

## IEC Webinar Recap: Powering Profit - How EV Charging Is Accelerating Growth for Electrical Contractors

Presenters: Kayla Rozo, Legrand and Heather Scott, EVPassport

### Why EV Charging Matters for Electrical Contractors

- **Explosive Market Growth:** Global EVSE (Electric Vehicle Service Equipment) market projected to grow from **\$90B (2025)** to **\$1T+ by 2034**, with a **31% CAGR**- far higher than typical electrical contracting segments.
- **Shift from Luxury to Mainstream:** EV demand is expanding rapidly across multifamily, commercial, workplace, and retail locations.
- **Regulations Increasing Demand:** Many states now require EV-ready or EV-installed infrastructure for new and existing construction.
- **High Availability of Incentives:** Utilities, state programs (e.g., Make-Ready), and federal programs (e.g., NEVI) significantly offset infrastructure costs.
- **Additional Opportunities:** EV installations often require service upgrades, solar integration, load management systems, or battery storage- driving more electrical contracting revenue.

### Revenue Opportunities: Where the Money Is

#### Level 2 Charging

- Ideal for **long-dwell environments**: multifamily, workplaces, hospitals, retail, and municipal lots.
- Installations are **fast**, usually **2-4 days**.
- Great for **filling schedule gaps** between larger projects.
- Growing demand as renters expect EV charging as an **amenity**, affecting property occupancy and revenue.

#### Level 3 (DC Fast Charging)

- **High-complexity, high-profit** projects requiring utility coordination and often service upgrades.
- **Opportunities:** Solar canopies, battery storage, microgrids, and advanced load management.
- A strong **add-on (“plus-one”)** opportunity when already working on large electrical projects.

### Becoming the Go-To EVSE Expert

**Certifications & Credentials-** Not *required* but help establish credibility and win bids:

- **EVITP** (Electric Vehicle Infrastructure Training Program)
- **RSA testing** (for revenue-grade metering in CA, MD, and expanding)
- Some manufacturers require specific certifications to maintain extended warranties.

#### Critical Knowledge Areas

- Utility interconnection processes
- Load management strategies
- NEC updates specific to EVSE
- State-specific regulatory requirements (CTEP, RSA, etc.)

#### Marketing to Own the Space

- Host **ribbon cuttings** at new EV sites.
- Post project photos on **LinkedIn** and tag CPOs, manufacturers, and site owners.
- Add “EV Charging Installation Specialist” to your website + **SEO** keywords.
- Build **relationships** with OEM car dealers, utilities, EV manufacturers, and property management groups.

## Common Challenges and How to Overcome Them

### Challenge: Site Capacity Constraints

- **Solutions:** Smart load management, battery storage buffering, and partnering with manufacturers who provide technical support

### Challenge: Parking Garage Complexities

- Coring/post-tension challenges, cellular connectivity limitations, and need for router and antenna design
- **Solution:** Emerging **tap-to-pay** L2 chargers reducing need for expensive boosters

### Challenge: Customer Mismatch of Charger Type

- **Educate clients:**
  - L2 = long dwell (apartments, hospitals, retail)
  - L3 = short dwell (gas stations, convenience stores)
- Correct charger selection improves utilization, revenue, and customer satisfaction.

### Challenge: Upfront Costs

- **Mitigation:** Incentives & rebates, long-term value (property value increase, tenant attraction/retention), and avoid future retrofit costs by preparing early

## EVSE Business Opportunities

- A major **growth engine**
- An entry point into **broader energy infrastructure** (solar, storage, and microgrids)
- A brand **differentiator** in your market
- A **recurring** revenue opportunity (maintenance + future expansions)