

HanitaFirst Incentives Assessment Program

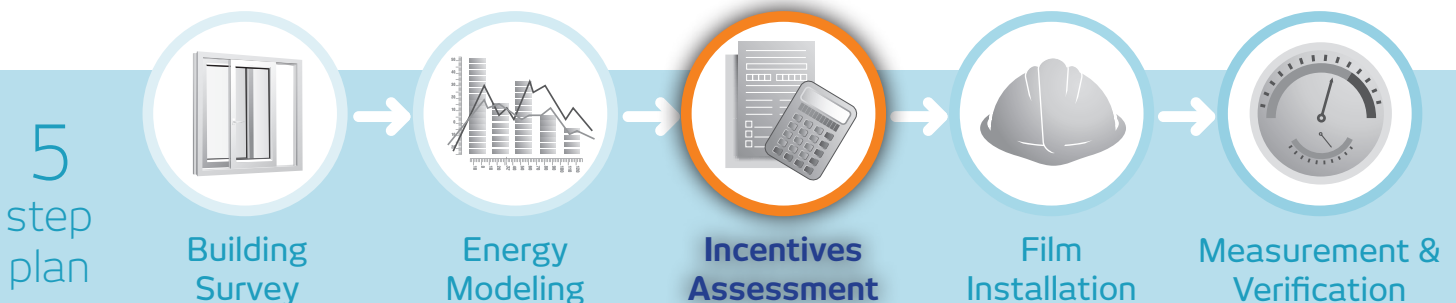
The landscape of financial incentive programs for energy efficiency can appear very complicated. From rebates to tax deductions to tax credits and more, Hanita strives to minimize your project cost by maximizing all available incentives. The path to achieving this is unique based on whether the incentive is so-called "Prescriptive" or "Custom" as explained below:

Prescriptive Incentives A Prescriptive Incentive is a financial incentive offered by either an electric utility incentive program or tax incentive program where a pre-defined incentive amount is based on achieving certain minimum 'product' performance minimum values. For example:

- Some electric utility companies offer an incentive for the installation of window film paid on a "per square foot" basis if the window film has certain performance characteristics
- Some tax incentives are available for purchasing window film that meets certain predefined characteristics - **and the only qualification is the product performance itself.**

Custom Incentives A Custom Incentive, on the other hand, is a financial incentive offered by either an electric utility incentive program or tax incentive program where the amount of incentive is based on estimations of anticipated energy savings. For example:

- Some electric utility companies offer an incentive for the installation of window film paid on a "per kWh saved" or even "per kW saved" basis which must be estimated (for our customers this is achieved by our Energy Modeling)
- Some tax incentives are available for purchasing window film that meets certain predefined characteristics - **but qualification is based on energy modeling such as IRS Section 179(d).** For these incentives we can use both our Energy Modeling and outside engineering resources as needed.



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