

FREE PLAYBOOK

THE **EVITP** CERTIFICATION **ROI** PLAYBOOK

**Why EV Charger Installation
Is the Most Profitable Pivot
for Electrical Contractors**



**Revenue Benchmarks, Certification
Steps & Lead Generation Strategy**

ChargeAtHomePros.com

The EVITP Certification ROI Playbook

Why EV charger installations are the most profitable pivot for electrical contractors in 2026.

The residential EV charger market is growing faster than any other segment of electrical contracting. Homeowners are buying EVs at record rates and they all need the same thing: a Level 2 charger installed by a licensed, qualified electrician. This playbook shows you exactly how to capture that demand—and why EVITP certification is the key to higher margins and faster close rates.

1. The EV Charging Market Opportunity

Electric vehicle adoption in the United States continues to accelerate. That translates directly into installation jobs:

- Over 80% of EV charging happens at home, according to the Department of Energy. Every new EV sale is a potential Level 2 installation job.
- The average Level 2 home charger installation runs \$900–\$2,500 in total project value, with strong gross margins for the installer.
- Panel upgrades—required when a home’s service can’t support the added load—add \$1,500–\$4,000+ per job. Roughly 25–30% of installations require one.
- Unlike new construction wiring, EV charger installs are retrofit work with minimal material cost relative to labor—meaning higher margin percentages.

The Recurring Revenue Angle

Many homeowners buy a second EV within 2–3 years. If you installed their first charger, you’re the obvious choice for the second. Some also upgrade from a 32A to a 48A unit or add outdoor charging. Retention rates in this segment are exceptionally high.

2. What EVITP Certification Covers

The Electric Vehicle Infrastructure Training Program (EVITP) is the industry-standard credential for electricians who install EV charging equipment. Here’s what the training covers:

- EV charging station types (Level 1, Level 2, DC fast charging) and their electrical requirements.
- NEC Article 625: the code section that governs Electric Vehicle Charging Systems.
- Load calculations per NEC Article 220—critical for determining whether a panel upgrade is needed.
- Site assessment: evaluating a home’s electrical infrastructure, panel capacity, and optimal charger

placement.

- Safety protocols specific to high-amperage 240V circuits and EVSE equipment.
- GFCI protection requirements under the NEC 2023 and 2026 code cycles.

Key Details

Training takes approximately 20 hours. The proctored exam requires a minimum score of 70% to pass. Certification is valid for three years and costs \$275 through evitp.org.

3. Revenue & Margin Benchmarks

EV charger installations consistently deliver strong unit economics compared to general residential electrical work:

Metric	Typical Range
Average job revenue (Level 2)	\$900 – \$2,500
Panel upgrade add-on	\$1,500 – \$4,000+
Time on site	4 – 8 hours
Material cost (% of job)	25% – 35%
Gross margin	45% – 60%
Close rate (qualified lead)	40% – 55%

Compare that to general residential electrical work (rewiring, panel swaps), where margins typically run 30–40% and jobs are more labor-intensive. EV installs are shorter, simpler, and command premium pricing because homeowners value specialization and certification.

The Panel Upgrade Upsell

When a load calculation shows a 100A panel can't support a 48A charger, you have a natural, code-required upsell to a 200A panel upgrade. This is not a sales pitch—it's a safety and code requirement. The homeowner appreciates the transparency, and you add \$1,500–\$4,000 to the ticket.

4. How to Get EVITP Certified

The process is straightforward. Most electricians complete it in under a week:

1. Verify your eligibility. You need a current state electrician's license or, in states without licensing, documentation of at least 8,000 hours of electrical construction experience.
2. Enroll at evitp.org. The standard cost is \$275 for the online training and certification exam.

3. Complete approximately 20 hours of coursework. The curriculum covers NEC Article 625, load calculations, EVSE types, site assessment, and safety.
4. Pass the proctored online exam. You need a minimum score of 70%.
5. Receive your EVITP certificate. It's valid for three years. Recertification keeps you current with code changes.

Workforce Incentives

Some states offer grants to offset training costs. In California, the Employment Training Panel (ETP) and local JATCs may subsidize EVITP tuition. Check with your state's workforce development board.

5. Marketing Your EVITP Credential

EVITP certification is a trust signal that directly drives close rates. Here's how to make it visible to every prospect:

- Add the EVITP logo to your truck wraps, business cards, and website header.
- List your company on evitp.org's contractor directory—homeowners search it directly.
- Update your Google Business Profile: add "EVITP-Certified" to your business description and services.
- Mention it in every quote cover letter: "Our electricians hold EVITP certification, the industry standard for EV charger installation."
- Request reviews that specifically mention EV charger work and your certification.
- Create a dedicated "EV Charger Installation" page on your website with EVITP badge and FAQ.

Homeowners increasingly search for "EVITP certified electrician near me." If your competitors don't have the credential, you win the click, the call, and the job.

6. Getting Matched via ChargeAtHomePros

ChargeAtHomePros is a nationwide matching network that connects EVITP-certified electricians with pre-qualified homeowner leads. Here's how it works:

1. A homeowner visits chargeathomepros.com and submits their ZIP code, vehicle, and project details.
2. We match them with a single EVITP-certified electrician in our network who serves their area.
3. You contact the homeowner to schedule a site assessment and provide a free written quote.
4. If you win the job, you pay a referral fee. If you don't, you pay nothing.

Why Contractors Choose ChargeAtHomePros

- Leads are exclusive—one homeowner, one matched pro. No bid wars.
- You only pay when you close. Zero upfront cost, zero monthly fees.
- Homeowners are pre-qualified: they've confirmed their EV ownership, home type, and project timeline.

- You control your service area and availability—we match based on your preferences.

No Risk, No Commitment

There is no subscription, no monthly fee, and no contract. You pay a referral fee only when a matched homeowner hires you. If the lead doesn't convert, it costs you nothing.

Join the ChargeAtHomePros Network

We're building a nationwide network of EVITP-certified electricians. If you hold the credential and want exclusive, pre-qualified homeowner leads in your area, we want to hear from you.

chargeathomepros.com/contractors

Free for homeowners. No obligation.