



US Company Shines Brightly with Expansion in Energy Segment

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As the third quarter gets off to a bright start for an auto dealership near Las Vegas, a strategic decision was made sign a contract to improve their overall lighting capabilities when a call comes from Karen Miller, a consultant of ECINV. The contract was put on hold.

ECINV recently expanded operations to Nevada from Chicago, Illinois believing they could capitalize on a growing market in the Southwest.

This achievement in growth will have GM's, CFO's and COO's across America delighted to hear about their core strategies.

As this particular dealership headed the call, the details and results will be posted on their website either way. But what caused the decision to pause before signing the contract?

Let's review what was said that made "energy cost savings" such a big hit.

ECINV's claims their sole objective and passion is to make lighting system design and installation as easy as 1-2-3. They have a track record of accomplishing just that in and around the Chicago market for companies like BMW, Mack Volvo, Panasonic, Toyota, Tootsie Roll Factory, J.F. Daley International, MJ Holdings, The Forum, ITW (All), BlackHawk Steel and many others on file.

In a recent BMW case study there's a mention that, "...Strategic LED lighting can attract customers to your lot like moths to a flame..."

And according to a NADA publication, "...for most businesses, lighting accounts for 18-55 percent of electricity consumption?dealerships falling on the high end of this scale...?"

Therefore, NADA recommends that lighting efficiency be made a priority in every new dealership construction, and "high-return upgrade for existing facilities."

Speaking of high rate-of-return; that is the strategy that is working to compel dealerships to see the light and bring new vision to the industry. It is clearly what delights the CFO's.

For example: ECIINV has been able to facilitate a savings of over 12.5 million kWh with an average energy savings of 35-70% to our end users with 50% being a conservative number. Also, one of their main manufacturers have documented a 6 billion kWh savings for their customers. The savings could revert to

inventory, higher salaries, more improvements, tax advantages and even (just like ECINV) expansion.

Seeing cars in the proper lighting is key to sales. Think about any car ad in print or on TV, and most of the pre-production and many of the highlights of the ad itself is about lighting. What is the lighting like at auto shows compared to other venues? Better.

The question for the dealership is how to take best advantage of their lighting options to capture the features of today's engineering that people have on their wishlist.

ECINV even takes into account Ford's lighting recommendations and delivers with industry-specific solutions like no one else.

According to Marvin Santamaria, co-founder of ECINV, most car dealerships' have already considered LED lighting, but claim the cost is prohibitive. Each customer receives a complete audit to specifically address that issue, but Mr. Santamaria makes certain each customer understands the big picture with exclusive cost benefits as follows:

Add to the many benefits a 10-year warranty that is unprecedented in the lighting industry.

To improve their success by helping customers with solutions, ECINV maintains trade alliances with all the energy suppliers and facilitate the application for all incentives and rebates available to their customers.

Plus ECINV researches exhaustively all qualified grants and incentives available to their customers in their respective areas, as well as connect their customers with proper financing, wherever appropriate, and they

design a maintenance service plan for each of their customers.

As we celebrate our country's independence this month, it is appropriate to acknowledge that the USA can compete, can expand, and can do it better with the right people behind you.

Karen Miller is a well-rounded business strategist and consultant that often takes calls and always responds to email. If you are considering a "brighter" future for your company, (not just auto dealerships, but warehousing, distribution centers, office parks, campuses, etc.) you can reach her at karen@ecinv.com or calling 702-825-4330. Who knows, you might even be in for a bonus after talking with her.

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For more information about ECINV, contact the company here: [ECINVKaren Miller702-825-4330karen@ecinv.com](mailto:karen@ecinv.com)

ECINV

We specialize in converting warehousing, storage and exterior lighting from conventional to LED and save our clients upwards of 60% on their electricity bills.

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