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Each month, we'll be profiling a winner of the 2013 CAA Recognition Campaign. Today we're taking a look at Energy Retrofit Co., who was recognized as one of the top CAA contributors of kWh/kW savings.

Energy Retrofit Co. is a lighting retrofit services provider that has completed projects upgrading more than 100 million square feet of commercial property nationwide, for clients including CB Richard Ellis, Trader Joe's, General Mills, and Goodyear. Their company vision is "contributing to the conservation of our environment and the recovery of our economy by reducing energy demand."

They have offices, sales staff, technicians, and warehouses throughout the country, with main offices in California, Indiana, and New Jersey. This allows Energy Retrofit Co. to complete projects nationwide without needing to subcontract to other firms. Covering that much territory, Energy Retrofit Co. works with a lot of utilities to provide incentives that improve the ROI of projects for their customers. It's an important part of Energy Retrofit Co.'s business model, as they handle all applications from start to finish on their customers' behalf.

"SCE's application process is the most straightforward and streamlined," says Christina Henricksen, Operations Director at Energy Retrofit Co. "Being a Customer's Authorized Agent allows us to be more competitive and offer our customers more value."

Energy Retrofit Co. monitors utility incentives closely in order to remain agile in their sales strategies. When incentives change, they are able to train sales reps quickly on the changes and act fast to find new ways to save their customers energy and money.

The ability to turn shifts in incentives into new opportunities ensures that Energy Retrofit Co. is ready to react to big changes like Title 24, which featured expansive changes to lighting incentives throughout the state. As a result, the company is expanding into lighting controls and other related technology. "We're finding ways to diversify our offerings, approaches, and the types of customers we target," Henricksen said. "It has been challenging, but we're optimistic that 2014 will exceed 2013.

"By understanding that incentive changes and shifting market forces always reveal new opportunities, Energy Retrofit Co. was able to claim a spot among the top contributors of energy savings in 2013. "This industry has its challenges," said Henricksen. "But it's still an amazing opportunity: we get to help businesses save money, go green, and become more successful."

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