





About Efficiency Capital

Efficiency Capital is a Canadian corporation that provides financing for turnkey building energy efficiency solutions.

EC works with clients across real-estate sectors to provide financing solutions for comprehensive, performance-guaranteed energy retrofits. EC helps clients reduce operating costs, lower energy consumption, reduce greenhouse gas emissions, and enhance building value.

Main Responsibilities

-  Market research on building sectors, building efficiency technologies, and relevant regulatory developments.
-  Liaise with clients, engineers, and service providers to ensure projects are on track.
-  Analyze energy audits with financial models to assess feasibility and long-term performance of retrofit projects
-  Acquire new clients in various sectors for walkthrough energy audits and provide support throughout sales cycle.

53%

Toronto's GHG emissions come from buildings

\$1B

Market potential for efficiency retrofits in GTA

30%

Average energy savings generated by EC

Key Learnings

- > Market research skills and report writing
- > Energy efficiency policy and technology
- > Understanding of retrofit project financing

Takeaways

- > Acquiring new clients takes persistence
- > Complex solutions need simple explanations
- > Embrace every task as an opportunity

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