


Helping Real Estate Professionals Who Go Above and Beyond



Consumers Energy
Count on Us®

Real Estate Specialist
Marketing Kit

Customers want real estate professionals who can help them save energy and money.



That's why we're offering support to real estate professionals who have earned badge status in the Consumers Energy Real Estate Specialist program with marketing materials that advertise their achievement. Sign the attached agreement form and place an order to receive marketing collateral.

Requirements

- Real estate professionals are not permitted to misrepresent their badge status when performing services that fall outside the scope of their work.
- Real estate professionals must complete the agreement form before using badges.
- Real estate professionals can order materials for their awarded status by using the material request form.





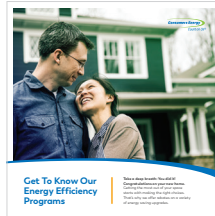
Promotional Materials

Available Products



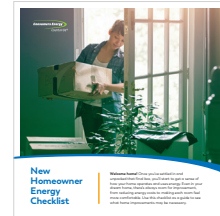
Program Badge

Show off your status as a Consumers Energy real estate specialist with the official badge, available as a sticker and image file for digital marketing.



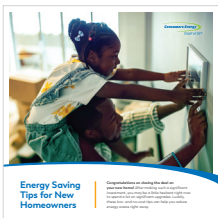
Program Overview

Consumers Energy offers a variety of programs designed to increase comfort and lower energy costs — now and for years to come. This overview can help your clients find out which upgrades are right for their home.



Home Energy Checklist

Moving into a new home can be overwhelming. This checklist helps your clients identify elements that need improvement and connects them with the Consumers Energy Home Performance with ENERGY STAR® program, where a participating contractor can perform a more thorough assessment.



Energy Saving Tips

Not all energy efficiency upgrades require using expensive equipment or working with a contractor. This list of tips includes low- and no-cost strategies that help save energy.



Tape Measure

Leave a lasting impression on your customers with this handy tape measure, perfect for the first DIY project in their new home.

Material Request Form

You must submit completed form before using marketing materials.

Program Badge

- ☐ **Digital***
☐ **Sticker**
 1.5 x 1 inches
 Order Quantity: _____

Program Overview

8 x 8 inches
 Order Quantity: _____

Home Energy Checklist

8 x 8 inches
 Order Quantity: _____

Energy Saving Tips

8 x 8 inches
 Order Quantity: _____

Tape Measure

Order Quantity: _____

Funding will be on a first-come, first-served basis until depleted.

Note: These materials are to be used only within the scope of your work in real estate.

*Align the digital badge horizontally to the right of your company logo.

Delivery Information

Company Name:		Contact Name:	
Street Address:			
City:	State:	ZIP:	
Email:			
Company Website: (if requesting digital badge for website use)			

I acknowledge and agree that all conditions must be met as outlined in the Real Estate Specialist Marketing Kit.

Contact Name: _____ Title: _____

Authorized Representative: _____

Date: _____ Signature: _____

Please submit the signed agreement and material request forms to Joy.McNay@icf.com





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