

C.J. Brown Energy, P.C.

Staying ahead of the curve and true to the company's roots



Michael Conway, General Manager
C.J. Brown Energy, P.C.

Buffalo-based **C.J. Brown Energy, P.C. is a company that found its niche and stuck to it.**

Since the day it opened its doors in 1989, **the firm has maintained a single focus: energy conservation engineering.**

Over the past 23 years, C.J. Brown Energy specialists have helped cut energy costs in a wide range of buildings, from K-12 schools to industrial facilities to multifamily buildings.

Participating as a Multifamily Performance Partner through the New York State Energy

Research and Development Authority (NYSEERDA) continues to help C.J. Brown Energy win more work.

About NYSEERDA's Programs for Multifamily Buildings

NYSEERDA offers a portfolio of programs and incentives for owners, facility managers, developers and condo/co-op boards of multifamily buildings with five or more units. Our initiatives make it easier to assess, fund, implement and measure energy efficiency upgrades that improve building performance and your bottom line.

“As a whole, NYSEERDA programs have affected our business substantially,” said C.J. Brown Energy General Manager Michael Conway. “Over time, the Multifamily Performance Program has gotten better and better at knocking down hurdles and driving building owners to implement full-scale energy efficiency projects.”

In recent years, **C.J. Brown Energy has experienced greater demand for multifamily energy efficiency projects as more building owners see the business case supporting the investment.** “We’re seeing more building owners addressing energy efficiency to help them keep up with the demands of the marketplace,” Conway said. “And they’re very happy to have NYSEERDA help them do that.”



Energy efficiency as a bedrock for growing business



C.J. Brown Energy, P.C.

MULTIFAMILY PROJECTS COMPLETED

70

INCENTIVES PAID TO CUSTOMERS

\$6,527,570

ANNUAL SAVINGS BY CUSTOMERS

\$2,357,393

ENERGY SAVED

111,511 MMBTU

“There’s no doubt about it; our multifamily clients come to us because we’re a Partner,” Conway said. “They come back because of our service, but it all starts with the Multifamily Performance Program.”

Decades of dedication to energy efficiency consulting and a strong commitment to ongoing education have helped Buffalo-based C.J. Brown Energy, P.C., become an industry leader.

In the energy efficiency engineering business, C.J. Brown Energy is no novice. “Energy conservation is all we do, and we’ve done it for 23 years,” said Michael Conway, the company’s general manager. Over those years, Conway has seen remarkable shifts in his industry as regulations, economics and common knowledge have changed.

“When we got our start, energy conservation was a true niche business,” Conway said. “No one really knew what an energy conservation engineer was or what they did.” Today, things are different. C.J. Brown Energy has seen a continuous increase in demand for its services, particularly in the multifamily sector.

Conway credits his company’s status as a NYSERDA Multifamily Performance Partner as instrumental in that growth. C.J. Brown Energy became a Partner in 2007, extending a relationship with NYSERDA that was already a decade old. “There’s no doubt about it; our multifamily clients come to us because we’re a Partner,” Conway said. “They come back because of our service, but it all starts with the Multifamily Performance Program.”

Investment mentality drives demand for energy savings

C.J. Brown Energy maintains a very broad client base, taking on institutional, commercial, industrial and multifamily residential energy efficiency projects. Of all the sectors it serves, the company has seen a distinct change in multifamily housing. “I think the turning point

was the most recent stock market downturn,” Conway said. “We’re seeing a lot of outside investment come in to multifamily housing because it’s a good investment and less volatile than the stock market.”

Along with that investment comes a focus on smart business management. Conway is seeing more building owners and managers choose to take on comprehensive energy efficiency projects due to bottom line considerations.

“It’s not just about cutting energy costs and operating costs,” Conway said. “These multifamily housing owners are smart businesspeople. They understand what they need to do to keep their buildings marketable and profitable, and they see energy efficiency as having a direct effect on occupancy rates.”

Partnership builds: skills and status

To be an effective Partner, C.J. Brown Energy’s management is diligent about keeping up with the latest technologies and emerging industry best practices. The firm has a long-standing dedication to nurturing talent, and NYSERDA is an essential part of that process.

“With NYSERDA and the Multifamily Performance Program, we have developed a process to train our people and give them even more expertise than we could have through our internal mentoring program,” Conway said. “Now, we can train people in a very precise way to do the work we need them to do. It’s been huge for us.”

Conway credits that training process, along

“We’re very happy to be playing a role in Buffalo’s comeback,” Conway said. “It’s great for the local economy, and it’s a positive step toward sustainability.”

with rigorous performance monitoring and quality assurance, as a major source of credibility when he introduces his company as a Multifamily Performance Partner. “I can stand in front of a room of 30 multifamily developers and owners and say that I can bring proven expertise, funding, and results to an energy efficiency project. If you’re not a Partner, there’s no way you can say that.”

Playing an important role in urban revitalization

C.J. Brown Energy serves a territory that stretches from Albany to Lake Erie. Across this broad area, Conway is particularly proud of his company’s work in its hometown of Buffalo, where a growing number of people are investing and living in the city center.

“People are coming back into the city rather than moving out to the suburbs,” Conway said. “Investors are buying old, dilapidated multifamily buildings and rehabbing them as market-rate apartments.” C.J. Brown Energy has taken a number of these older buildings through the Multifamily Performance Program, often seeing significant energy savings.

“We’ll have projects that cut energy usage down by as much as 45 or 50 percent,” Conway said, citing aging steam boilers and crumbling windows as common sources of waste in Buffalo’s turn-of-the-century buildings. Such remarkable results are an accomplishment Conway and the rest of his team at C.J. Brown Energy take great pride in.



Becoming a Partner

- Company launched in 1989 with a pure focus on energy conservation consulting
- Long-standing involvement with NYSERDA prior to becoming a Multifamily Performance Partner in 2007

Business impact

- NYSERDA-supported training enhances company’s capabilities
- Credibility from Partner status helps win more business
- Company is actively sought out as a Partner

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– Michael Conway, C.J. Brown Energy

► Opportunity’s knocking!

Call (518) 688-3113 or visit nyserda.ny.gov/MPP-Partner

Extend your capabilities Grow your business

Become a NYSERDA Multifamily Performance Partner and grow your business in the multifamily industry.

NYSERDA programs serve new construction and existing buildings, including market-rate and low- to moderate-income projects.

As a Partner, you serve as an advocate and expert for your customers, guiding their multifamily projects through the program from application to completion.

- Access the large and growing market for energy efficiency upgrades in multifamily buildings
- Gain a competitive advantage and offer your customers access to incentives through NYSERDA's Multifamily Performance Program and low-interest Green Jobs — Green NY financing
- Get leads through the NYSERDA website, toll-free hotline and marketing events
- Enhance your reputation in the industry by qualifying as a Multifamily Performance Partner
- Take advantage of program and marketing support from NYSERDA
- Tap into a network of industry professionals with a broad knowledge base and guidance on best practices



Business insights from C.J. Brown Energy

Becoming a Multifamily Performance Partner helps establish credibility, opening the door to a valuable stream of multifamily energy efficiency business and providing a strong differentiator for the participating firm.

Before considering becoming a Partner, ask why. Earning Partner status takes a considerable investment of time and energy. It can be very worthwhile, but only if approached with the right mindset and a dedication to providing effective service.

Follow the rules. Partners are held to high standards, and many of the benefits they help their clients access are contingent on measured results. Be diligent and dedicated to quality and accuracy.

Exceed expectations. Like companies in any service business, Partners earn repeat business by delivering demonstrable value.

Ready to get started? Contact TRC at ESStar@trcsolutions.com or call **(518) 688-3113**
Learn more about becoming a Partner at nyserdera.ny.gov/MPP-Partner



Participate in NYSERDA's Multifamily Performance Program and take advantage of funding for whole-building energy assessments and low-cost financing for energy upgrades through Green Jobs – Green NY. Green Jobs – Green NY is a statewide effort to strengthen our communities through energy efficiency. It enables New Yorkers to make a significant difference in our homes, businesses and neighborhoods—making them more comfortable, more sustainable, and more economically sound. Green Jobs – Green NY is administered by NYSERDA and made available by the Green Jobs – Green New York Act of 2009.



About NYSERDA

New York State Energy Research and Development Authority (NYSERDA), a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce their reliance on fossil fuels. NYSERDA professionals work to protect our environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York since 1975.

