



# Powering Profit: How EV Charging Is Accelerating Growth for Electrical Contractors

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# Why Should EVSE Matter to Contractors?

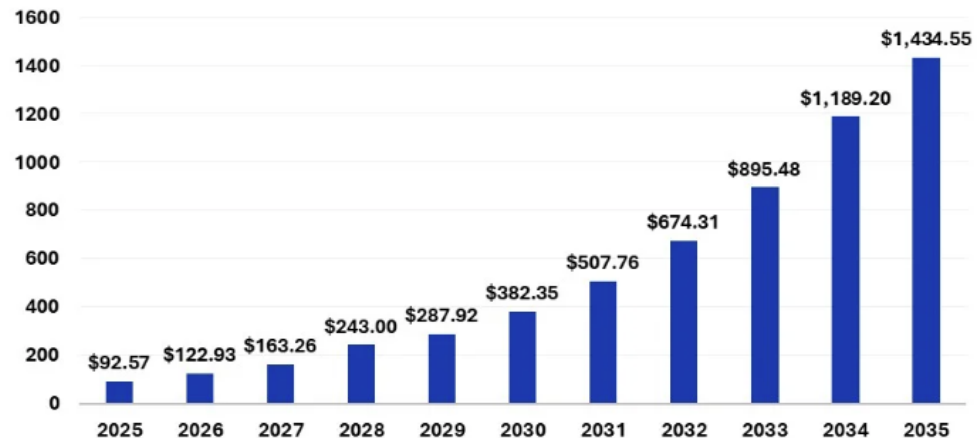
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# The Market Is Exploding

- The global market is expected to grow from roughly USD 90 billion in 2025 to over USD 1,000 billion by 2034, driven by a high CAGR of 31.4%

Precedence  
RESEARCH

Electric vehicle Supply Equipment Market Size  
2025 to 2035 (USD Billion)



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# From Luxury to Requirement

- Recurring demand as EV adoption grows
- Required in new construction in many states
- Often funded through incentives & rebates
- Drives pull-through for electrical upgrades



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What New Business  
Segments & Revenue  
Opportunities Are Most  
Important Right Now?

# Immediate Opportunity — Level 2 Filler Work

- Level 2 is Ideal for:
  - Multi-family housing
  - Retail centers
  - Hospitals
  - Office buildings
  - Municipal lots
- Benefits for Contractors:
  - Straightforward installs
  - Repeatable scope
  - Ideal “filler” between major projects
  - Easy add-on in tenant improvements



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# High Revenue Installations — Level 3 (DC Fast Charging)

- Level 3 = Higher Complexity + Higher Revenue
- Larger electrical infrastructure upgrades
- Demand charges & load management design
- Collaboration with utilities
- Often bundled with larger site upgrades



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# EVSE Unlocks Adjacent Revenue

- Once You're in the Door:
  - Battery storage integration
  - Solar canopies
  - Microgrids
  - Smart panels
  - Advanced load management



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# How Do I Position Myself As the Go-To Expert?

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# Courses & Certifications

- Credibility = Competence + Certification + Visibility
- Contractor Certification Programs:
  - Leviton Contractor Program
  - ChargePoint Installer Certification
  - Tesla Certified Installer Program
- Additional Certifications:
  - Electric Vehicle Infrastructure Training Program (EVITP)
  - California RSA Testing (Revenue-Grade accuracy testing, annual recertification)



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# Regulatory & Compliance Knowledge = Differentiator

- Examples:
  - California CTEP compliance
  - Revenue-grade accuracy (RSA testing)
  - Utility interconnection requirements
  - NEC updates specific to EVSE
- Contractors who understand regulation win trust faster.



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# Marketing Opportunity



- Few electricians market EV expertise effectively.
- Opportunities:
  - Ribbon cutting ceremonies
  - Tagging CPOs, distributors, sales reps on LinkedIn
  - Job site photos
  - Before/after transformations
  - Business listings with “EV Charger Installation Specialist”
- SEO Strategy:
  - Include keywords like:  
“Commercial EV charger installation + city name”



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# Expert Creates Premiums

- Position Yourself As:  
“The Local EV Charging Expert”
- Instead of:  
General electrician competing on price
- Benefits:
  - Higher-margin installs
  - Consultative selling
  - Design authority
  - Long-term maintenance contracts



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What Challenges  
Should I Expect to  
Face? How Do I  
Overcome Them?

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# Overcoming Common Challenges

- Site Capacity Constraints
  - Advanced load management
  - Battery storage buffering
  - Utility coordination
- Parking Garage Constraints
  - Above-ground raceway solutions (Starline)
  - Surface-mounted conduit systems
- Connectivity Issues
  - WiFi routers + access points
  - Cellular boosters
  - Proper site walk before install



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# Matching Charger Type to Business Model

Dwell Time Matters:

20–30 min stay → Level  
3

2–4 hour stay → Level 2

Overnight → Level 2



Mismatched installs = underutilized assets



Contractors who educate customers earn trust.



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# Balancing Upfront Costs vs Long-Term Value

- Yes, infrastructure can be expensive.
- But:
  - Incentives lower risk
  - Property value increases
  - Tenant attraction improves
  - Future retrofit costs are avoided



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# EVSE Can Be:

A growth engine

A gateway to energy infrastructure work

A brand differentiator

A recurring revenue opportunity

# Questions?

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