



Increasing Your Bottom Line with EV Charging Stations

Main Point:

EV charging increases your bottom line by increasing property value, attracting new customers, increasing employee satisfaction, and saving your business money with incentives and tax credits.

EV Charging Increases Property Value

As the world increasingly moves towards electric vehicles, it's becoming more and more important for homes and businesses to have reliable EV charging infrastructure.

And according to a new study, having EV charging stations can also help to increase property values. The study found that **homes with EV charging increased in value by an average of \$6,000.**

That's a significant return on investment, especially when you consider that most EV chargers cost less than \$1,000 to install. The study also found that having an EV charger was associated with shorter home selling times and higher rental rates. So if you're thinking about installing an EV charger, know that it could be a wise investment that pays off in both the short and long term.

Attract New Customers to Your Business

Whether you are looking for new customers, tenants, staff, or to gain a competitive advantage, EV Charging stations are a great way to attract people.

See the next page for some examples of how EV charging can benefit different businesses.





Multi-Family & Apartment Buildings

- Attract and retain high value, green-minded residents
- Increase average rent and property value
- Meeting emerging state and city regulations
- Improve your green standing and meet sustainability goals



Retail

- Attract customers who stay longer & spend more
- Increase shopping time
- Attract new and repeat customers
- Enhancing the visual appeal of your store with high-tech charging stations
- Advertising opportunity at EV stations



Workplace

- Attract & retain top talent
- Attract and retaining eco-minded employees
- Increase employee satisfaction
- Achieve sustainability goals
- Establish your brand as a green leader



Hospitality

- Make your business a preferred destination
- Attract new and repeat guests
- Drive higher occupancy
- Increase RevPAR and F&B revenue
- Giving your hotel a green, cutting-edge image



Cities & Towns

- Make your city/town an attractive destination
- Drive more traffic to local businesses
- Boost downtown economy
- Meet emerging government regulations
- Establish your city as a green leader



Healthcare

- Create a technologically advanced experience for staff, patients & visitors
- Provide a valuable amenity for staff, patients, and visitors
- Improve local air quality
- Achieve sustainability goals
- Establish your brand as a green leader

Increase Employee Satisfaction

Many employers are looking for ways to increase employee satisfaction, and one way to do that is by providing EV chargers.

Employees who drive EVs often have to spend a lot of time searching for chargers, and by providing them at work, employers can make their lives a lot easier.

EV chargers can also help to attract and retain employees. Many people want to drive EVs but are hesitant because of the lack of charging infrastructure. By providing EV chargers, employers can show that they are committed to sustainability and attracting top talent.

In addition, EV chargers can help to boost morale by showing employees that their workplace is keeping up with the latest technology.

Save Money With Incentives & Tax Credits

Saving money on the hardware and installation is just the beginning. EV Charging on your property qualifies you for lucrative tax incentives like rebates, write-offs, credits, and more.

Charge Ahead Colorado Program

The Charge Ahead Colorado Program provides financial support for charging stations to fund 80% of the cost of a charging station – up to \$9,000 for a Level 2 Dual Port Station. There may also be additional incentives available from your local utility. Since its inception in 2013, the Charge Ahead Colorado program has made awards for **more than 1000 EV charging stations across the state.**

Eligible applicants include local businesses, governments, school districts, state agencies, apartment/condo complexes, and non-profits.

Charge Ahead Colorado can cover:

- Charging station and related equipment (Level I charging stations are not an eligible project)
- Construction materials
- Permitting
- Construction labor costs associated with the equipment purchase and installation of Level II or DCFC charging units
- Signage
- Networking/subscription feed and activation fees

**Stations must remain in place and active for five years*

Here is an example of the amount of savings you can get with this program:

Let's say you have a 3 Dual Station Project:

- Equipment + Service (5 Years) = **\$36,000**
- Make Ready Average = **\$25,000**
- Total Project Cost (Before Rebate) = **\$61,000**

Charge Ahead Colorado Rebate = **\$27,000**

Total Project Cost After Rebate= **\$34,000**

That means the rebate covers 45% of the project cost.

Learn more about the Charge Ahead Colorado program at energyoffice.colorado.gov.



MAC
ELECTRIC AND LIGHTING

EVSE Federal Tax Credit

You may also be eligible for a nationwide tax credit to purchase new EV charging stations. The credit covers a portion (30%) of the cost of hardware and installation, up to \$30,000 for commercial projects.

Where does the tax credit apply?

- Applies to public and private stations
- Applied to L2 (Level 2 Charger) and DCFC (Direct Current Fast Charge)
- The customer must own and have paid for the station or the make-ready
- Does not apply to network costs



Working With Mac Electric

MAC Electric & Lighting is here to help you Future-proof your Colorado home or business and show your commitment to sustainability by investing in an EV charging station. Mac Electric & Lighting provides everything from strategic EV charging station placement plans and expert installation to make sure you get the most out of local and federal government incentive programs.

Get Started Today

Request a Custom EV Charging Station Quote for Your Home or Business