



SALES CALL QUALIFICATION FORM NEW YORK CITY BENCHMARK ANALYSIS

Hello. May I please speak to the person who manages your (apartment/commercial) buildings?

[When you have reached the correct person, continue.]

Enter the name of the person you are speaking to: _____

Mr./Mrs. (name of person you are speaking to), allow me to introduce myself. This is _____ from ECO Zero. The reason for this call is to make sure you are aware of Local Law 84, requiring annual energy-efficiency benchmarks starting May 1, 2011. Have you taken the necessary steps to comply with this new law?

[At this point, there are three possible responses:

1. I have already completed my benchmark requirements.
2. I don't have to benchmark my apartment buildings.
3. I have no idea what you are talking about.

Listen to their responses, and continue.]

1. **Already completed benchmarks.** Well, thank you for your time. If you have any further questions about LL84 or LL87, another local law dealing with the requirement to conduct energy efficiency surveys, please don't hesitate to call me at ECO Zero. Thank you.

End of phone call.

2. **Don't have to benchmark buildings.** Are you sure that your apartments do not have to be benchmarked? LL84 specifies that all properties meeting only one of the following three requirements must be benchmarked:

- ◆ Buildings over 50,000 square feet in area,
- ◆ Two or more buildings that have the same owner, together exceed 100,000 square feet, and are on the same tax lot, or
- ◆ Two or more buildings under the same condo board that together exceed 100,000 square feet, regardless of their relative location.

Do any of your apartment buildings meet these qualifications?



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If yes, continue below, after following paragraph.

3. Have no idea about LL84. Local Law 84 was signed by Mayor Bloomberg in December 2009 to address energy use in existing buildings and to mandate annual energy benchmarking. All covered buildings are required to submit an annual benchmarking report to the Department of Finance, with the first report being due on May 1, 2011. LL84 specifies that all properties meeting only one of the following three requirements must be benchmarked:

- ◆ Buildings over 50,000 square feet in area,
- ◆ Two or more buildings that have the same owner, together exceed 100,000 square feet, and are on the same tax lot, or
- ◆ Two or more buildings under the same condo board that together exceed 100,000 square feet, regardless of their relative location.

Do any of your apartment buildings meet these qualifications?

CONTINUE HERE:

What I would be pleased to do for you, is to meet you at your office or your managed building and start the process of collecting the relevant energy utility information. Once all the pertinent energy information is collected, I'll return about a week later with an Energy Benchmark Report that you can submit to the NYC Department of Finance to meet their requirements. Would this be of interest to you?

[If yes, go to the next page and schedule an appointment]



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Which day of the week is best for you? DOW: _____ DATE: _____

Morning or afternoon? (Get specific time.) _____

Should our auditor speak to you, or is there someone else in your organization he should see?

(If not the person on the phone, name: _____)

Position/Title: Office manager/Facilities manager/Other: _____)

What is the contact's phone number: _____

What is the contact's email address: _____

YES NO

May we email you a list of items that we would like to pick up at the time of our survey?

<input type="checkbox"/>	<input type="checkbox"/>
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(Gas/Electric utility bills; waste removal bills—all for past 12 months.)

Verify the Name of the company: _____

Address: _____

[At this point, confirm the time and date of appointment.]

Thank you very much for your time. Good bye.

Sales Person: _____ Date: _____