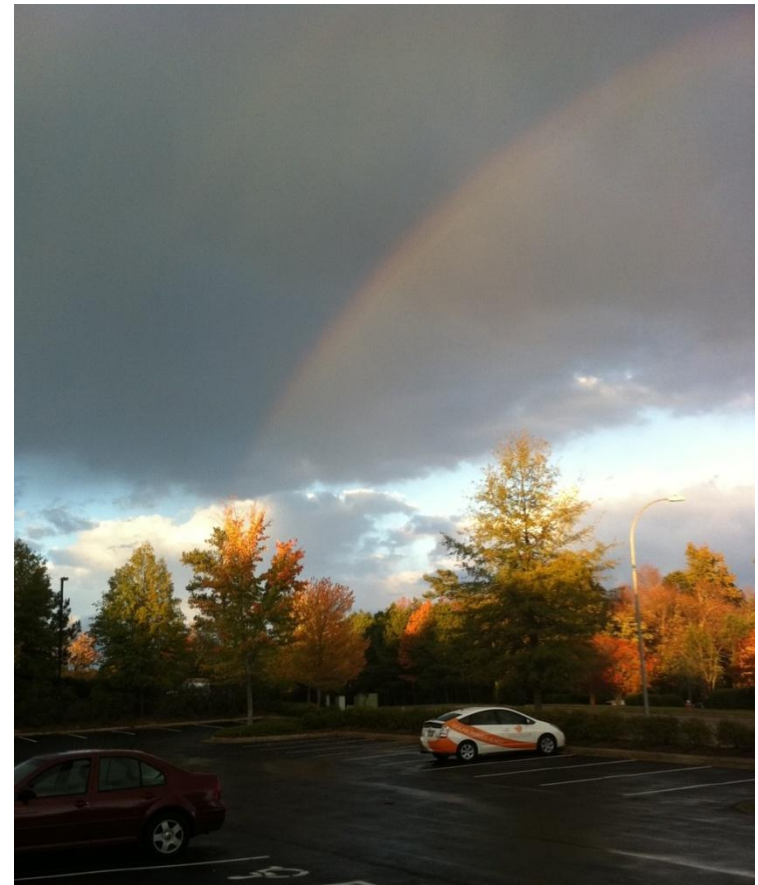


Southern Energy Management:
A Small Business Perspective on the
Opportunity of Energy Efficiency



EESI Briefing
November 20, 2013

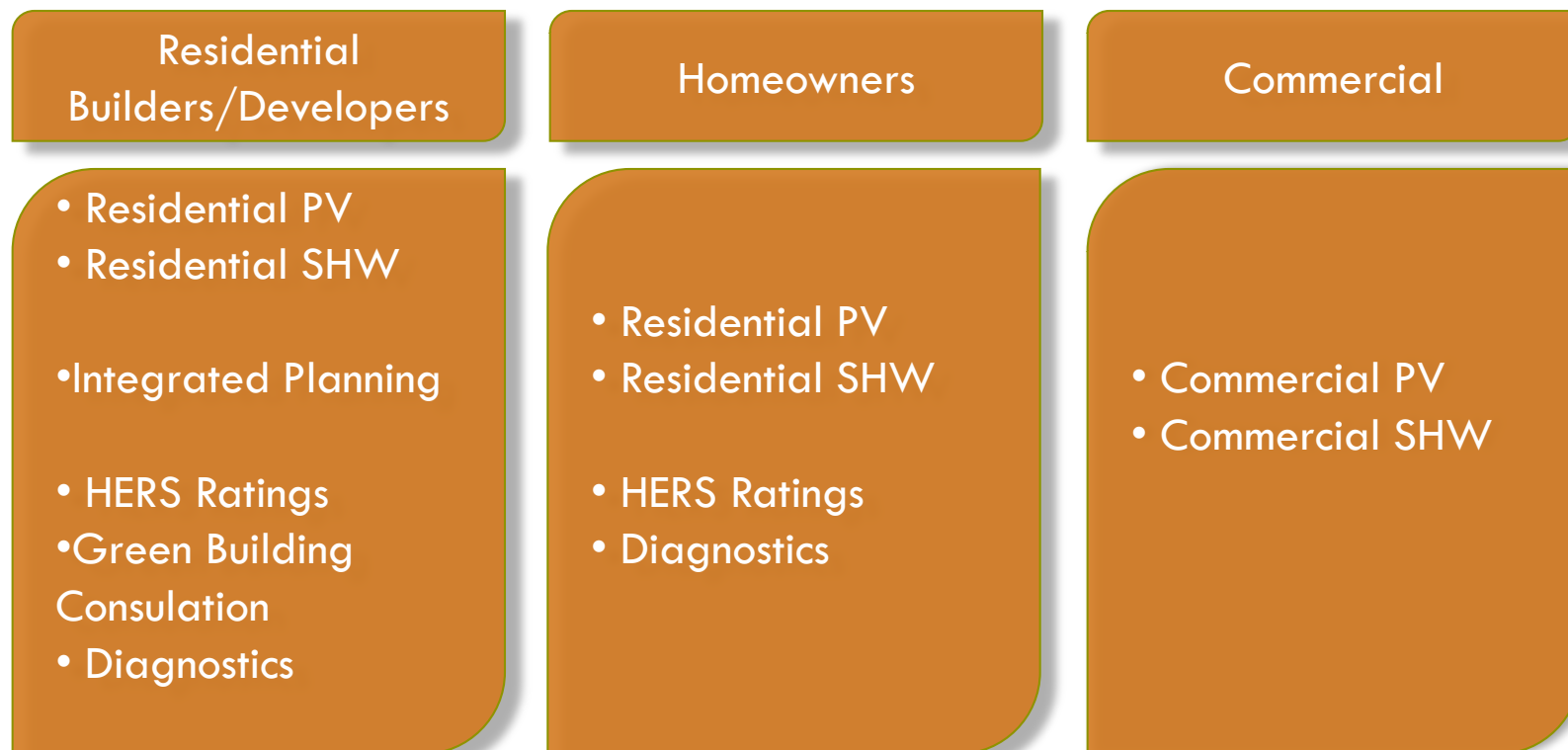
Introduction to Southern Energy Management

- A leading rooftop solar and building performance company in the Southeast and Mid-Atlantic.
- Founded in 2001 in Raleigh, NC. Divested utility scale solar business unit in June 2012.
- Today, we're a team of 60 headquartered in Morrisville, NC.
- Serving home owners, builders, developers and business owners in the Southeast and mid-Atlantic.



SEM – What we do...

- SEM provides building energy efficiency and renewable energy solutions to the residential and commercial markets.



Southern Energy Management – How We Do It

Our Mission

We improve the way people make and use energy.

We are building a prosperous company that supports people and the planet.

B-Corporation



- SEM is a B Corporation – a 3rd party verified, triple bottom line company.
- Walk the talk – and help SEM manage triple bottom line.
- www.bcorporation.net

Recognition



2007 NC Energy Efficiency
Leadership Award

- National ENERGY STAR Partner of the Year, 7 years in a row
- 2011 NC Companies to Watch
- 2011 City of Raleigh Environmental Stewardship Award
- 2010 - SJF Green Jobs Award
- 2009 City of Raleigh Market Transformation Award (environment)
- 2009 NCSEA Sustainable Business of the Year and board member
- 2008 Triple Bottom Line finalist, Sustainable North Carolina
- 2007 SEO NC Energy Efficiency Leadership Award



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WALK.

Partner with Southern Energy Management to get started on your personalized path toward energy efficient design and construction.



JOG.

Increase the value and health of your property, the community, and the environment with our attractive and efficient solar water heating systems and custom green building solutions.



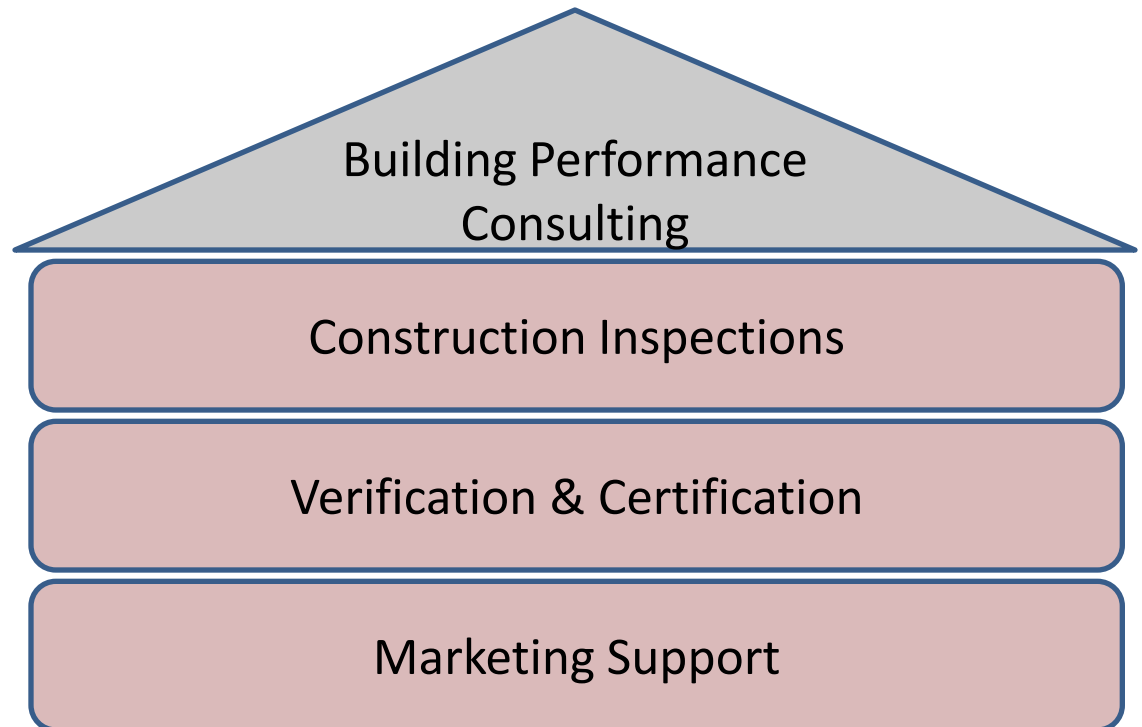
RUN.

Move toward energy independence and enhanced security with back-up power, radiant floor heating, and our state-of-the-art solar photovoltaic systems.

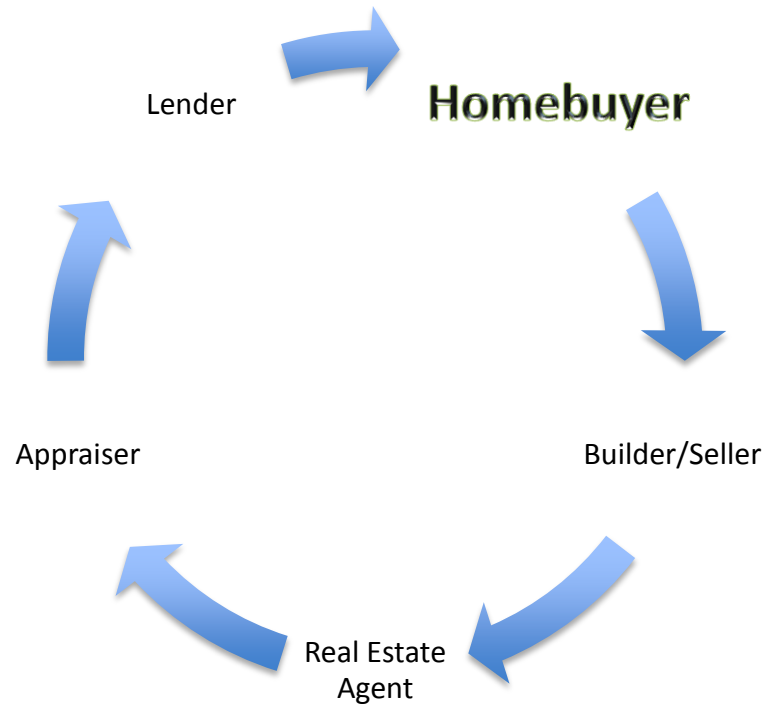


Energy Efficiency 3rd Party Verification

- Leader in the builder and residential developer channel
- Work with over 300 builders in NC, SC and VA
- Over 17,000 homes verified to date



Building the Value Chain: Who Wins Directly?



PROGRESS!

Market Success:

Homeowners get:
A more affordable, comfortable and
valuable home!

Energy Efficiency rated as #1 “Want” by
Homebuyers: 94% Want Energy
Efficient Features

Source, National Association of Homebuilders

PROGRESS!

Triangle Market Success:

Builders/Sellers, RE Agents Get:

Homes sell faster, for more \$

36% Homes Energy Rated

Those homes:

10.9% higher sales price

21% less time on the market

Source, Triangle MLS, Q12012

PROGRESS!

Market Success:

For Lenders:

Energy Rated Homes have:

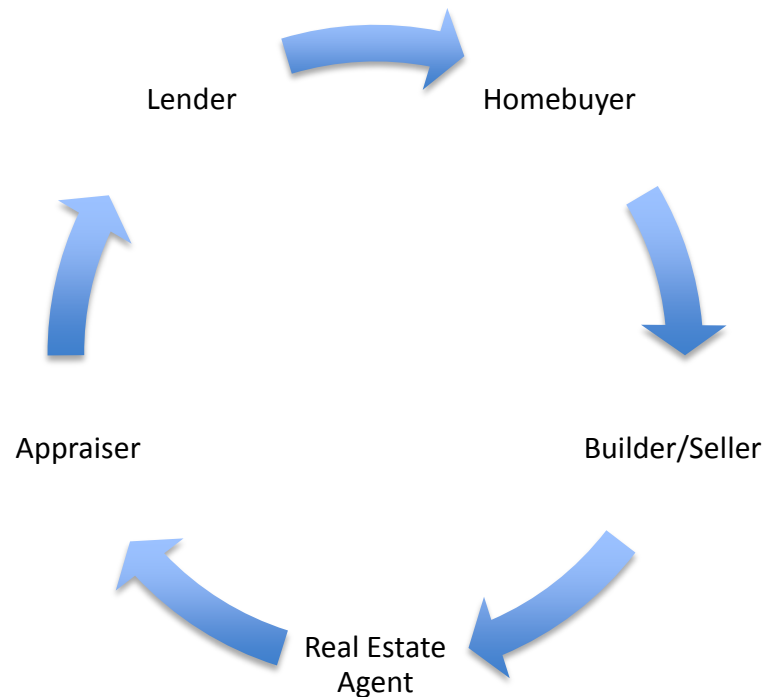
32% Lower Default Rates

9% greater value vs unrated homes

Source, UNC Institute for Market Transformation

What's NEXT?

**Standards are a Critical Need:
Create Alignment & Market Signal**



What's Next?

- Finding new ways to add value



- Simplifying the process for consumers/buyers

Summer 2006



• SEM 2007

Spring 2008



Winter 2009



Spring 2010



SEM Team – Expanding SEM “Family”

900

- SEM is a talented group of 100+ team members, including engineers, electricians, plumbers, building scientists, and solar technicians.



January 2011

SEM Team – The Family Matures



June 2012

EVERYONE Deserves an

Affordable, Comfortable, Valuable home!

Hope Crossing - Habitat for Humanity Green Development

