

## ► Extend your capabilities Grow your business

Get started as a NYSERDA Multifamily Performance Partner

Become a NYSERDA Multifamily Performance Partner and grow your business in the multifamily industry. NYSERDA programs serve new construction and existing buildings, including all combinations of market-rate and low- to moderate-income projects.

As a Multifamily Performance Partner, you serve as an advocate and expert for your customers, guiding their multifamily project from application to completion.

- **Access the large and growing market** for energy efficiency upgrades in multifamily buildings
- **Gain a competitive advantage**, offer your customers access to incentives and low-interest financing through NYSERDA's Multifamily Performance Program and Green Jobs – Green NY
- **Get leads** through the NYSERDA website, toll-free hotline and marketing events
- **Enhance your reputation in the industry** by qualifying as a Multifamily Performance Partner
- **Take advantage of program and marketing support** from NYSERDA
- **Build your technicians' skills** through NYSERDA training—many training programs are free!
- **Tap into a broad knowledge base and best practices** through TRC Solutions, NYSERDA's implementation partner

### Business Insights from Buffalo Energy

- The Multifamily Performance Program has the potential to generate a lot of projects, but there is a learning curve for the process. Build in early successes by starting with easier, lower-risk projects. Work in your comfort zone.
- Explain complex solutions to property owners in simple, clear, and concise terms.
- Energy modeling is key. You need someone experienced and adept at using the model, who can make sense of the output. Forty-percent energy savings is not generally a reasonable target. Let a non-engineer look at it from a 30,000-foot view and see if calculations make sense.
- Take advantage of expertise from NYSERDA and other Multifamily Performance Partners. Collaborate with and support each other. Wherever you are, you have excellent collegial resources just a couple of hours up or down the New York State Thruway.

► **Ready to get started? Contact TRC at [ESat@trcsolutions.com](mailto:ESat@trcsolutions.com) or call (518) 688-3113**  
Learn more about becoming a Partner at [nysesda.ny.gov/MPP-Partner](http://nysesda.ny.gov/MPP-Partner)



Participate in NYSERDA's Multifamily Performance Program and take advantage of funding for whole-building energy assessments and low-cost financing for energy upgrades through Green Jobs – Green NY. Green Jobs – Green NY is a statewide effort to strengthen our communities through energy efficiency. It enables New Yorkers to make a significant difference in our homes, businesses and neighborhoods—making them more comfortable, more sustainable, and more economically sound. Green Jobs – Green NY is administered by NYSERDA and made available by the Green Jobs – Green New York Act of 2009.

#### About NYSERDA

New York State Energy Research and Development Authority (NYSERDA), a public benefit corporation, offers objective information and analysis, innovative programs, technical expertise and funding to help New Yorkers increase energy efficiency, save money, use renewable energy, and reduce their reliance on fossil fuels. NYSERDA professionals work to protect our environment and create clean-energy jobs. NYSERDA has been developing partnerships to advance innovative energy solutions in New York since 1975.



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**nysesda**  
Energy. Innovation. Solutions.

Buffalo Energy, Inc.

## Proving it's possible: success and business growth from the start



Fred Fellendorf, Co-Owner  
Buffalo Energy, Inc.

Building owners often contact Buffalo Energy, Inc. when they have a problem and no one else can figure it out. The company has a **multi-disciplinary staff of energy engineers, building scientists and construction specialists**, and promotes itself under the motto, “We Fix Buildings Right.” For them, energy efficiency is an important benefit that can be achieved when addressing immediate concerns about building performance.

Buffalo Energy got its start back in 2007, when three business partners—two of them former competitors—came together to form a company focused on the building envelope. This “envelope” approach takes into consideration all external components of a building—elements critical to energy efficiency. Programs and incentives from the New York State Energy Research and Development Authority (**NYSERDA**) played a major

**role in the company's early success.**

#### About NYSERDA's Programs for Multifamily Buildings

New York State Energy Research and Development Authority (NYSERDA) offers a portfolio of programs and incentives for owners, facility managers, developers and condo/co-op boards of multifamily buildings with five or more units. Our initiatives make it easier to assess, fund, implement and measure energy efficiency upgrades that improve building performance and your bottom line.

In fact, the owners say their role as a Partner in the Multifamily Performance Program (MPP) made the difference between failing and succeeding in the company's early days.

MPP Partnership has paid off in other ways, too. As the company has become more familiar with building programs administered by government agencies, and demonstrated **its customer service focus, its reputation has grown beyond the borders of New York State**. Today Buffalo Energy also has ongoing work in New Hampshire, Pennsylvania and New Jersey.

# Building problems trigger energy efficiency upgrades

Buffalo is a city well-known for its harsh winters and older housing stock. Many of its multifamily buildings are low-rise and stick-built, with a lot of the same systems—and challenges—as residential properties. Problems such as ice damming and “cold spots” are common in single-family homes and multifamily buildings alike.

Buffalo Energy has a unique niche in the multifamily building industry, according to co-owner Fred Fellendorf. **“The real thing we’re selling are solutions to people’s problems.** A lot of times, building owners come to us with a specific problem that no one else can figure out, almost as a last resort,” he said.

“Once we handle the immediate problem, we’re in a great position to move on to the big picture—the building envelope. From there, we can talk about energy efficiency upgrades. This way, we solve a real problem, and our customers also save money through energy efficiencies we can install.”

**That’s where assistance and incentives from NYSERDA’s Multifamily Performance Program play an important role.** Since opening in 2007, Buffalo Energy has embarked on about 70 different projects through NYSERDA. In fact, the founders started their business as a Multifamily Performance Partner and grew from there.

## Strong Partner relationship builds the business

Prior to 2007, Fellendorf had gained years of construction experience working for a remodeling and roofing contractor. His experience with energy analysis and modeling was invaluable when he joined forces with a colleague to form Buffalo Energy. A third partner, with sales experience in the construction industry, provided the networking and connections to get the new company off the ground.

“We started the business with one person—me—working full-time. Now we have 13 people, with \$1 million in annual revenue,” Fellendorf said. “To be honest, finances in the early stages were pretty painful. **Without NYSERDA’s Multifamily Performance Program, we would not have a business in Western New York.** It got us out of the starting block and into the playing field serving larger building needs.”

Fellendorf said that it’s important to fully understand the programs available through MPP, so that Partner firms can offer clients the most appropriate services and incentives. “The program guidelines can be a little intimidating,” he admitted. “But honestly, it’s a good process and it makes sense for the Partners and the buildings they work with.”

**“The NYSERDA programs and incentives are attractive for building owners, and they’re always pleased with the energy savings that we achieve.”**

“For us, it was a matter of starting small, with lower-risk projects and smaller buildings. From there, we’ve gained the program experience we needed. **Now we have a big stream of NYSERDA multifamily work—and I know we’ll continue to grow.**”

## NYSERDA connections lead to projects in nearby states

Buffalo Energy’s collegial relationship with TRC Solutions was instrumental in extending the company’s geographic reach outside of the state’s boundaries. TRC is NYSERDA’s implementation partner for multifamily programs, providing building construction expertise and program oversight for Multifamily Performance Partner companies.

“TRC is out there winning good contracts and pulling good firms into supporting those programs,” Fellendorf said. “We had worked closely enough with TRC that they knew the level



of quality we deliver, so they felt comfortable referring other potential customers to us. **This way, we’ve expanded our reach geographically.** We’re also looking for the right people to extend our capabilities—people with the appropriate skill sets so that we can tap into their networks to drive our business.”

### Situation

- Three business partners interested in opening a business focused on building performance
- Started with only one employee working full-time
- Needed to attract new customers and build from the ground up

### Solutions

- Focused on fixing building problems, and then led customers to energy efficiency upgrades
- Became a Multifamily Performance Partner to provide NYSERDA assistance and incentives to multifamily building owners
- Started with smaller, easily achieved multifamily projects and grew from there

### Benefits

- Today: 13 employees, with \$1 million in annual revenue
- From 2007 to date: 70 multifamily projects managed through the NYSERDA Multifamily Performance Program
- Seventy percent of all current projects are in multifamily buildings
- Relationships and networking through MPP has led to projects in neighboring states



**“Without NYSERDA’s Multifamily Performance Program, we would not have a business in Western New York.”**

— Fred Fellendorf, Buffalo Energy