



GREEN HOME WEATHERIZATION SEALS IN SAVINGS FOR CUSTOMERS

When Kevin McCoy opened his mail to discover an \$800 power bill in January 2009, little did he know he was opening the door to an exploration of energy efficiency — and a new business to boot.

“My own utility bills got me into this business,” says McCoy, a mechanical engineer who went on to launch Decatur-based Green Home Weatherization in 2009. “Using my own home as a guinea pig, I was able to decrease my energy costs by 66 percent. Immediately, I became a firm believer in energy efficiency.”

Initially, the one-man operation focused on providing comprehensive energy audits for homes and businesses in central Illinois. But soon, McCoy saw a need for qualified installers to help customers implement the energy-saving recommendations.

To fill that void, Green Home Weatherization added air sealing and insulation to its service repertoire. “We specialize in tightening a home up as much as it needs,” McCoy says.

Allies in Energy Efficiency

That’s also a goal for the Ameren Illinois Home Efficiency Program, which makes energy-saving upgrades affordable for low- and moderate-income customers. To bring these benefits to customers, Green Home Weatherization became one of the first companies to register as an Ameren Illinois Residential Program Ally in 2010.

“After seeing the impact of energy efficiency in my own home, I was all in on doing the Ameren Illinois Program,” says McCoy.

The utility’s statewide Program Ally network consists of independent contractors that are certified by the Building Performance Institute as insulation/air sealing specialists and HVAC professionals who are specially trained on the Ameren Illinois Program.

“I’m passionate about energy efficiency and a firm believer in the Ameren Illinois Programs.”

— **Kevin McCoy**, Owner,
Green Home Weatherization

Build Your Business with Ameren Illinois

Does your business have room to grow? When you become a registered Ameren Illinois Program Ally, you join an elite network of contractors that are specially trained on Ameren Illinois Programs and listed on our website. In addition, Program Allies can earn cash bonuses for projects completed. Become a Program Ally and watch your business grow!

For more information —
visit AmerenIllinoisSavings.com/Ally

Find Ways to Save at *AmerenIllinoisSavings.com*

Home Efficiency Program: Hope for Homeowners

The Ameren Illinois Home Efficiency Program makes energy-efficient upgrades affordable for low- and moderate-income households. Generous incentives are available to lower the cost of these upgrades:

- » Air/Duct Sealing
- » Insulation
- » Heating & Cooling Systems
- » Smart Thermostats
- » Select LED Lighting
- » Faucet Aerators & Showerheads

“Program Allies like Green Home Weatherization provide quality work that delivers greater comfort and significant monthly savings for homeowners,” says Kristol Simms, Director — Energy Efficiency & Innovation for Ameren Illinois. “Our network of highly skilled, diverse Program Allies is the lifeblood of our Program. They play a vital role in the communities we serve.”

Because they know how to navigate the necessary paperwork, Program Allies like Green Home Weatherization streamline the customer experience — from start to finish.

As McCoy says: “I’m very comfortable in what I’m doing, and I know Ameren Illinois Programs inside and out, so I can answer any questions that customers may have.”

Staff Up, Power Down

Today, Green Home Weatherization has grown to a trusted team of eight, thanks largely to the company’s role as a Program Ally.

“My business grew rapidly after partnering with Ameren Illinois. As a Program Ally, I can reach a wider range of customers. It’s had a massive impact on my business,” says McCoy, noting that on a typical day half of his crews are devoted to completing Ameren Illinois projects.

“We are proud to partner with local businesses like Green Home Weatherization and pleased to see our Allies thrive,” says Simms. “Our Program Allies help connect our customers to cash incentives and lasting energy savings, so it’s a win-win for everyone involved.”

Another win for Green Home Weatherization came in the form of a Staffing Grant from Ameren Illinois. The Grant provided funds for McCoy to promote an experienced employee into a managerial role to mentor new employees and supervise completion of even more Ameren Illinois Home Efficiency projects.

McCoy says: “The Staffing Grant has allowed us to hire additional employees, including two diverse employees from the community, and double our yearly output.”

That means more happy homeowners in central Illinois.

“When we’re done with our work, people immediately notice the quietness and improved comfort level of their home. The dollar savings follow, and they’re even happier,” says McCoy.

As a Program Ally, he finds it deeply satisfying to help people bring out the best in their homes — at a fraction of the cost.

“The incentives Ameren Illinois offers are incredible — they cover a portion of the work. Most of our customers are elderly, and a number of them break down and cry when they learn how little they will have to pay to make their homes safer and more livable,” says McCoy.

“I’m passionate about energy efficiency and a firm believer in the Ameren Illinois Programs.”

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