clear About the Process
Marketing RCx to Building Owners and Property Managers: What Works?

Work as a team
Marketing RCx to Building Owners and Property Managers:

Know Your Audience

Large facilities have complex, multi-level management structures

Get in front of all decision makers ASAP

What’s Important?

- Tenant Comfort
- Reduced Operating Costs
- Payback and ROI
Marketing RCx to Building Owners and Property Managers: Tailor Your Message

Value For Tenants

Bottom-Line Benefits

$ Money $
Marketing RCx to Building Owners and Property Managers: Be Clear About the Process

- Assessment
- Improvement
- Training
Marketing RCx to Building Owners and Property Managers:
Work As A Team

Success Depends on Team Effort

Get All “Players” Involved from Beginning

Motivation and Cooperation are Key
Marketing RCx to Building Owners and Property Managers: Questions?

Thank You