



CHEEF | REEL

CALIFORNIA HUB FOR
ENERGY EFFICIENCY FINANCING



LENDER SPOTLIGHT

DESERT VALLEYS FEDERAL CREDIT UNION

www.desertvalleys.org



LENDER PROFILE

Total Assets:

\$30 M

Areas Served:

Mojave Desert Region

Members:

4,300

Established:

1946

PEOPLE HELPING PEOPLE

The credit union philosophy carries through everything Desert Valleys does.



\$30,000

donated in support of community organizations in 2015.



A WINDOW TO OPPORTUNITY

Ask Eric Bruen what opportunity he first saw in the REEL program and he'll tell you - windows.

"There is so much opportunity in the desert where there are older homes and *not* a lot of energy efficiency."



\$2,500

REDEEMED
IN FREE
CO-OP
MARKETING
DOLLARS



MEMBERS NOTICE UNIQUENESS

"We're not your typical credit union with an insulated approach to the world. The idea of being one of the new lenders for a product and helping to get it pointed in the right direction was enticing."



PROMOTING THE REEL PROGRAM

Desert Valleys has been active and innovative promoting REEL loans. Word of mouth is the “holy grail” and they’re looking for repeated exposure through a multi-channel approach.



Out of Home

Local cinema ads, radio, in the branch



Web

Featured on website and social media



Print

Brochures, postcard mailer to existing members



JOINING A STATEWIDE PARTNERSHIP

CONTRACTORS

Participating contractors help drive demand for energy improvement projects. They're the boots on the ground who get work done.



LENDERS

Participating lenders originate competitive energy efficiency loans that help homeowners move forward with energy projects.



GREENING CALIFORNIA ONE HOME AT A TIME

The efforts of Desert Valleys Federal Credit Union are backed up by a broader statewide partnership. Together, the CHEEF REEL and its statewide partners help drive demand for energy financing across the Golden State.



COMMUNITY PARTNERS

Local governments, community-based organizations and others help spread awareness of energy efficiency and opportunities for financing.



STATE PARTNERS

The CHEEF is a public-private partnership among state agencies, utilities, lenders, contractors, and borrowers.

PART OF SOMETHING BIG

“Joining the CHEEF was a no-brainer. It’s good for our members, the environment and our community.”

Eric Bruen
President/ CEO

WWW.THECHEEF.COM

To learn more about Desert Valleys Federal Credit Union and available REEL loans, visit www.desertvalleys.org

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