

Message 1

Subject Line: Your Utility Usage

Hi (First Name),

Are you familiar with Energy Savings as a Service?

It creates immediate utility savings. We install water, light or gas equipment with energy-saving technology in your facility with our own capital, then manage and maintain it for less than you are paying now.

This is [REDACTED] with [REDACTED], we pioneered this sensible solution to deliver a complete end-to-end energy-efficiency upgrade that reduces energy consumption, lowers energy spend, and provides guaranteed and immediate savings without the typical upfront costs or capital expenditure.

You can complete your entire energy efficiency upgrade with cutting-edge hardware without spending a single penny out of your own pocket.

I'd like to offer you a utility savings analysis to evaluate your current energy usage. It's complimentary, and even if you decide to go ahead with the project it costs you nothing.

Are you interested?

Regards,

[REDACTED]

Message 2

Subject Line: Re: Your utility usage

Hi (First Name),

You can receive an entire utility equipment upgrade at no cost. I've included more information below about Energy Savings as a Service, please let me know if you have any questions.

Hi (First Name),

Are you familiar with Energy Savings as a Service?

It creates immediate utility savings. We install water, light or gas equipment with energy-saving technology in your facility with our own capital, then manage and maintain it for less than you are paying now.

This is [REDACTED] with [REDACTED], we pioneered this sensible solution to deliver a complete end-to-end energy-efficiency upgrade that reduces energy consumption, lowers energy spend, and provides guaranteed and immediate savings without the typical upfront costs or capital expenditure.

You can complete your entire energy efficiency upgrade with cutting-edge hardware without spending a single penny out of your own pocket.

I'd like to offer you a utility savings analysis to evaluate your current energy usage. It's complimentary, and even if you decide to go ahead with the project it costs you nothing.

Are you interested?

Regards,

[REDACTED]

Message 3

Subject Line: Your energy budget

Hi (First name),

How can you fit an overhaul of utility equipment to save hundreds (if not thousands) on your monthly energy spend into your budget? By not paying for it yourself.

[REDACTED] retrofits your facilities with brand new, state-of-the-art utility equipment using our own capital. You only pay the reduced energy usage costs.

This 'Energy Savings as a Service' upgrades your facility with the newest technology maintained by us, with immediate and guaranteed savings in your business.

An 117-unit apartment building reduced water usage by 450,000 gallons per month, a \$4,500 monthly savings on their water bill.

We find ways that you can reduce your usage of electricity and gas and we work with companies of all sizes. I'd like to offer you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing.

May I give you more information?

Sincerely,

[REDACTED]

Message 4

Subject Line: Better energy solutions

Hi (First Name),

Energy efficiency is available to you—without the capital expenditure.

██████████ installs and maintains your energy efficiency with zero loans, debt or capex, saving money on energy costs while upgrading your facility to the newest equipment at no cost to you. You will see immediate and guaranteed savings on your bottom line as your business uses less energy, without changing a thing.

Eliminate the need to use your capital just to stay up and running—use it to invest in the business necessities your organization needs.

We will find ways that you can reduce your usage of electricity and gas by offering you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing.

Are you interested?

Sincerely,

██████████

Message 5

Subject Line: Re: Better energy solutions

Hi (First name),

Your business' energy efficiency overhaul now has ZERO barriers. I've attached information below about how we save you money on utilities without the capital expenditure.

Hi (First Name),

Energy efficiency is available to you—without the capital expenditure.

██████████ installs and maintains your energy efficiency with zero loans, debt or capex, saving money on energy costs while upgrading your facility to the newest equipment at no cost to you. You will see immediate and guaranteed savings on your bottom line as your business uses less energy, without changing a thing.

Eliminate the need to use your capital just to stay up and running—use it to invest in the business necessities your organization needs.

We will find ways that you can reduce your usage of electricity and gas by offering you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing.

Are you interested?

Sincerely,

██████████

Message 6

Subject Line: Business Utility Reduction

Hi (First name),

You can reduce what you pay for water, lighting and gas consumption without having to pay for a single piece of equipment.

█████████████████ equips your entire facility with energy efficient upgrades with no capital expenditure or debt. We simply install, maintain, and you see immediate and guaranteed savings on your utilities.

There's always good, better, best. We install the best technology available because we know that is what will function for the longest time (when everything functions properly, we're all happy) and gives your business an aesthetic upgrade.

Get us in the door before you have major equipment failure that needs to be replaced with immediate capital.

I'd like to offer you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing.

May I give you more information?

Regards,

█████████████████

Message 7

Subject Line: Your leaky utilities are costing you

Hi (First name),

If you could reduce your cost for heating, lighting, cooling and upgrade your facility with zero investment or debt, would you like to learn more?

██████████ is Energy Savings as a Service, outfitting your entire business with the newest technology in energy efficiency hardware and passing the guaranteed cost savings onto you, without loans, financing or capex.

We quantify how much is leaking through our proprietary data acquisition tool, identify leak detection throughout the buildings, and install along with maintaining the necessary equipment to reduce consumption.

In one business, we reduced water by 250 gallons per month because half the toilets in the building were leaking.

Our 25-year track record of success demonstrates our deep experience and long-term commitment to helping our clients solve even their most challenging energy objectives.

I'd like to offer you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing. May I give you more information?

Best regards,

██████████

Message 8

Subject Line: Re: Your leaky utilities are costing you

Hi (First Name),

I'm reaching out about the no-cost energy efficiency upgrades we offer as Energy Savings as a Service—I've included more information below.

Hi (First name),

If you could reduce your cost for heating, lighting, cooling and upgrade your facility with zero investment or debt, would you like to learn more?

██████████ is Energy Savings as a Service, outfitting your entire business with the newest technology in energy efficiency hardware and passing the guaranteed cost savings onto you, without loans, financing or capex.

We quantify how much is leaking through our proprietary data acquisition tool, identify leak detection throughout the buildings, and install along with maintaining the necessary equipment to reduce consumption.

In one business, we reduced water by 250 gallons per month because half the toilets in the building were leaking.

Our 25-year track record of success demonstrates our deep experience and long-term commitment to helping our clients solve even their most challenging energy objectives.

I'd like to offer you a utility savings analysis to evaluate your current energy usage—it's complimentary, and even if you decide to go ahead with the project, it costs you nothing. May I give you more information?

Best regards,

██████████

Message 9

Subject Line: Utility Analysis Offer

Hi (First Name),

Never worry again about your utility equipment, or the capital needed to maintain it.

OUS Capital bring energy efficiency solutions with our own capital (no investment from you) to decrease consumption and cut your energy costs. We install and maintain the newest technology in your facilities for a monthly fee that is less than what you are paying now.

Driven by a national network of experienced experts, strong purchasing power and deep resources that deliver top-tier design, we're recognized as the industry leader in the energy-efficiency marketplace. Our sensible solution to energy consumption is not offered elsewhere.

I'd like to offer you a utility savings analysis to evaluate your current energy usage and the savings associated with **OUS Capital** upgrades. If you decide to go ahead with the project, it still costs you nothing. May I give you more information?

Sincerely,

Eric