Contractor Marketing Guidelines

HERO REGISTERED CONTRACTORS

Table of Contents

4 Overview
- Marketing with the HERO Brand
- Representing the Public Trust
- Messaging
- Prohibited Practices
- City Affiliation

6 Logo Usage

8 Describing HERO

10 Advertising Materials
- Approved copy blocks
- Billboards & Signage
- Events
- Radio, TV, & Online Video
- Social Media & Blogging
- SEM & Keyword Usage
- Press Releases & Media Communications
- Apparel
- Vehicle Wraps
- Canvassing
- Phone Calls & Telemarketing

13 Websites

14 Do's and Don'ts

16 Print Materials & Direct Mail
- Materials You Create

18 Accessing the Marketing Resource Center
- Materials Provided by HERO

20 Third Party Agencies

21 Violation of Program Requirements

Overview

Attention: All marketing variations that do not directly comply with the guidelines must be pre-approved by the HERO marketing team or representatives in advance. Please email marketing@heroprogram.com for approvals.

Marketing with the HERO Brand

As a HERO Registered Contractor, you have the benefit of co-marketing with HERO creative assets. We've developed guidelines to keep the HERO message clear and consistent across all partners and channels. Sticking to these guidelines helps ensure that all legal and regulatory requirements relating to HERO advertising and marketing are met. Please review these guidelines before creating any co-branded marketing materials. When in doubt, email us at marketing@heroprogram.com. We're happy to assist.

Representing the Public Trust

HERO is offered at the discretion of municipalities, with the goal of increasing the number of energy-efficient products that are installed in homes. It is essential that municipal interests are considered alongside your business goals to ensure that HERO is supported within the communities. With every project installed, we aim to help communities lower their energy and water consumption, reduce their carbon footprint, and create a more energy-efficient future.

Messaging

Clear, informative, truthful and transparent communications are essential for co-marketing the HERO Program. Communications, acts and practices that mislead homeowners do not meet the core communication standards of the HERO Program.

Prohibited Practices

There are a few practices that the HERO Program strictly prohibits, including:

- Language that implies that a HERO assessment results in no payment, limited payment or deferred payment
- Unfair, deceptive, abusive, and/or misleading communications
- Any practice that violates applicable laws or regulations
- Providing tax advice to consumers regarding the HERO Program
- The use of false checks or vouchers to dramatize the amount of PACE financing available

City Affiliation

When explaining your partnership with the HERO Program, you may not use city or county seals, or implied endorsements in any marketing materials. You may not add a fake image that may resemble a city seal, such as an eagle. This includes websites, press releases, direct mail, email, social media, or any other materials you want to produce. You are also prohibited from specifying or stating on marketing materials that the piece is an "important government document" or any copy that implies an endorsement.

Logo Usage

Contractors are only allowed to use the HERO Registered Contractor logo. You can download this logo from HERO Pro at pro.heroprogram.com.

To preserve legibility, the logo should only be placed on a white background. When placing the logo on a colored background or an image, it must be white and placed in the most visually clear area of the photograph.

hero®
REGISTERED CONTRACTOR

DO NOT

Rotate or change the direction of the logo

Change the color of the logo

Add any graphic treatments to the logo

Take out the words, "Registered Contractor"

Duplicate the logo

Stretch the logo

Add a frame or border to the logo

Add an unapproved character

Lockup with the logo

Use the old logo
HERO is ®. Not ™.

Add any words to the logo

Use on a busy background

Describing HERO

Only the HERO Registered Contractor logo and the copy blocks provided below may be used in marketing materials. It is prohibited to use images or photos from heroprogram.com. If the HERO Program or any city officials receive complaints from homeowners because advertisements are false or misleading, contractors may be suspended from the HERO Program.

Approved Copy Blocks

Eligibility Copy

When describing HERO eligibility, only use the below approved copy:
HERO is now available in your city. Your property may be eligible for <X> amount.

Do **not** use the following:

- Your property is eligible
- Your property is or may be qualified for a certain number
- Your property is pre-qualified

Short HERO Copy Block

HERO is a local government-approved program that makes energy-efficient and water-saving home upgrades affordable for homeowners. HERO offers 100% financing up to your approved amount, and payments are made along with your property taxes—and you repay the full amount over time.

- No money down
- 100% financing
- Not based on credit score
- Fast approvals
- Interest may be tax deductible*
- Flexible 5-25 year terms, depending on area and product
- Competitive, fixed interest rates
- Paid with property taxes

* Please contact your tax advisor to determine if you may be eligible for tax benefits.

Long HERO Copy Block

HERO (Home Energy Renovation Opportunity) is a local government-approved PACE (Property Assessed Clean Energy) program that allows homeowners to finance energy-efficient and water-saving home upgrades that can help lower your utility bills, and may increase your property value. HERO offers more consumers access to energy-efficient options because HERO is an assessment on your property. Approvals are primarily based on the equity in your home rather than your credit score, and the interest on your payments may be tax deductible.*

- No money down
- 100% financing
- Not based on credit score
- Fast approvals
- Interest may be tax deductible*
- Flexible 5-25 year terms, depending on area and product
- Competitive, fixed interest rates
- Paid with property taxes

* Please contact your tax advisor to determine if you may be eligible for tax benefits.

When co-marketing with HERO, you must use this disclaimer:

The HERO Program is not responsible for the performance of your energy and water efficiency upgrades or the savings you may achieve. Performance and cost of your product are the sole responsibility of <company name>. Renovate America does not endorse and is not responsible for the information provided by <company name>. <company name> is not a Renovate America company. Any potential savings depend on the products you choose, the location and size of your home, your usage and other factors. HERO is a registered trademark of Renovate America.

Advertising Materials

Contractors can order HERO Program collaterals through the Marketing Resource Center, accessible through HERO Pro.

Billboards & Signage

Only the HERO Registered Contractor logo is permitted on any billboards or signage. Billboard layouts must be approved by HERO before posting.

Events

Any HERO signage must only have the HERO Registered Contractor logo and the approved copy block listed in the *Describing HERO* section on page 8. It must be clear that your affiliation with HERO is as a HERO Registered Contractor. Additionally, contractor event support kits are available for purchase in the Marketing Resource section in HERO Pro.

Radio, TV, & Online Video

Contractors may describe HERO using the approved copy listed in *Describing HERO* section. Written scripts must be pre-approved by HERO marketing before broadcast production occurs as well as the final produced ads before airing.

Social Media & Blogging

You may not use HERO, HERO Program or any derivative of the name in the title of any social media channel. HERO content should reflect how the HERO Program has had a positive effect on your business, your customers and the community. You must represent yourself as your own company and be clear that your affiliation with HERO is as a HERO Registered Contractor.

SEM & Keyword Usage

To create a cooperative digital environment and maintain a good user experience when creating paid marketing campaigns including Pay-Per-Click ads or Banner/Display advertising on Google or any other platform, please adhere to the following guidelines for any paid search campaigns that include keywords related to the term HERO: E.G. HERO, HERO Program, HERO financing (includes all match types).

Bidding Guidelines

- Max. CPC Bid: $2.50
- Max Ad Position (Avg. Pos): 2.5

Ad Copy Guidelines

- Do not use HERO Program in ad headlines
- Clearly state "HERO Registered Contractor" within ad copy
- You may say "HERO Registered Contractor" in the headline

  Examples:

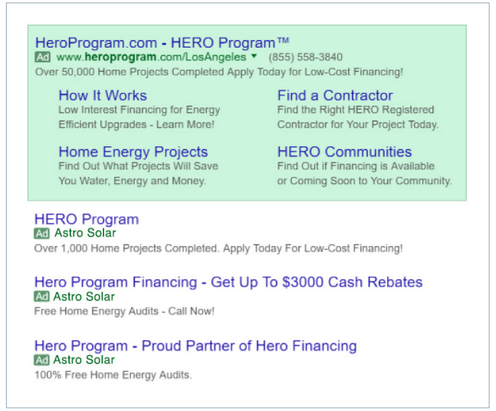
  AstroSolar – Solar contractor
  AstroSolar is a HERO Registered Contractor.

  Solar Contractors
  AstroSolar is a proud partner of the HERO Program.

  AstroSolar – HERO Registered Contractor
  AstroSolar is a proud partner of the HERO Program.

- Ad copy descriptions should be aligned with brand guidelines and approved value propositions
- Avoid headlines or messaging that may be confusing or misleading to the user regarding the HERO Program
- Do not appear as though you are the HERO Program

DO NOT



Email Signatures

Contractors may not use the HERO logo in email signatures. They may only state that they are a HERO Registered Contractor.

Example:
John Smith
AstroSolar
AstroSolar is a HERO Registered Contractor

Press Releases & Media Communications

All press releases must be pre-approved by marketing. Please email marketing@heroprogram.com.

Apparel

Sales representatives may only use the HERO Registered Contractor logo on shirts. The placement of the logo must be secondary to the contractor's company name and logo.

Vehicle Wraps

Promoting HERO on car wraps is not permitted on any vehicle. HERO Registered Contractor decals are permitted but must appear secondary to the company name and logo and must be pre-approved by HERO marketing. HERO Registered Contractor truck magnets are also available for purchase in the Marketing Resource section.

Canvassing

Contractors may inform homeowners of the HERO Program during door-to-door canvassing. Any print materials left behind, as well as any oral representations of HERO must comply with marketing and copy guidelines. The contractor and its representatives and agents (i.e., employees, temporary staff, subcontractors, third party affiliates, etc.) shall not represent themselves as agents, representatives, or employees of HERO or any government agency.

Phone Calls & Telemarketing

Telemarketing calls must comply with all applicable state and federal law, including the Telephone Consumer Protection Act. Any oral representations must follow the approved copy listed in *Describing HERO* on page 8. The contractor and its representatives shall not represent themselves as agents, representatives, or employees of HERO or any government agency in any capacity other than as an independent HERO Registered Contractor.

Contractors must abide by all applicable "Do Not Call Registries" and any "Do Not Call Numbers."

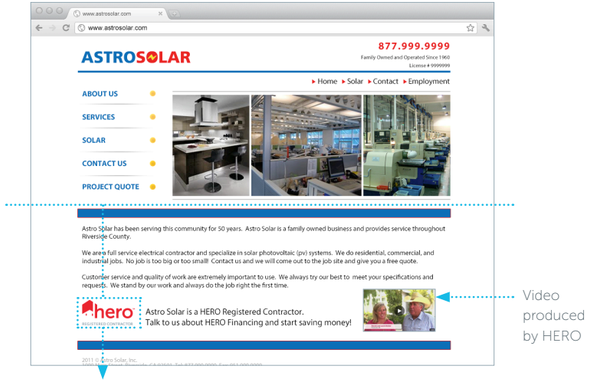
HERO applications may not be taken over the phone by a contractor.

Websites

If you would like to add any program copy on your website, use the approved copy block provided on *Describing HERO* (page 8). If you would like to include something unique to your specific needs, please submit to marketing@heroprogram.com for approvals.

You may use the HERO Registered Contractor logo on your company websites. However, please follow these additional guidelines:

1. The logo must **not** be included in the header and or the top 500px of any web page. It must be clear that it is **your** company's website and that you are not representing yourselves as the provider of the HERO Program in any way.
2. You may post videos about HERO that are produced by the HERO Program on your website and social media channels. HERO may require that videos be updated or removed at any time.



Do's and Don'ts

DO SAY

HERO may save you money.

HERO provides a financing option that is paid back with your property taxes.

HERO payments may be transferable to a new owner if you sell, but you may need to pay off the balance.

HERO interest rates are fixed and competitive with other options.

HERO upgrades may increase your home's property value.

Interest on HERO payments may be tax-deductible. Consult with your tax advisor.

Your local government allows HERO financing to be repaid along with your property taxes—you repay the full amount over time.

HERO is a good financing option for many homeowners. Please contact the HERO Program to see if you may qualify.

Based on public data that estimates your home equity, your property may be eligible for $____.

DON'T SAY

HERO will save you money.

HERO provides "free government money" that does not need to be paid back.

HERO payments are transferable to a new owner if you sell.

HERO interest rates are "low" or "affordable."

HERO upgrades will increase your home's property value.

HERO is tax-deductible.

HERO is a government-sponsored, a government-incentive program OR the government can help you pay for the improvement.

HERO is the best borrowing option for homeowners.

You are pre-approved or pre-qualified.

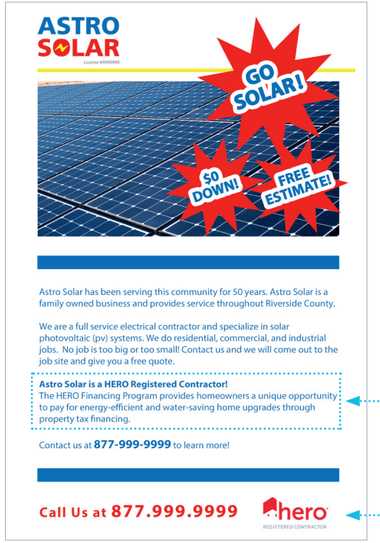
Print Materials & Direct Mail

Materials You Create

If you would like to add any copy on your print materials such as direct mail, use the approved copy block provided on *Describing HERO* (page 8). If you would like to include something different, please submit to marketing@heroprogram.com for approvals.

You may use the HERO Registered Contractor logo on the bottom right or left hand corner of print materials. Only the bottom corners may be used to ensure there is no brand confusion.

Direct mail must not appear to be sent by a government agency. Should HERO receive complaints about misleading direct mail or print materials, the contractor may be suspended.



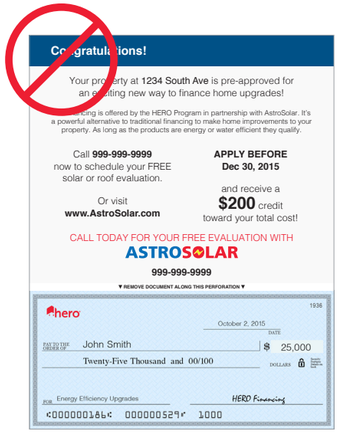
Approved copy

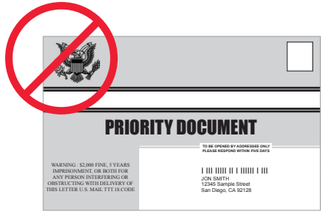
Place logo on bottom right corner

It is strictly forbidden to create any materials that resemble a check, or may mislead a homeowner to think they are pre-approved for a certain amount.

You may, however, estimate the eligibility of a homeowner using the Know-Before-You-Go tool. Please see page 8 for approved copy block when talking about HERO eligibility.

Please keep in mind that any complaint a city receives from a consumer requires a full investigation and may be referred to the Department of Consumer Affairs as a matter of protocol.





Accessing the Marketing Resource Center

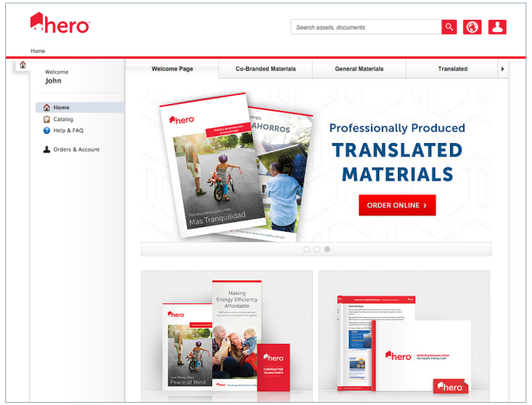
You may order printed marketing materials (including co-branded materials) through the contractor portal. To access the **Marketing Resource Center**:

1. Sign into HERO Pro at pro.heroprogram.com.
2. Create an account.
3. You are now logged in.

Returning Users:

1. Sign into HERO Pro at pro.heroprogram.com.

Note: If you are having trouble accessing the site, you might want to update your browser. The site is not compatible with Internet Explorer Version 7 or earlier.



Having Trouble Navigating the Site?

A User Guide is available within HERO Pro.

Materials Provided by HERO

Co-Branding: You may co-brand materials provided by HERO using the Marketing Resource Center. You may **only** modify the materials through this service, and in accordance with the options the online service provides.

Modification: You may not modify marketing materials provided by the HERO Program. You may, however, create co-branded materials as long as they meet the established guidelines.

Third Party Agencies

To the extent that you work with any third party agencies, please make sure they understand the Contractor Marketing Guidelines and they follow all of the policies set forth in this document.

HERO Registered Contractors who use lead generation and advertising agencies are responsible for any materials and communications these agencies have with consumers. If HERO receives complaints from homeowners because advertisements are misleading, contractors may be suspended from the HERO Program.

Violation of Program Requirements

Marketing is an important part in generating interest in energy-efficient, water-saving and renewable energy products. It is important for contractors to follow the guidelines set forth in this document, and in other materials provided by the HERO Program, to maintain the health of PACE as a whole.

Contractors who do not follow the guidelines may be suspended from marketing or participating in the HERO Program. If a contractor has any questions about any marketing that includes the HERO Program, please feel free to contact our marketing department for assistance at marketing@heroprogram.com.

Only contractors registered with the HERO Program or third parties with specific written permission from the HERO Program are granted the right to use the HERO Program logos and brand on their materials as defined in this document. All other parties who use the HERO Program logos or brand in their written materials, for advertising or otherwise, without such explicit permission may be in violation of U.S. trademark laws.

Materials created through the Marketing Resource Center will automatically be submitted to the HERO team for review. Contractors failing to comply with, or found to be in violation of the Contractor Marketing Guidelines and the Contractor Participation Terms and Conditions will be subject to disciplinary action as outlined in the Contractor Participation Terms and Conditions.

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