



SMART EFFICIENCY FINANCING IS HERE

A better way to pay for
your home upgrades

Why CaliforniaFIRST?



**EASY
FINANCING**



**GOVERNMENT
SUPPORTED**



**SUPERIOR
CUSTOMER SUPPORT**



**ENERGY & WATER
SAVINGS**

CaliforniaFIRST is a government-supported financing program from Renew Financial that provides upfront funding for home energy efficiency, renewable energy, and water-saving improvements. Simply apply, complete your projects, and repay on your property taxes over the course of up to 30 years.*

CaliforniaFIRST is a Property Assessed Clean Energy (PACE) program. This innovative property-based financing is based on the equity you have in your home, not personal credit. It was created by national energy finance leader Renew Financial in partnership with state and local government to encourage energy and water efficiency while creating jobs.

Efficiency. Financed in Five Simple Steps.

1

ESTIMATE

Contact a Registered Contractor to get an estimate for qualified improvements.

2

APPLY

Easily apply online at californiafirst.org or by phone at 844-736-3934.

3

SIGN

Complete and sign financing documents electronically.

4

INSTALL

Your selected contractor completes your efficiency upgrades.

5

REPAY

You pay back the financing annually on your property taxes.

Get started. Apply online at californiafirst.org or call 844-736-3934.



Increase your home's comfort and save resources. Easily.

CaliforniaFIRST is a smart solution for homeowners:

Government-supported financing

CaliforniaFIRST is a public/private partnership designed to support homeowners, and communities too. That's financing you can count on.

True Fixed Rate™

When you choose CaliforniaFIRST, you're assured an affordable fixed interest rate and annual payments that never rise.

Local registered contractors

All projects financed are completed by CaliforniaFIRST Registered Contractors in your community who have been trained on our financing and meet program standards, including having proper licenses and insurance.

"After looking at a number of different ways to finance the work, CaliforniaFIRST offered by far the best choice. I can make my home more comfortable and more energy efficient while increasing its value. It's a win all around!"

— JEFF SILVER, Homeowner, Emeryville, CA

CaliforniaFIRST financing covers home upgrade projects and products including:

Energy Efficiency

- Central A/C
- Furnace
- Insulation (attic, floor, wall)
- Windows and Doors
- Roofs
- Ducts
- Heating and Cooling Packaged System

Renewable Energy

- Solar Electric System
- Solar Pool Heating
- Solar Water Heating
- Advanced Energy Storage System (battery back-up)

Water Saving

- Artificial Turf
- Drip Irrigation
- Weather-based Irrigation Control
- Greywater System
- Lawn Replacement
- Hot Water Delivery System

See the full list of eligible upgrades at californiafirst.org or call 844-736-3934 to learn more.