

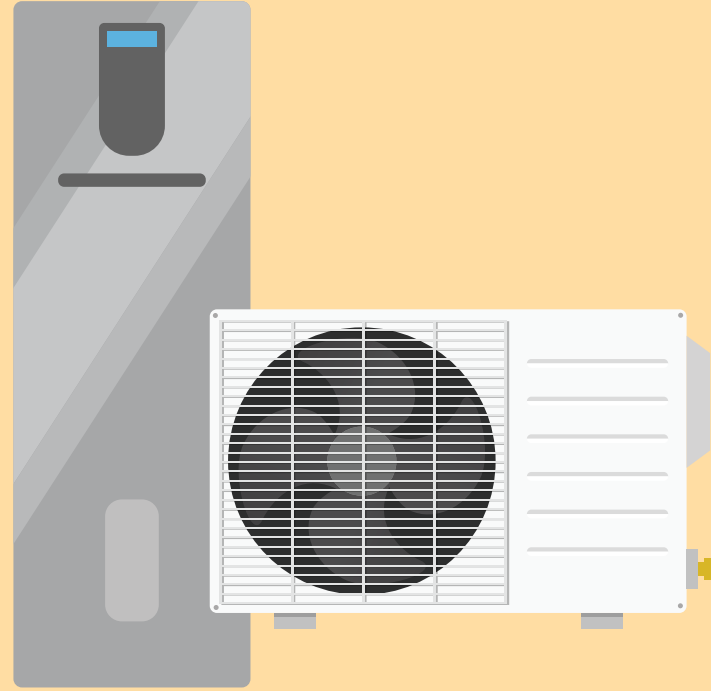
# SMUD Contractor Network



## Advancing electrification together

### Why our contractor network matters

Contractors are the frontline sales force who connect directly with our customers. By building strong relationships with contractors, we:



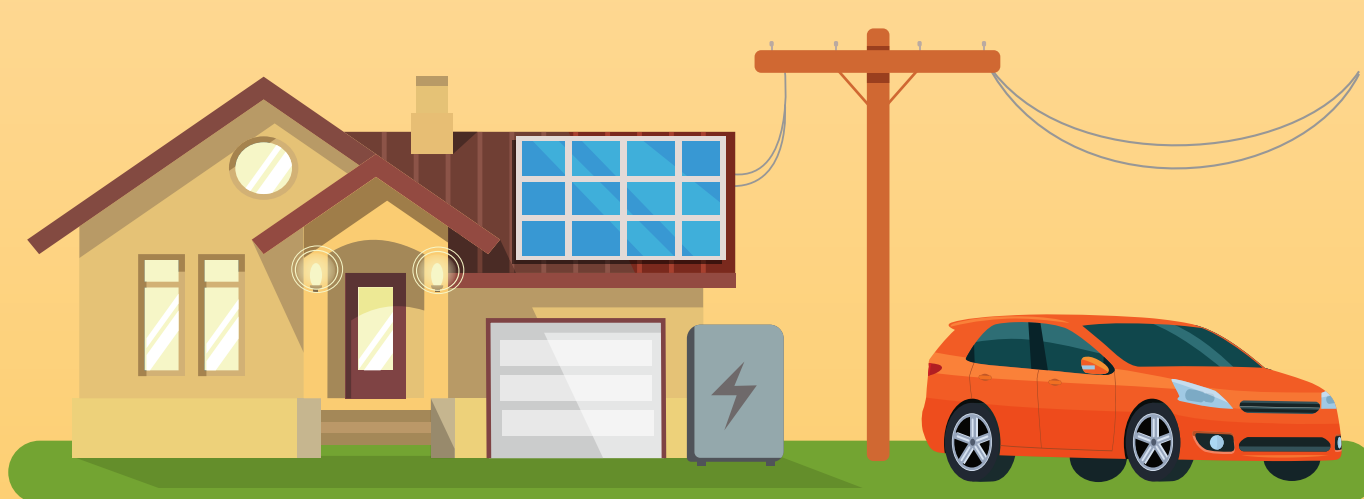
#### Promote electrification

- Equip contractors to educate customers
- Shift mindset to clean, efficient electric solutions



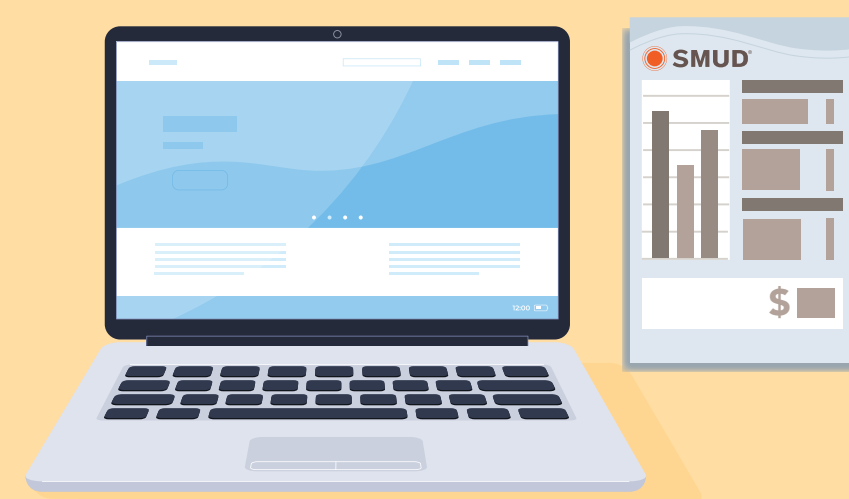
#### Ensure project integrity

- Maintain high project standards, ensures project quality
- Hold contractors accountable



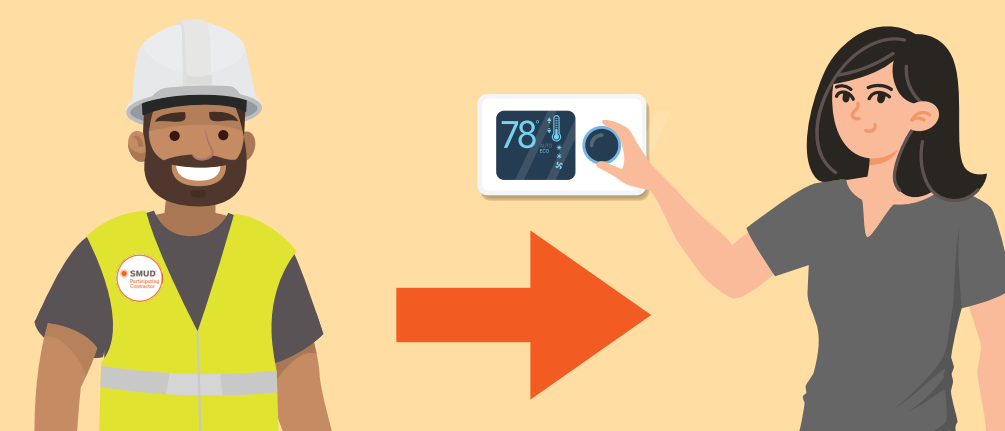
#### Support clean energy goals

- Partner with contractors to enable electrification at scale
- Achieve carbon reduction targets



#### Communicate programs & rebates

- Streamline program updates & requirements
- Simplify access to resources



#### Create direct contractor link

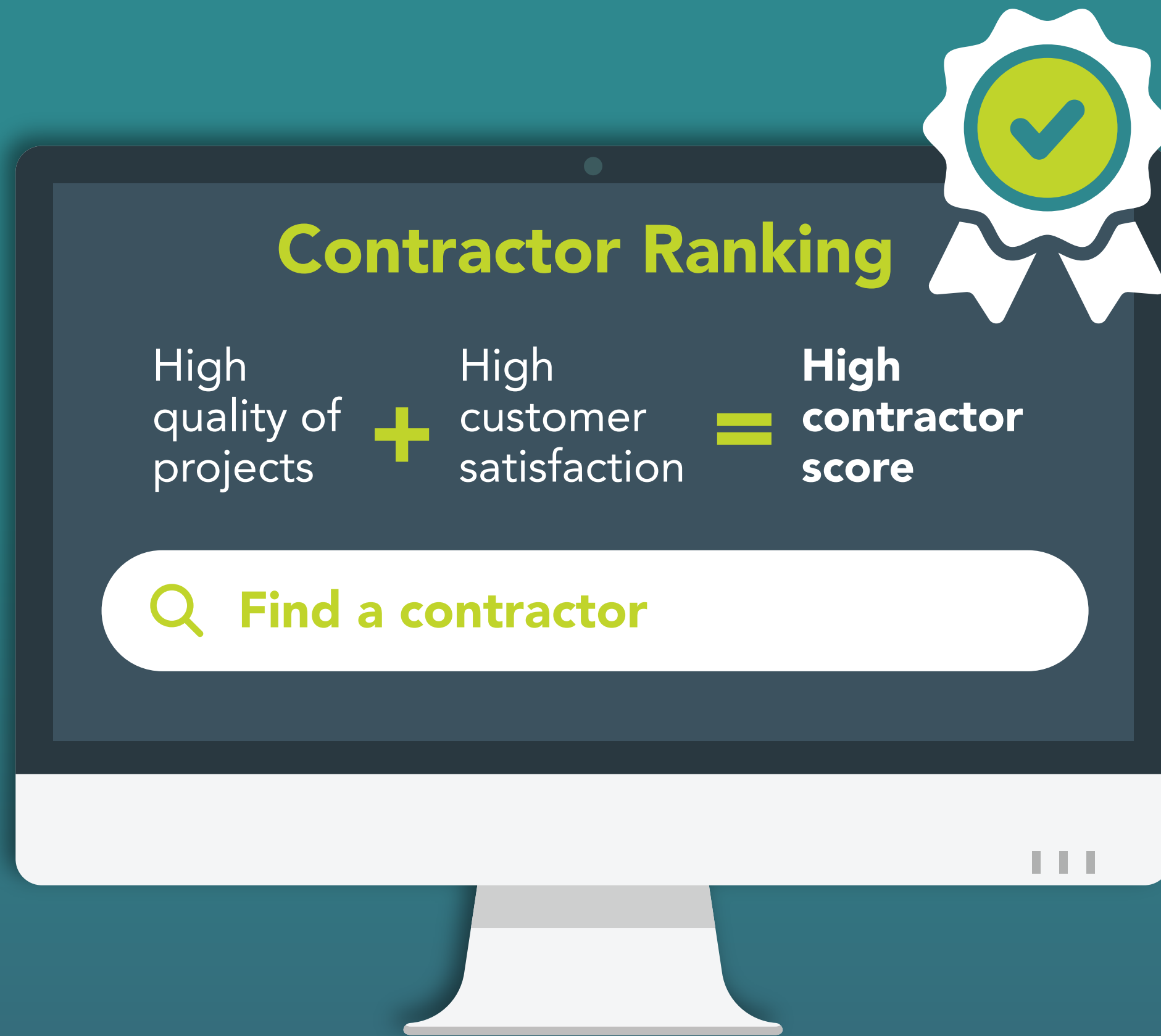
- Help customers easily find qualified contractors & access to rebates
- Provide a trusted resource in the electrification journey



# How we build and maintain this network



Vetting, clear agreements and quality control



Partner with multiple stakeholders to:

- Keep listings up to date
- Maintain contractor support lines
- Provide issue resolution
- Remove non-compliant contractors
- Drive improvements to user experience

## Results since launch



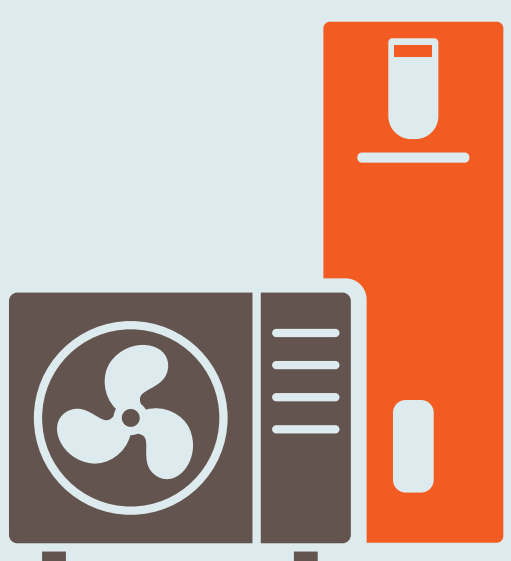
**400+**  
contractors



**250,000+**  
searches for contractors



**25,000+**  
"free" leads generated  
(compared to \$30-\$100 ea.  
from other sites)



More than  
**27,000**  
heat pumps  
installed



**\$400M**  
Estimated economic  
value of projects



**\$500**  
Annual average  
bill savings

## Evolution

Residential building  
electrification and  
energy efficiency only



Residential and Commercial  
building electrification,  
energy efficiency and EV charging