

# The Colorado Contractor Hub Handbook



*In partnership with*



# Colorado Contractor Hub Handbook

These policies ensure consistency, transparency, and fairness across the Colorado Contractor Hub. [Power Ahead Colorado](#) and [Building Decarbonization Coalition](#) are committed to transparency and fairness, and we continuously incorporate industry best practices to refine the Colorado Contractor Hub. Your feedback helps us improve the Hub to create the most fair and reliable experience for both contractors and customers. Don't hesitate to contact us at [support@coloradocontractorhub.org](mailto:support@coloradocontractorhub.org).

## Your Contractor Agents

- The Building Decarbonization Coalition has full-time staff dedicated to the Colorado Contractor Hub to support contractors, answer questions, and help navigate project-specific questions.
- You can direct questions to the Contractor Agents, Peter Hylton-Hinga and Arielle Metot, at [support@coloradocontractorhub.org](mailto:support@coloradocontractorhub.org).

## Registration & Eligibility

- To participate in the Colorado Contractor Hub, each business must submit a complete online profile, which requires:
  - At least one active Colorado license for the business (*i.e.*, a statewide license or at least one active contractor license in the Denver Regional Council of Governments region);
  - Valid business contact details (*e.g.*, phone, email, website, service area);
  - Self-reported business attributes (*e.g.*, veteran-owned, Spanish-speaking); and,
  - Description of the business's services (*e.g.*, heat pump installation, weatherization, etc.).
- You must agree to the Hub's [Terms of Participation](#), [Privacy Policy](#) and the [Website Terms and Conditions](#).

## License & Profile Verification

- The Building Decarbonization Coalition verifies at least one submitted license.
- The Building Decarbonization Coalition verifies all of the business information (*e.g.*, website, contact information, etc.).
- Contractors with incomplete or unverifiable profiles will not appear in customer search results.

## Public Listing & Profile Maintenance

- Your business's profile is subject to program review and approval by the Building Decarbonization Coalition.
- Once approved, you have access to the Colorado Contractor Hub and your business will appear in Power Ahead Colorado's customer-facing "[Contractor Finder](#)" directory, so your business can be matched with customer inquiries.
- You're responsible for keeping your profile accurate. You provide updates to your services, licenses, or contacts through your contractor dashboard on the Contractor Hub.
- You will hear from the Building Decarbonization Coalition via email occasionally as the program develops, and for account maintenance items.

## Use of the Contractor Hub Dashboard

- Each business will use one shared login to access the Contractor Hub. The Building Decarbonization Coalition recommends a centralized email address ([info@businessname.com](mailto:info@businessname.com)) to allow multiple employees access the Contractor Hub.
- Through the dashboard, you can:
  - View and accept customer leads
  - View the Training Center and submit training reimbursements requests
  - Access the Resource Library
  - Access Third-Party Tools
  - Use the AI Assistant
  - Connect with a Contractor Agent

## Contractor Finder and Customer-Lead Management

- The Contractor Hub includes a customer-facing **Contractor Finder** tool, which enables homeowners to locate the electrification pros they need, and request a consultation.
- The Contractor Hub's **Contractor Finder** uses a proprietary algorithm that surfaces the most relevant results for each customer, based on several criteria:
  - Google reviews: The Hub factors in your business's Google rating and the number of reviews associated with your Google Maps account. High ratings and consistent customer feedback help your business stand out.
  - Proximity to the customer: Searches are tailored to the location provided by the customer (such as a zip code or city), prioritizing contractors who are closer to the customer's location.
  - Responsiveness: Because customers are searching for pros who are ready to help, consistently responding quickly to leads improves your visibility. You can see your response score at any time in your account dashboard.

- Randomization: To create balance and ensure fair visibility, a small randomization component is included in the algorithm. This means the order of results may vary slightly for each customer, giving all contractors in a competitive area a fair chance to be seen.
- These criteria may evolve over time as the Contractor Hub incorporates more quality factors into the algorithm. Contractors will be notified in advance of any changes or additions.
- Customers are encouraged to request three quotes from contractors that meet their search criteria. (They are free to ask for more, but customers rarely ask for more than three contractors.)
- Customers can get in touch with you directly through your profile to request a consultation.

## Optimizing Your Business's Visibility

- To optimize your business in the **Contractor Finder**, you should:
  - Link your Google account: Ensure your Google Maps ID is connected to your business profile, so customer reviews can be factored into your ranking.
  - Encourage customer reviews: Positive Google reviews can significantly affect your visibility in the search results.
  - Maintain a complete profile: Add your business logo, a description about your business, photos and videos of past projects, and regularly update your business profile to reflect accurate information about your services, certifications, and service area
  - Stay engaged in the Contractor Hub: Respond quickly to incoming leads by accepting or declining them, and engaging promptly with customers. .
- The Building Decarbonization Coalition is committed to transparency and fairness, and your feedback helps us improve the **Contractor Finder** for both contractors and customers. Don't hesitate to contact us at [support@coloradocontractorhub.org](mailto:support@coloradocontractorhub.org).

## Contractor Responsiveness

- Contractors are expected to respond to lead requests promptly and update lead statuses (accepted, declined, completed) in the dashboard or via email or text message. The current expectation is that contractors are responding within 6-12 hours to a customer's inquiry.
- The Contractor Hub monitors the process from the customer-facing and the contractor-facing perspectives to ensure customers get connected to contractors in a timely manner.
- The Building Decarbonization Coalition shares feedback with contractors privately to help them understand their responsiveness, etc. in comparison to other contractors.

## Trainings & Reimbursement Program

- The Colorado Contractor Hub provides a comprehensive collection of trainings that qualify for reimbursement opportunities. (The Resource Library also includes a variety of free trainings and webinars, in addition to other relevant information.) The reimbursement program is first-come, first-served until the funding is depleted. Contractors are encouraged to apply for reimbursement within 30 days of taking a class.
- Each business may receive:
  - Up to a total of \$1,500 in reimbursements for approved trainings (e.g., \$250 course equates to a maximum reimbursement of \$250 for that training).
  - Contractors can only receive reimbursements for trainings taken after they join the Colorado Contractor Hub.
  - Contractors are encouraged to submit reimbursements applications within 30 days of completing a training.
- Contractors will be required to create an account with Bill, if they do not already have one. To learn more, please visit [Bill.com \(About\)](#).
- Training reimbursements must be requested through the Colorado Contractor Hub dashboard with:
  - Proof of course completion for the particular employee (e.g., training provider, course, instructor signature, date);
  - If the training provider does not provide a certificate of completion, Contractors can use this template to obtain the necessary information.
  - Proof of payment; and,
  - One time submission of the business's banking details and tax info (W9) via [Bill](#). Bill.com will collect and store bank details along with W-9s securely on its platform.
- The Building Decarbonization Coalition does not have access to your confidential banking information, as that information is provided solely to Bill to provide reimbursement payments.
- Businesses will be paid directly from Bill. To learn more, please visit [Bill.com \(About\)](#).
- The invitation to register in [Bill.com](#) will be sent by BDC via Bill.com following their application if the Contractor does not already have an existing [Bill.com](#) account.
- Contractors on the federal government's System for Award Management (SAM) Exclusion Records list are prohibited from participating in the training reimbursement program.

## Service Limits

- Every business receives support for:
  - Hub registration and onboarding
  - Navigating contractor questions on relevant incentives programs (e.g., Power Ahead Colorado, etc.)
  - Trainings and reimbursement questions

- Permitting and project-specific installation questions
- Additional requests will be accepted based on capacity

## AI Assistant & Self-Service Tools

- The AI Assistant is available 24/7 to answer questions about Power Ahead Colorado incentives, licensing, permitting, and program inquiries.
- Use the Tools Marketplace and Resource Library to find vetted third-party tools for permitting, sizing, customer communications, and more.

## Tools Marketplace

The Tools Marketplace is a curated catalog within the Colorado Contractor Hub where contractors can discover third-party tools that address common needs (e.g., permitting, design/sizing, rebates, CRM). These third-party tools typically require contractors to establish a relationship with the vendor outside the Colorado Contractor Hub (e.g., subscription fees, etc.).

Listings appear in this marketplace with a clear description and a direct link to the vendor's website. Contractors can access the Tools Marketplace from the dashboard to make tool discovery straightforward and reliable.

Each listing will include a logo, a short description, a concise value proposition, a link to the vendor's website, and any active promotional offer. Listings will display tags using a taxonomy defined by BDC to indicate the tool's category/purpose (e.g., system design, rebates, CRM, etc.).

New tools are announced through the BDC-issued contractor newsletter, and a "New" tag will appear on listings in the Tools Marketplace for a limited period.

## How to access the Contractor Hub

1. **Visit:** [www.coloradocontractorhub.org](http://www.coloradocontractorhub.org)
2. **Click:** "Sign in"
3. **Enter:** Your company's email (e.g., [info@yourbusiness.com](mailto:info@yourbusiness.com))
4. **Explore:** Dashboard, leads, trainings, resources, and profile settings

## Need help?

Your Contractor Agents are here to support you ([support@coloradocontractorhub.org](mailto:support@coloradocontractorhub.org)). Reach out via your dashboard or contact us directly for login help, project support, or troubleshooting.

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