



## Building Value with Your Client: What Clients Expect You to Know Today

The high cost of energy is on everybody's mind. Home prices and interest rates are higher than they've been in recent years. Learn how to help your clients make their homes more energy efficient and how to pay for it with rebates and incentives that are available today.

**OCTOBER 2**  
10 am - Noon

### LOCATION: LIVE

West San Gabriel Valley REALTORS®  
1039 E. Valley Blvd., #205B  
San Gabriel, CA 91776



## Franklin Energy, West San Gabriel Valley REALTORS®, Southern California Edison, and Building Decarb Coalition Present: A Two-Hour Training on Electrification and Induction

Get a jump start on your competition by answering client questions that other REALTORS cannot. Here's what you'll know and your competition won't.

- Learn how to maximize your value and soar above your competition.
- What are heat pumps, and how can they benefit you and your clients?
- What is induction cooking, and how does it work? Learn first hand with Induction Cooking Ambassador Ying Shipman.
- Understand the benefits of an all-electric home and how it improves indoor air quality and results in a healthier building.
- Become better prepared to address your clients' concerns and be their 'go-to' resource for reliable information.
- Identify funding sources available and how they can stack to reduce the cost of installing high-efficiency systems and improving your building envelope.

This is a complementary training. Registration is required to attend.



This program is administered by Franklin Energy on behalf of Southern California Edison. Customers who choose to participate in this program are not obligated to purchase any additional services offered by the contractor. Programs may be modified or terminated without prior notice and are provided to qualified customers on a first-come, first served basis until program funds are no longer available. Eligibility requirements may apply.