

“Green” tax breaks:

What you need to know to sell more roofs

The push to rebuild and re-energize our economy with the help of the stimulus package has made Conklin’s “green” roofing systems more attractive than ever. “Any of our highly reflective roofing systems carrying the Energy Star rating are considered ‘green’ products ... and qualify for tax deductions,” says Conklin Senior Product Specialist Lee Wegener. Obviously, tax breaks for your clients can result in more work for you. Here are a few basic facts about those tax deductions you should know and share with your clients.

What improvements qualify?

Commercial building* owners can take deductions by reducing the costs of three energy-using systems: building envelope, lighting and heating/cooling. If all three systems are improved, the building owner can take a total deduction of \$1.80 per square foot. If any single system is improved, the owner can deduct one third of that amount. (see chart.)

*Conklin’s white, reflective roof coatings, SPF foam roofing and single-ply membrane systems affect the building envelope and, when applied, may qualify the building owner for a \$.60 per square foot tax deduction. Improvements must produce an energy savings of 50 percent or more of the projected annual energy costs for the building.***



Lee Wegener, Conklin Senior Product Specialist

Maximum Allowable Tax and Energy Savings for Energy – Efficient Building Improvements

Eligible Systems	Qualification	Tax Deduction
1.) Building Envelope	10% reduction in energy cost	Off Cost of System
2.) HVAC/Water Heating	20% reduction in energy cost	
3.) Lighting	20% reduction in energy cost	
One out of three		\$.60 per square foot
Two out of three		\$1.20 per square foot
Three out of three		\$1.80 per square foot

Don’t miss out on all those government jobs

Publically owned buildings such as schools, court houses and jails also offer contractors substantial business. “It’s important our roofing contractors know where to find and how to apply for federal, state and locally funded ‘green’ building projects,” says Lee. The links below offer that information.

www.greenstimulusguide.com/?gclid=C1b_nljqopoCFQ9JagodsAgY-g

Helps you to make sense of all the grants, legislation, funding opportunities, state and federal agencies.

<http://www.dsireusa.org/summarytables/finee.cfm>

This summary table provides a snapshot of government and utility financial incentives that promote energy efficiency in the United States. It also helps you quickly compare the number and types of incentives in each state.

<http://www.business.gov/expand/green-business/energy-efficiency/state-local/>

Lists state, local and regional programs that help small businesses become energy efficient.

<http://www.dsireusa.org>

*Applies to new and renovated offices, retail stores, warehouses, apartment buildings and publically-owned buildings “placed in service” between January 1, 2006 through December 31, 2013.

**As compared to a base building defined by the industry standard ASHRAWE/IESNA 90.2001. Special software is required to calculate energy savings. Click on the following link for a list of DOE-certified, IRS-approved software: http://www1.eere.energy.gov/buildings/qualified_software.html