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# On Bill Financing (OBF) Program Summary



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# Current & Potential Near-Term Measures

## ✓ Current Measure

- ENERGY STAR® Qualified Refrigerators – offered at select Sears stores
- Launched OBF program on June 20, 2011

## ✓ Potential Near-Term Measures (2012)

- High efficiency top-load clothes washers
  - Retailer approach
- Central air conditioning replacement
  - Contractor approach
- Both of these measures align with current and upcoming incentive programs within the Smart Ideas For Your Home (SIFYH) portfolio

# How Are We Doing with Refrigerators?



- ✓ Currently, our OBF program has:
  - 60 approved applicants totaling \$65k in committed funds
    - 50 loans have been funded; \$52k
    - 3 have been approved; \$3.4k
    - 7 are pending; \$10k
      - o Funded = Paperwork from customer received, unit delivered, and loan finalized by AFC.
      - o Approved = Customer selected unit at the store, signed and returned all necessary paperwork, and is scheduled for delivery.
      - o Pending = Customer application was approved and preapproval letter sent to customer. Waiting for return of loan documents from customer.
  - Program operations are running smoothly

# Our Retailer Approach

- ✓ Signed on with Sears as our participating retailer
  - Seventeen stores across a wide geographic area
    - Stores are part of ComEd's Fridge & Freezer Recycling Rewards Program
  
- ✓ Additional retailers being pursued for 2012



## Why Sears?

- ✓ Sears holds roughly a 40 percent market share of appliance sales in the Chicagoland area
- ✓ Sears has a wide geographic distribution of stores that would allow favorable customer reach within ComEd's service territory
- ✓ Sears is also a program partner with ComEd's Fridge & Freezer Recycling Rewards program (formerly Appliance Recycling)
  - Past operational experience = better program efficiency

# Consumer Information

ComEd's marketing plan is designed to inform customers in a variety of ways:

- Separate page on ComEd.com with a link to AFC's website where the loan application, program information, and participating retailer location are located
- 1-800-EDISON1 updated to include an option for OBF
- ComEd bill inserts that provide program information
- ComEd email blasts to customers that have provided their email addresses
- Point of Purchase information sheets for use at participating Sears locations
- Enhanced web search results via Google Ad Words campaign
- Targeted web marketing for internet ads via Valassis, a successful internet marketer
- Direct mail letter as a part of future strategy in case we are not receiving the response rates as expected

# ComEd.com Website

<https://www.comed.com/sites/homesavings/Pages/loan.aspx>

Partial sample of the web page

## Energy Efficiency Loans Now Available



ComEd is one of five Illinois utilities offering Energy Efficiency Loans, along with Ameren Illinois, Nicor, Peoples Gas and North Shore Gas. Each Utility may have energy efficient products that qualify for these loans. Customers can view all the detailed information at [ILEnergyLoan.com](http://ILEnergyLoan.com) and check out the products available from each utility. Some restrictions apply.

### For ComEd Customers

Utility Energy Efficiency Loans provide eligible homeowners, duplex owners, condominium owners, and residential building owners with four units or less, special financing for the purchase of approved high efficiency ENERGY STAR® qualified refrigerators through participating Sears stores. ENERGY STAR® qualified refrigerators with a store advertised price of \$1,200 or less, plus tax, delivery, and the replacement of a water hose if needed, qualify for this program.

Example: If you qualify for a loan for a \$1,200 refrigerator plus tax and delivery over a ten year term, you will typically see a loan installment, including interest of less than \$20 added each month to your ComEd bill.

# Program Website

<http://www.ilenergyloan.com/comed/index.php>



Overview    FAQs    Eligibility    How it Works    Participating Retail Locations    Customer Support

Ready to Start? **APPLY ONLINE**

## Energy Efficiency Loans

Is an energy hungry refrigerator eating into your budget?

If the answer is yes.

You may be eligible for Utility Energy Efficiency Loans for the purchase of a new ENERGY STAR® qualified refrigerator.

We will haul away your old refrigerator for FREE and give you \$35.

- Utility Energy Efficiency Loans provides eligible homeowners, duplex owners, condominium owners, and residential building owners (four units or less) with special financing for the purchase of approved high-efficiency ENERGY STAR® qualified refrigerators through participating Sears locations. ENERGY STAR® refrigerators with an in-store advertised price of \$1,200 or less plus tax, delivery and the replacement of a water hose, if needed, qualify for this program.

Example: If you qualify for a \$1,200 refrigerator (plus tax and delivery) over a ten year term, you will typically see a loan installment (including interest) of less than \$20 added each month to your ComEd bill.

For more information please call AFC First at 1-888-269-3133.



# Marketing Pieces – Bill Insert

(≈ 3.6 million inserts)

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## Is An Energy Hungry Refrigerator Eating Into Your Budget?



Front

### A new, more energy efficient refrigerator might be what you need.

ComEd homeowners, duplex owners, and residential buildings owners with up to four units may be eligible for a special Energy Efficiency Loan for the purchase of an approved high efficiency ENERGY STAR® qualified refrigerator. Funds are limited and available on a first-come, first-served basis.

### Utility Energy Efficiency Loans are available while funding lasts!

Here is how it works:

- For loan details go to [ComEd.com/EnergyLoan](http://ComEd.com/EnergyLoan) or call **(800-334-7661)**.
- Pre-qualify to finance your refrigerator purchase.
- ENERGY STAR® qualified refrigerators with a store advertised price of \$1,200 or less qualify for the program.
- Participation in ComEd's *Smart Ideas*® Fridge & Freezer Recycle Rewards Program is required and includes pick up and recycling of your old working refrigerator and you will receive a \$35 check from ComEd.
- A credit score of 640 or greater is required.
- Visit a participating Sears store to purchase your eligible ENERGY STAR® qualified refrigerator.
- Your new refrigerator loan installment will be billed each month on your ComEd electricity bill as "Energy Efficiency Loan." The minimum loan amount is \$500.

Example: If you qualify for a \$1,200 refrigerator plus tax and delivery, over a ten year term, for most refrigerators the monthly loan installments could be less than \$20 including interest, currently at 4.99%. Note the installation of a new water line, or service contracts, are not eligible for the Energy Efficiency Loan.

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[www.ComEd.com](http://www.ComEd.com)

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# Email Marketing Blast

(≈ 800,000 emails)



## You've Got the Power to Save -- even During the Holidays!

- Don't miss ComEd's Energy Solutions Center Mall Tour, November 19 through December 17, at Westfield Chicago Ridge Mall, Westfield Louis Joliet Mall, Westfield Fox Valley Mall in Aurora, and Westfield Hawthorne Mall in Vernon Hills.
- Get giveaways, LED Holiday lighting tips and ideas for energy-efficient gifts. Visit [ComEd.com/EnergyTour](http://ComEd.com/EnergyTour) for specific dates and times.

[FIND A MALL TOUR EVENT](#)



## Give the Gift of Energy this Holiday Season

- A **\$10, \$25, \$50 or \$100 ComEd gift certificate** is a convenient and thoughtful way to share your holiday spirit with family, friends or charitable organizations.
- Purchase them [online](#), by phone or in person. Redeem them by sending them in with your ComEd bill payment, or at hundreds of places where you can pay your ComEd bill.

[LEARN MORE](#)



## Finance a New, Energy Efficient Fridge on your ComEd Bill!

- Recycle that old energy hog and get a new, high efficiency ENERGY STAR® refrigerator.
- The easy monthly payments are added to your ComEd bill each month.

[LEARN MORE](#)

# Point of Purchase Informational Sheet



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## Is An Energy Hungry Refrigerator Eating Into Your Budget?

If you are a ComEd homeowner, duplex owner, condominium owner or a residential building owner with up to four units, you may qualify for special financing on the purchase of an approved high efficiency ENERGY STAR® qualified refrigerator with a **Utility Energy Efficiency Loan**. For interest rate, terms and other details, visit [ILEnergyLoan.com](http://ILEnergyLoan.com) or call 800-EDISON-1 (800-334-7661).

\*AFC First is the lending institution

Front

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### How it works:

- Visit [ILEnergyLoan.com](http://ILEnergyLoan.com) to obtain a loan application and pre-qualify your purchase.
- Select and purchase a high efficiency ENERGY STAR® qualified refrigerator – with an advertised price of \$1,200 or less at a participating Sears store.

### Example:

- If you qualify for a 10-year loan on a \$1,200 refrigerator (plus tax and delivery), you typically will see a loan installment, including interest currently at 4.99%, of less than \$20 added to each monthly ComEd bill.

### ComEd's Utility Energy Efficiency Loans

#### What are the eligibility requirements?

- You must be a ComEd homeowner, duplex owner, condominium owner or a residential building owner with up to four units.
- You must be a current ComEd customer with an active ComEd account number.
- You must have a credit score of 640 or greater.
- You must purchase your refrigerator from a participating Sears's store (visit [ILEnergyLoan.com](http://ILEnergyLoan.com) for a list of store locations).
- The refrigerator must be ENERGY STAR® qualified with a store advertised price of \$1,200 or less.
- Minimum loan amount is \$500.
- You must participate in ComEd's *Smart Ideas*® Fridge and Freezer Recycle Rewards Program.

#### How will I be billed?

Loan installments will be listed on your monthly ComEd bill as "Energy Efficiency Loan." It may take up to two billing periods to see your loan installment on your ComEd bill.

#### What happens if I move?

If you move, the entire balance of the loan will be due with your last ComEd bill at that address. The loan will not transfer to your new account in the ComEd service territory.

#### Can I pay more than my installment amount each month?

No, if you pay more than your monthly bill and installment amount, the extra dollars will be applied to your ComEd electricity service.

#### Will I see my balance on the ComEd bill each month?

No, your loan installment will be listed on your monthly ComEd bill under the line item "Energy Efficiency Loan." To find out your balance, call 888-269-3133.

#### Will I be charged interest for this loan?

Yes, interest charges will apply – see loan application for terms.

#### What is the maximum term of the loan?

The maximum term of the loan can be up to 10 years.

#### Can failure to pay my monthly installment affect my ComEd account?

Yes, failure to pay your monthly installment, as well as partial payments, can result in loss of electricity service. Late fees may apply.

#### What if I pay my monthly installment but fail to pay for electricity service?

Payments will be applied to your monthly ComEd electric service bill first and the balance will be applied to your installment. If your payment exceeds your monthly electricity and loan installment, the remaining balance will be applied to your electric service on your next ComEd bill. Partial payments can result in loss of electric service and late fees may apply.

#### What is ComEd's Smart Ideas® Fridge and Freezer Recycle Rewards Program?

Your participating Sears store will pick up your old refrigerator for free and recycle it in an environmentally friendly way. You will receive a check for \$35 from ComEd for your recycled refrigerator. For information, visit [ComEd.com/FridgeRecycling](http://ComEd.com/FridgeRecycling).

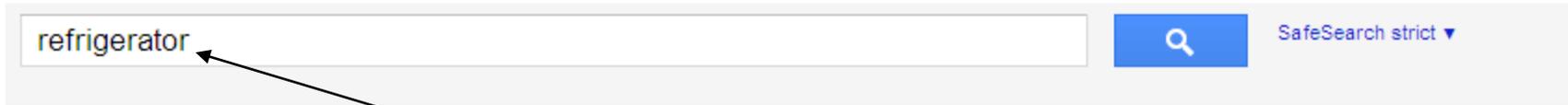


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[www.ComEd.com](http://www.ComEd.com)

# Internet Search Engine Optimization

## - Google Ad Words



About 247,000,000 results (0.21 seconds)

Searching for "refrigerator" returns a ComEd OBF program ad

Ads - Why these ads?

**Refrigerator - Why Wait Until Black Friday? | HomeDepot.com**  
[www.homedepot.com/BlackFriday-Sale](http://www.homedepot.com/BlackFriday-Sale) - ★★★★★ 1,751 seller reviews  
 Shop **Refrigerator** Savings 11/10 - 11/28.

GE Refrigerator. 18.1 cu. ft. 28 in. Wide Top ...	\$448.00
Maytag Refrigerator. 19.6 cu. ft. French Door ...	\$2,699.00
LG Electronics Refrigerator. 31 cu. ft. Super ...	\$2,198.00

**Refrigerator | Lowes.com**  
[www.lowes.com](http://www.lowes.com)  
 Save On Top Quality **Refrigerator** At Lowe's® Official Site. Shop Now!  
[+ Show products from Lowe's for refrigerator](#)

**Top Refrigerator Brands - Naperville Kitchen Appliance Pros.**  
[www.grandapplianceandtv.com](http://www.grandapplianceandtv.com)  
 Visit us Today for More Info.  
 Store Locator - Interact with Grand: Social Media - Established in 1930: About Us

Ads - Why these ads?



[Frigidaire 18.2 cu. ft. Top Freezer Refrigerator](#)  
**\$487.93** - [Sears Outlet](#)



[Frigidaire FFHT1517LS 30 In. Stainless Steel ...](#)  
**\$584.00** - [Number1Direct](#)  
 Free 10 Year Warranty on all Appliances!

**Refrigerator at Sears®**  
[www.sears.com/Refrigerators](http://www.sears.com/Refrigerators)  
 Save on **Refrigerators** and More at Sears. Official Site. Shop Now!

[Looking for a new fridge?](#)  
[www.comed.com/energyloan](http://www.comed.com/energyloan)  
 You can qualify for special financing from ComEd

**Electrolux® Refrigerators**  
[www.electroluxappliances.com](http://www.electroluxappliances.com)

**Refrigerators - Shop Brands: GE, Kenmore, Whirlpool & More - Sears**  
[www.sears.com/appliances-refrigerators/c-1020022](http://www.sears.com/appliances-refrigerators/c-1020022)  
 Learn about the variety of options available with different models of **refrigerators** at Sears. Use up to 20% less electricity with an ENERGY STAR model.  
 Top Freezer Refrigerators - Single Door Bottom Freezer ... - Compact Refrigerators

# Valassis Digital Marketing

- ✓ Behavioral marketing product based on consumer web browsing
- ✓ Will show OBF information on web page based on browsing behavior
- ✓ Test phase is for 6 months to gauge effectiveness

The image shows a screenshot of the Chicago Weather Center website. A red oval highlights a banner advertisement for a ComEd energy efficiency loan. The banner text reads: "CLICK HERE TO SEE IF YOU QUALIFY FOR AN ENERGY EFFICIENCY LOAN". To the right of the text is a small graphic of a house with a lightbulb and the ComEd logo. Below the banner, the website displays weather information for Chicago, IL, including a current temperature of 36° and a forecast table. The forecast table shows temperatures ranging from 30° to 34° over the next 5 hours. There are also advertisements for a Jeep and mobile apps for iPhone and Android.

Hourly Forecast	Temperature
5:00p.m.	34°
9:00p.m.	30°
1:00a.m.	30°
5:00a.m.	32°

Questions?