



Trade Ally Supply

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Trade Ally Supply is an online platform designed to improve the ease of implementation, cost-effectiveness, and impact of energy efficiency and electrification programs delivered through contractor-installed measures, while maintaining engagement with local supply and program partners in a streamlined and organized manner.

► **Expansive Product Selection & Cost Effectiveness**

Trade allies can shop from a steady supply of measures from Franklin Energy's on-hand inventories, third-party manufacturers, and wholesale suppliers through a unified, reliable resource.

► **Trusted Product Fulfillment**

We ship over 32 million in-house and 3rd party measures annually through our nationwide logistics network—keeping programs running smoothly and on budget. Trade allies can place single-unit or bulk purchases for business or jobsite delivery, as well as local will-call pick-ups.

► **Regular Reporting**

We visualize and deliver program- and contractor-level reporting with shared dashboards and reports to improve program management, insights, and results.



KEY BENEFITS

Increase Cost-Effectiveness and Scale

Aggregate program-wide purchases and leverage our direct-to-manufacturer pricing as well as our national volumes on best-in-class brands to reduce cost, provide standardized pricing, and improve program support.

Simplify Program Design & Delivery

Reduce program development costs and speed launch timelines through our wholesale e-commerce technologies, supply chain management expertise, manufacturer relationships, customer service teams, and localized product delivery capabilities.

Enhance Supply Chain Resiliency

Rely on us to serve as your liaison among utilities, trade allies, manufacturers, and suppliers—coordinating product knowledge training, ensuring multi-source supply options, and providing trade ally customer service and support to mitigate supply chain and vendor management challenges.

WORKS WELL WITH

Audit & Assessment

Use audit findings to identify contractor-installed opportunities and route procurement through Trade Ally Supply.

Turnkey Heat Pump Installation

Bundle portal product access with in-field installation services from Franklin Energy's in-house crews for turnkey program delivery.

Contractor Education

Upskill contractors on measure installs and portal use to ensure program alignment.

