

Reduce energy
bills by up to*

20%

THIS IS YOUR LIGHTBULB MOMENT

Good News for Property Owners — Energy Efficient T8 Lighting Boosts Property Values.

T8

LIGHTING
PROJECT

TIME TO TURN THE LIGHTS BACK ON

Whether you're showing your office space to a potential lessee or looking to sell, buyers and tenants want to know about lighting. Why? Because lighting accounts for nearly a quarter of all energy used in commercial buildings. Poor lighting means poor performance and there's clearly no room for that in today's tough economy. Thanks to incentives on T8 Lighting upgrades—where you pay as little as 30%* of the installed cost of new T8 lamps and ballasts—you can build value in your property without having to shell out lots of cash. Until July 2012 when incentives expire, you pay as little as 30%* of the installed cost of new T8 lamps and ballasts.

Clearly, now is the time to profit from this offer and begin to save energy and money. Contact us for help finding the right lighting contractor to provide your T8 lighting upgrade.

*Savings vary by utility and project.



place your logo
here (the white
box remains)

CALL

XXX-XXX-XXX

or

EMAIL

EMAIL@UTILITY.COM

or

WEB

UTILITYWEBSITE.COM

but

HURRY

**INCENTIVES EXPIRE
JULY 2012**

HURRY T8 LIGHTING PROJECT INCENTIVES EXPIRE JULY 2012

Pay as little as

30%

of project costs. *

THIS IS YOUR LIGHTBULB MOMENT

Good News for Property Owners. Boost Property Values with Energy Efficient T8 Lighting.

T8
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PROJECT

TIME TO TURN THE LIGHTS BACK ON

Property values have been in a tailspin. We can't fix that, but we can offer you a proactive investment that will pay out, over time.

Whether you're showing your office space to a potential lessee or looking to sell, buyers and tenants want to know about lighting. Why? Because lighting accounts for nearly a quarter of all energy used in commercial buildings. Poor lighting means poor performance and there's clearly no room for that in today's tough economy.

Naturally, it takes money to make money, but right now it doesn't take very much money, thanks to incentives on T8 Lighting upgrades where you pay as little as 30%* of the installed cost of new T8 lamps & ballasts. Also, please note that old T12 lamps and ballasts will no longer be manufactured starting in July 2012, which means the move to T8s is coming one way or another. By acting today, you ensure that the cost is mostly absorbed by your utility. But that won't be true for much longer. / *Savings vary by utility and project.



place your logo here (the white box remains)

FIND THE RIGHT LIGHTING CONTRACTOR

Contact us for help finding the right lighting contractor to provide your T8 lighting upgrade. There's energy and money to be saved now, and future profits on the line.

EMAIL

EMAIL@UTILITYNAME.COM

or

WEB

UTILITYWEBSITE.COM

or

CALL

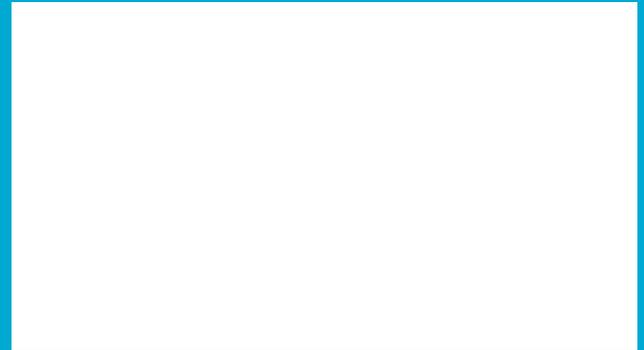
XXX-XXX-XXXX

but

HURRY

INCENTIVES EXPIRE
JULY 2012

Utility Name
Address
City, State Zip





T8

LIGHTING
PROJECT



T8

LIGHTING
PROJECT



COPY

DATE:	Feb. 15	DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency		
PROJECT NAME:	T8 Lighting Project		
DESCRIPTION:	Utility to End User – Increase Property Values		

DIRECT MAIL:

SUBHEAD: Good News for Property Owners. Boost Property Values with Energy Efficient T8 Lighting.

HEADLINE: **This Is Your Lightbulb Moment**

CALLOUT: Hurry T8 Lighting Project Incentives Expire July 2012.

COPY:

Property values have been in a tailspin. We can't fix that, but we can offer you a proactive investment that will pay out, over time.

Whether you're showing your office space to a potential lessee or looking to sell, buyers and tenants want to know about lighting. Why? Because lighting accounts for 40% of all energy used in commercial buildings. Poor lighting means poor performance and there's clearly no room for that in today's tough economy.

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Find the right lighting contractor.

Contact us for help finding the right lighting contractor to provide your T8 lighting upgrade. There's energy and money to be saved now, and future profits on the line.

BILL INSERT:

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Good News for Property Owners--Energy Efficient T8 Lighting Boosts Property Values

CALLOUT: Time to Turn the Lights Back On

BODY: Whether you're showing your office space to a potential lessee or looking to sell, buyers and tenants want to know about lighting. Why? Because lighting accounts for 40% of all energy used in commercial buildings. Poor lighting means poor performance and there's clearly no room for that in today's tough economy.

Thanks to incentives on T8 Lighting upgrades--where you pay as little as 30% of the installed cost of new T8 lamps and ballasts--you can build value in your property without having to shell out lots of cash. Until July 2012 when incentives expire, you pay as little as 30%* of the installed cost of new T8 lamps and ballasts.

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EMAIL AND NEWSLETTER COPY: LONG

SUBJECT LINE: Energy efficient lighting is a factor you can control

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Boost Property Values with Energy Efficient T8 Lighting

COPY: Property values have been in a tailspin. We can't fix that, but we can offer you a proactive investment that will pay out, over time.

Because lighting accounts for 40% of all energy used in commercial buildings, when

you show your office space buyers and tenants want to know about lighting. Poor lighting means poor performance and there's clearly no room for that in today's tough economy.

Naturally, it takes money to make money, but right now it doesn't take very much money, thanks to incentives on T8 Lighting upgrades where you pay as little as 30%* of the installed cost of new T8 lamps and ballasts.

Given how many outside factors that go into determining property values, isn't it nice to know there's something you can do that adds long-term value? In residential real estate, we point to "curb appeal" as an important asset. In this case, it's more like lamp and ballast appeal.

Make sure your building's lighting is the best it can be. Contact us for help finding the right lighting contractor to provide your T8 lighting upgrade.

There's energy and money to be saved now, and money to be made tomorrow.

EMAIL AND NEWSLETTER COPY: MEDIUM

SUBJECT LINE: Energy efficient lighting is a factor you can control

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Boost Property Values with Energy Efficient T8 Lighting

COPY: Property values have been in a tailspin. We can't fix that, but we can offer you a proactive investment that will pay out, over time.

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EMAIL AND NEWSLETTER COPY: SHORT

SUBJECT LINE: Energy efficient lighting is a factor you can control

HEADLINE: **This Is Your Lightbulb Moment**

SUBHEAD: Boost Property Values with Energy Efficient T8 Lighting

COPY: Naturally, it takes money to make money, but right now it doesn't take very much money, thanks to incentives on T8 Lighting upgrades where you pay as little as 30%* of the installed cost of new T8 lamps and ballasts.

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DISCLAIMER

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