



FOR IMMEDIATE RELEASE

Contact: Mark Eatherton
(877) 427-6601
mark.eatherton@
radiantprofessionalsalliance.org

RPA Members Receive Access to Preferred Consumer Financing Program

Mokena, Ill. (July 9, 2015) – The Radiant Professionals Alliance (RPA) announced that members will now be able to offer financing for their customers through Kilowatt Financial, LLC, an industry-leading energy-efficiency finance specialist. These programs enable contractors to reach more customers and close more sales than ever before.

“As a former hydronic service contractor, I cannot tell our members how many jobs I lost due to the lack of immediate financing,” said Mark Eatherton, executive director of the RPA. “In some cases, the consumers purchased small electric heaters to ‘get by’ until financial arrangements could be made, and in the process shopped around and went with a lesser competitor’s quote. If I would have had this financing program available, I am positive that I could have closed many more deals, saving the consumer money, hassles, and expensive electrical bills due to the failure of their boilers, water heaters, etc. In many cases of older systems, the contractor can justify the monthly payment by showing the consumer how much utility money will be saved, which will help them to make the monthly payment on their new system.

“It will also allow contractors the opportunity to present and sell even more energy conserving devices, like solar thermal, solar PV, high efficiency circulators, WiFi thermostats, and other well know energy and money saving devices. I strongly recommend that our service contractor members consider this program and get signed up before the heating season hits so that their sales teams can hit the street running at fall startup when these situations, like required equipment replacement, occur.”

According to Mike Boe, manager, Training and Implementation for Kilowatt Financial, “Unlike other banks and finance companies, Kilowatt does not charge contractor fees for higher FICO customers, and offers attractive rates across the full credit spectrum. With Kilowatt’s instant approvals, high credit lines, and unique offers such as same-as-cash and deferred payments, contractors will be able to provide the flexibility and low monthly payments their customers need to finance their projects.”

Kilowatt Financial offers a convenient, web-based portal that virtually eliminates paperwork, in addition to providing a straightforward, simple online application for customers.

Sign up is easy, and customers can get started within days. To find out more, please attend one of Kilowatt Financial’s short informational webinar sessions for RPA members on:

- Tuesday, Aug. 11 at 9 a.m. EDT
- Thursday, Aug. 13 at 5 p.m. EDT

To attend, click the link below to register and indicate which session you would like to attend. Dial-in and webinar details will be sent prior to the meeting. http://links.joinkilowatt.com/RPA_KWF

For more information or answers to any specific questions, contact Mark Eatherton by calling (877) 427-6601 or emailing mark.eatherton@radiantprofessionalsalliance.org.

###

The RPA’s mission is to provide superior leadership in the industry and foster the awareness of radiant and hydronic technologies in order to “Grow Radiant.” The RPA is a national chapter of IAPMO, representing the radiant and hydronic industry. Sponsor of the Uniform Codes, IAPMO® – The International Association of Plumbing and Mechanical Officials – works in concert with government and industry for safe, sanitary plumbing and mechanical systems. Learn more about IAPMO at www.iapmo.org.