

Renew Financial Custom Product Policy

Renew Financial allows registered contractors and property owners to [submit custom products](#) through an online form for consideration on an individual project or for addition to one of our financing programs' eligible product lists.

Custom product requests are reviewed weekly. Approval is not guaranteed. Providing detailed information on the product's benefits will increase the likelihood of approval. In order to be approved, the custom product must meet all requirements in one of the following three situations:

1. Model of Standard Product Type, Ratings Below Eligibility Criteria

If a model of a standard product type is below the eligibility criteria, it can be approved if ALL of the following criteria are met:

1. There is a climate, space, or other home design constraint that prevents the installation of a qualifying product. (The property owner's unwillingness to pay for an eligible model does not meet this requirement.)
2. The proposed product model is more efficient than the property's existing product/situation, per the contractor's professional estimation.
3. The proposed product model meets or exceeds the DOE legal minimum efficiency standard when applicable.

Example: An ENERGY STAR certified air conditioner cannot be installed due to space constraints in a particular home, but a new air conditioner is still a significant energy improvement over the existing air conditioner.

2. Custom-Made Model of Standard Product Type, No Ratings

If a custom-made model of a standard product type does not have the required ratings to meet the eligibility criteria, it will be approved if ALL of the following criteria are met:

1. Alternate evidence is provided to show that the product has efficiency equal to or greater than the rating specified in the eligibility criteria (e.g. the presence of features that increase efficiency).

Example: A property owner wants to install a non-standard shaped window. The window is not rated by the NFRC, but it has the same low-e coating and insulating argon gas as other qualifying windows.

3. New Product Type, Meets Program Goals

If a new product type is not currently on the eligible product list for the program, it can be approved if ALL of the following criteria are met:

1. There is evidence from a reputable third-party organization that the product provides measurable and verifiable benefits.
2. The benefits provided meet the financing program goals (e.g. saving energy or water, consistent with other products allowed in the financing program)
3. The manufacturer must present evidence that the product meets industry standards for product quality. Examples include:
 - a. The product is certified by Underwriter's Laboratory (UL) or a similar organization
 - b. The manufacturer provides a comprehensive warranty matching the requested term

Example: A contractor wanted to install an Automatic Pool Cover before this product was added to the CaliforniaFIRST Eligible Product List. There is third-party evidence showing that pool covers reduce energy and water use, which are both program goals. The product is UL-certified.