

VIDEO: [Hawthorne Homeowner Saving Energy & Money](#)

Last month, Hawthorne homeowner Alan Logo spoke with HCTV City News about why he used HERO PACE financing to make energy-saving improvements to his home. Alan recently installed energy-efficient windows and rooftop solar, among other upgrades, and is enjoying lower utility bills and a more comfortable home as a result.

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HERO, which stands for Home Energy Renovation Opportunity, is the nation's leading Property Assessed Clean Energy (PACE) finance option. HERO empowers property owners to make energy and efficiency improvements, and pay for the upgrades over time through a voluntary, additional line item on their property taxes.

Improvements financed through HERO help homeowners save energy and water, reduce greenhouse-gas emissions, and support local jobs – all at no cost to local government budgets. Since HERO first became available to South Bay cities in 2013, owners of over 1,900 local homes have used it to make energy and efficiency improvements on their property. It is estimated that these improvements have helped create nearly 500 local jobs, many of which can't be offshored or automated.

What's more, HERO-funded energy-efficiency improvements completed to date in the county are on track to save area residents more than 250 million kilowatt hours of electricity over the expected useful lifetime of the products installed. That is enough energy to power over 20,000 homes for a full calendar year. These improvements are projected to reduce greenhouse-gas emissions by 56,000 tons over the useful life of the installed products – equivalent to taking nearly 12,000 cars off the road for a year.

It has been a big year for the PACE industry. Earlier this fall, Governor Jerry Brown signed two new laws that establish a landmark regulatory and consumer-protection framework for PACE financing. The companion pieces of legislation – AB 1284 and SB 242 – begin taking effect on Jan. 1, 2018, and significantly improve PACE financing by, among other things, strengthening contractor oversight, enhancing consumer disclosures, and requiring PACE providers to verify a homeowner's ability to pay annual PACE assessments before extending financing.

These enhanced consumer protections build upon HERO's industry-leading safeguards, such as live, recorded telephone calls to confirm financing terms with homeowners, written disclosures modeled on the federal "Know-Before-You-Owe" forms for mortgage lending and a guarantee that contractors do not get paid until homeowners certify that a project is done to their satisfaction. HERO also uses a data-driven contractor quality rating system that tracks customer satisfaction in real-time and removes contractors that fail to meet customer service standards.

To learn how you can join Alan in saving energy and money, visit www.renovateamerica.com.