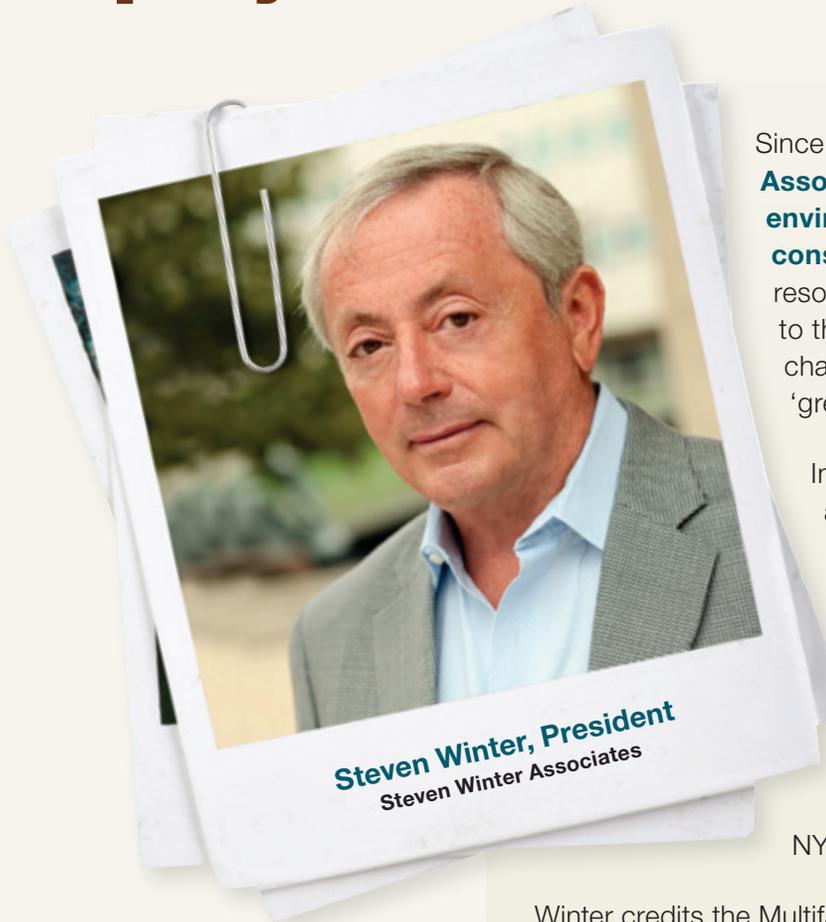


Steven Winter Associates

Business growth—in tune with company values



Since its launch in 1972, **Steven Winter Associates has been a leader in environmentally-friendly building design, construction and operation.** Preserving natural resources and saving energy have been essential to the firm—even as its services have grown and changed. “We were green before it was called ‘green,’” said President Steven Winter.

In 2007, Steven Winter Associates became a Multifamily Performance Partner through the New York State Energy Research and Development Authority (NYSERDA). Since then, **participation as a Multifamily Performance Partner has helped the firm significantly expand its client base.** “Much of our recent growth within the New York City market can be attributed to working with programs such as NYSERDA’s,” Winter said.

About NYSERDA’s Programs for Multifamily Buildings

NYSERDA 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.

Winter credits the Multifamily Performance Program for **sparking new business relationships, turning new clients into repeat customers and helping Steven Winter Associates build credibility** as it provides energy efficiency services in New York State.

Today, Steven Winter Associates has evolved beyond its original focus on building science research. The firm now provides engineering and architectural research as well as consulting and advisory services to building owners and developers. As it continues to grow, **NYSERDA and the Multifamily Performance Program play a key role in Steven Winter Associates’ success.**



Adding value for clients through proven expertise

When Steven Winter Associates opened its doors, it had a unique mission: to design buildings that waste less energy and resources. After four decades and significant expansion, the firm still works toward the same goal—a better world, through more eco-friendly buildings.



Founded in New York City in 1972, Steven Winter Associates provides services to clients across the northeast. The multifamily sector has long been a key market, so it was natural for the firm to become a NYSERDA Multifamily Performance Partner.

Expansion in the affordable housing market

Since qualifying as a Partner in 2007, participation in NYSERDA's Multifamily Performance Program has had a positive impact at Steven Winter Associates. The firm's New York City business has seen significant growth, largely resulting from affordable housing building owners enrolling in the program.

“In the affordable housing sector, people are operating on yearly budgets and financial incentives from NYSERDA pave the way for energy efficiency improvements,” said Erica Brabon, a Senior Consultant for Steven

Winter Associates who specializes in multifamily buildings. By providing technical expertise and helping affordable housing buildings access Multifamily Performance Program benefits, Steven Winter Associates quickly developed a niche client base that continues to grow today.

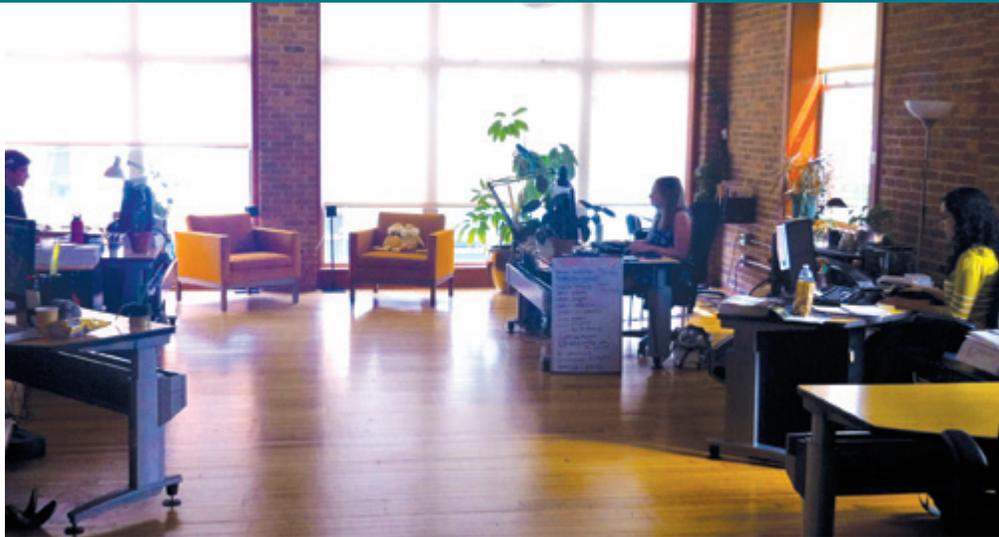
A source for leads—and the credibility to convert them

In Brabon's experience, many prospective Multifamily Performance Program participants become very receptive to energy efficiency upgrades after learning about the benefits firsthand. “Some people don't understand what the Multifamily Performance Program is and how it can help them,” Brabon said. “Sometimes it just takes someone to explain the benefits. We often start off with just a benchmarking exercise and show potential clients that their buildings have a lot of opportunity to make changes that create both energy savings and cost savings.”

After seeing how much they can save by cutting energy waste, many of Steven Winter Associates' benchmarking clients move forward with whole-building improvements through the Multifamily Performance Program.

“People will often come to us with one building that they're willing to put through the program and see how it goes,” Brabon said. “From there, they've been much more willing to put multiple buildings through because they see it makes sense.” At every stage of the client relationship, Brabon credits Steven Winter Associates' status as a Multifamily Performance Partner





for providing credibility as the firm becomes clients' key resource for energy efficiency improvements.

“Being a Performance Partner allows us to show existing and potential clients that we have set ourselves apart from our competitors,” Brabon said. “It shows that we have qualifications to provide energy efficiency services.”

Partnership is a key aspect of the bigger picture

During her career, Brabon has seen the infrastructure supporting energy efficiency in multifamily buildings grow and change. Today, there are multiple building certifications and sources of funding available to owners and developers of multifamily buildings—all of which combine with market forces to fuel demand for energy efficiency. As the market continues its shift, Brabon sees participation as a Multifamily Performance Partner to be a central, long-term business driver for Steven Winter Associates.

“Energy prices are not going down,” she said. “People are hearing about it on the news and looking to save energy and money. Building owners and developers are realizing there’s funding out there for energy efficiency improvements, but they struggle to coordinate different funding streams with different certifications on one project.” For Brabon and Steven Winter Associates, participating as a Multifamily Performance Partner is essential to maintaining a strong presence in the marketplace and keeping the firm’s higher purpose—reducing energy and preserving resources—front and center.

Situation

- Company launched in 1972 as a building science research firm, then expanded its services over time
- Looking for opportunities to add valuable services and attract more clients

Solutions

- Became a NYSERDA Multifamily Performance Partner in 2007
- Used Partner status to develop streams of new business, particularly in the affordable housing sector

Benefits

- Added credibility deepens client relationships and drives both new and repeat business—Partner status is a key proof point for the firm’s capability
- Significant business growth: expansion of New York City business largely attributable to the Multifamily Performance Program

Being a Performance Partner allows existing and potential clients to see that we have set ourselves apart from our competitors. It signifies that we have the qualifications to provide energy efficiency services.

— Erica Brabon, Steven Winter Associates



▶ **Opportunity's knocking! Call (518) 688-3113 or visit nyserda.ny.gov/MPP-Partner**

▶ 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 access to 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 industry best practices** through an energy efficiency expert

Business Insights from Steven Winter Associates

- Becoming a Multifamily Performance Program Partner can be an asset to any business, whether a new firm or an established company like Steven Winter Associates. NYSERDA brings with it a great deal of energy efficiency credibility to prospective clients, and can differentiate you from others bidding on a project.
- Keep to the core values of your company, and leverage your relationship with NYSERDA to open doors with like-minded prospects. Once a client has completed upgrades to one building, they often opt to have similar work conducted to other buildings.
- Get to know the incentive structures and be prepared to show how much people can save in the long run. Incentives and energy efficiency savings can be very attractive in the affordable housing market.
- Take advantage of expertise from NYSERDA and other Multifamily Performance Partners. Networking opportunities and advice are available to all Partners, and provide a great deal of support.

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



Opportunity's knocking

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.



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