

## ► Extend your capabilities Grow your business

Get started as a NYSERDA Multifamily Performance Partner

Become a NYSERDA Multifamily Performance Partner and grow your business in the multifamily industry. NYSERDA programs serve new construction and existing buildings, including all combinations of market-rate and low- to moderate-income projects.

As a Multifamily Performance Partner, you serve as an advocate and expert for your customers, guiding their multifamily project from application to completion.

- **Access the large and growing market** for energy efficiency upgrades in multifamily buildings
- **Gain a competitive advantage**, offer your customers access to incentives and low-interest financing through NYSERDA's Multifamily Performance Program and Green Jobs – Green NY
- **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
- **Build your technicians' skills** through NYSERDA training—many training programs are free!
- **Tap into a broad knowledge base and best practices** through TRC Solutions, NYSERDA's implementation partner

### Business Insights from Malcarne Contracting

- Tie the principles of building science together with hands-on construction experience, and you have the perfect combination of theory and application in your business.
- Make sure you have a seasoned administrative team to handle paperwork.
- If funding sources are important for a client's project, introduce financing alternatives and incentives from NYSERDA.
- Take advantage of training and networking opportunities made available to you as a Multifamily Performance Partner.



► Ready to get started? Contact TRC at [EStar@trcsolutions.com](mailto:EStar@trcsolutions.com) or call (518) 688-3113  
Learn more about becoming a Partner at [nyserdanyny.gov/MPP-Partner](http://nyserdanyny.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.



Malcarne Contracting

## Connecting customers with game-changing financial opportunities



Joseph Malcarne, President  
Malcarne Contracting

**Building and remodeling are in Joseph Malcarne's blood.** When he was 13, he gutted his bedroom and put it back together—alone—while his parents were away for three days. **“I know buildings from the ground up, every aspect of them,” Malcarne said. “I touch them, and they speak to me.”**

Today, he owns a contracting company that specializes in new construction and remodeling projects for homes and multifamily buildings. A building-science expert in his own right, Malcarne is a respected, roll-up-your-sleeves contractor; other engineers and even architects often ask his advice when he visits job sites.

In addition to building expertise, his company, Malcarne Contracting (New Rochelle, NY), provides

another, equally important service: As a Multifamily Performance Partner through New York State Energy Research and Development Authority (NYSERDA), **he can connect his multifamily customers in the Hudson Valley with financing options and financial incentives to keep projects moving forward.**

Qualifying for NYSERDA incentives and Green Jobs – Green NY low-interest financing is sometimes **the critical deciding factor for building owners and developers to push ahead with a project**—and the ability to offer that help has been essential to Malcarne's success.



# Building problems trigger energy efficiency upgrades

In 2007, Malcarne Contracting launched its multifamily construction and remodeling business on the heels of several years of participation in the Home Performance with ENERGY STAR® program, which supports residential energy efficiency contractors. As company president Joseph Malcarne sees it, **Malcarne Contracting is now in the ideal position to apply its energy efficiency expertise to the multifamily construction and remodeling market.**

“Anyone can use the building-as-an-envelope approach, in theory, from the comfort of their office,” Malcarne said. “We have the building science and theory background, but we back that up with real-life experience on the job site.”

It’s a combination that has built Malcarne’s reputation as one of the leading contracting companies in the Hudson Valley. But for many multifamily building owners and developers, accessing financing alternatives and incentives is just as important as working with a skilled contractor.

As a Multifamily Performance Partner, Malcarne Contracting can help its customers qualify for assistance and financing available through NYSERDA. This can be a springboard to qualify for grants and funding from other agencies and sources, and even make the difference between project “go” and “no go.” **“Being a Multifamily Performance Partner opens doors for these customers—and for Malcarne Contracting,”** Malcarne said.

## Investing in the Multifamily Performance Program yields unexpected dividends

Since becoming an MPP Performance Partner, multifamily projects have become increasingly important to Malcarne Construction. Today, multifamily renovations and new construction make up about 70 percent of the company’s business. That transition has required investments in tangible resources, such as an air sealing and insulation division created in 2008, and in ramping up to fully participate as a NYSERDA Multifamily Performance Partner. The effort, while rewarding, brings challenges.

**“I’m probably like a lot of contractors who run their own businesses: I have pretty rigid ideas about how I like to do things.”**

“Transition time is necessary,” Malcarne admitted. “NYSERDA requires a paper trail of its own, and it takes time—and sometimes patience—to become familiar with the process. For example, we need to provide concise reports on costs and projected outcomes. Getting that discipline under our belts took us about six months.”

**For Malcarne, the investment in becoming a Multifamily Performance Partner has paid off in unexpected ways.** He especially appreciates the technical assistance provided by TRC Solutions, NYSERDA’s implementation partner for the Multifamily Performance Program. “TRC staff are awesome, period,” he said. “For one thing, they’ll get answers to your questions immediately. And more importantly, we appreciate their high standards—they hold us accountable, and they keep us sharp.”

## MPP benefits make a good business even better

The ability to offer financial incentives and access to technical consulting are just two of the benefits of being a Multifamily Performance Partner, Malcarne said. **For his company, MPP is a valuable source of new business leads, which come via trade shows, NYSERDA-sponsored events, and the NYSERDA website.**

Training opportunities available through the program are also excellent, Malcarne said, and they provide a resource for him to improve his business.

**“MPP is an excellent source for the classes your technicians need. Networking with peers is important, too,”** Malcarne said. **“I never miss the annual Partner Conference.”**



### Situation

- Started with a successful construction and remodeling business, with a reputation for quality and reliability
- Expanded the business with energy-efficiency projects through the Home Performance with ENERGY STAR® program
- Extended capabilities to include new construction and updates to multifamily properties

### Benefits

- Able to bring opportunities for financing alternatives and incentives to the table
- Technicians have opportunities for advanced, targeted training
- Higher degree of credibility among clients and potential clients
- Grow the business in multifamily buildings to approximately 70 percent of annual revenue

### Solutions

- Became a Multifamily Performance Partner through NYSERDA
- Made the time, equipment and resource investments necessary to fully participate in the program
- Managed projects for 600 residential units in multifamily buildings since joining the program

**One of the program’s most important advantages is all-encompassing. “It’s credibility,”** Malcarne said. **“It’s a rigorous process to become a Multifamily Performance Partner. You have to qualify on a professional level, plus you have to prove that you have the administrative resources to support your customers and NYSERDA reporting requirements. But it’s worth it, because to potential clients, it is a seal of approval. It’s another reason for people to put their trust in you.** These are the kind of advantages you have as a Multifamily Performance Partner. They’re all beneficial and helpful to running your business.”

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— Joseph Malcarne, Malcarne Contracting

