

News

from
SANBAG



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HERO Financing Program is Now Available to San Bernardino Property Owners

The HERO Financing Program, the largest energy efficient financing program in the nation, is now available to homeowners throughout the county San Bernardino. The HERO Program was developed in partnership with the San Bernardino Associated Governments (SANBAG), which empowers homeowners to make their homes more energy efficient by providing them with low-cost, tax deductible financing for a range of home improvement projects.

More than 150,000 products are available to property owners with financing through the HERO Program. Among the most popular upgrades are whole-home heating and cooling (HVAC), solar power panel installations, energy-saving windows, roofing and insulation, among other types of energy and water efficient improvements. Property owners are able to borrow up to 15% of the property value and repay the loan over 5, 10, 15 or 20 years through an assessment on their property tax bill.

The HERO Program is different from traditional consumer financing because approvals are based primarily on the amount of equity a homeowner has in their home. And because the HERO Program does not base their decisions on household income or FICO scores, a higher percentage of applications are approved.

“Paying for energy efficient upgrades – improvements that can save money and the environment in the long-term – is an ongoing challenge to property owners. With the HERO Program we’re making affordable financing available which allows property owners to make those upgrades they’ve been dreaming about but didn’t believe they could

manage,” said Duane Baker, Executive Director of SANBAG. “This program empowers property owners to make energy efficient decisions and it will generate jobs in our local communities.”

The HERO Program is now available to homeowners in over 93 communities across California. The Program has helped more than 5,500 homeowners make energy efficient upgrades by providing them access to more than \$100 million in financing. While the program is a win for homeowners, it has also helped create more than 1,600 jobs and generate more than \$350 million in economic stimulus.

More than 1,300 contractors in the state have registered for the Program and have been approved to offer HERO Financing to their customers. All registered contractors are provided with comprehensive training to promote excellent service and accurate information for their customers.

To learn more about the HERO Financing Program and to apply, homeowners can visit www.HEROProgram.com, call 855-HERO-411 (855-437-6411), or call a participating contractor.

Background Information:

About HERO Financing Program

The HERO Program is a private-public partnership that enables any city or county to offer PACE financing to property owners within their community. The Program is privately funded and requires no cost outlays by the participating communities. HERO has received many awards, including the Southern California Association of Governments (SCAG) President’s Award for Excellence and the United States Green Building Council (USGBC) California Top 10 Green Building Policies for Municipalities. To learn more about HERO, visit www.heroprogram.com.

About SANBAG

The San Bernardino Associated Governments is a council of governments formed in 1973 by a joint power agreement of the cities and the County of San Bernardino. SANBAG is governed by a Board of Directors consisting of a mayor or elected council member from each of the 24 cities of San Bernardino County and the five members of the San Bernardino County Board of Supervisors.