

The Future of Commercial EV Charging Stations And Why Your Company Should Be Involved

Learn how EV charging stations can revolutionize your business strategy and customer engagement

Innovative Insights by Broad Reach Construction

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The Future of Commercial EV Charging Stations And Why Your Company Should Be Involved

You've seen them popping up everywhere: a few dedicated spots at the grocery store, a bank of them at the new mall, and maybe even one at your local library. Electric vehicle chargers are quickly becoming a normal part of our landscape. But have you ever stopped to think of them not just as a parking spot, but as a customer magnet, an employee perk, and a sign of a forward-thinking business?

This isn't a distant trend; it's a massive commercial shift happening right now. According to industry data, EV sales in the U.S. have been nearly doubling year-over-year. With major automakers like Ford, GM, and Hyundai committing billions to an all-electric future, the number of drivers looking for a charge is about to skyrocket, fundamentally changing consumer behavior.

Every one of those new cars on the road creates a new customer need: a convenient place to plug in. For this growing demographic, finding a charger is as critical as finding a gas station used to be. This means they make decisions about where to shop, eat, and work based on a simple question: "Where can I top off my battery?"

Suddenly, your company's parking lot isn't just a cost center—it's a valuable asset for attracting EV drivers to your business. The future of commercial EV charging isn't about becoming a utility company; it's about meeting this new customer need right where you are. Seizing this opportunity is the first step toward turning those empty spots into your next big advantage.

01

What Exactly Is a Commercial EV Charger? (And It's Simpler Than You Think)

At its heart, an EV charger is just a safe, specialized outlet that delivers power to a car, much like the one you use for your phone or laptop. The public EV chargers you see at the store or in a parking garage are based on this same simple principle, just built to be more powerful and convenient than a standard wall socket at home.

So, what makes one a commercial EV charger? Think of it as that same powerful outlet, but upgraded for business use. It's more durable to handle daily traffic and weather, but the key difference is smart software. This "brain" is what allows a business to manage who can use the charger, set pricing or offer it for free, and see how often it's being used.





This software is what turns a simple plug into one of the most effective EV charging solutions available. It manages the complicated parts for you, so your most important decision isn't about the technology itself, but about choosing the right charging speed for your specific customers



02

"Workday" vs. "Pit Stop": Choosing the Right Charger Speed for Your Business

When it comes to charging, speed is all about your customers' schedules. The most common commercial option is the Level 2 charger, which is perfect for any destination where people spend an hour or more. Think of it as the “workday” charger. It’s ideal for office buildings, shopping centers, restaurants, and hotels, providing a significant top-up over a few hours. For an employee or a dinner guest, this is a convenient perk that fits seamlessly into their existing plans.

For businesses built on speed, however, there’s a more powerful option: DC Fast Charging. These are the “pit stop” chargers you see at highway rest areas or convenience stores. They can add over 100 miles of range in under 30 minutes, getting drivers back on the road quickly. While the installation is a bigger investment, a fast charger is essential for any business that relies on quick customer turnover and wants to attract travelers who are just passing through.





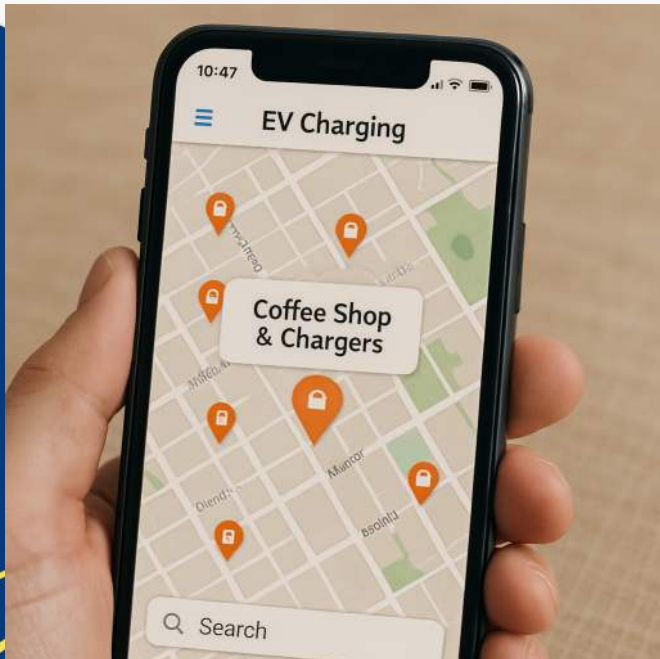
Choosing the right EV charging solution isn't a technical puzzle; it's a business decision based on how long you want your customers to stay. By matching the charger speed to your business model, you ensure it provides real value. And once installed, that value goes far beyond just providing power.



03

How EV Chargers Turn Passing Cars into Paying Customers

So how does a simple charging port actually pull cars off the street and into your parking lot? The answer is in the driver's pocket. EV owners rely on smartphone apps, like PlugShare or Electrify America, that display a map of every nearby charging station. By installing a charger, you're not just adding an amenity; you're placing a pin on the map that a growing, affluent group of customers actively seeks out, turning your business into a planned destination.



While their car is charging, drivers have time to spare—time they are more than happy to spend in your establishment. A 45-minute charge can become a leisurely lunch, a productive work session at a café, or a chance to browse your store's aisles. This extended visit—what experts call dwell time—often translates directly into higher average spending. You're no longer just a quick stop; you're a valuable part of their journey.

This creates a powerful new competitive dynamic. Imagine an EV driver planning a lunch stop between two towns. If your restaurant has a charger and the one across the street doesn't, the choice becomes incredibly simple. You win their business not just because of your menu, but because you offer a necessary service. In a crowded market, a charger makes you the convenient, default option, putting you on the radar of customers who would have otherwise driven right past.

Attracting new business is a clear win, but the value of EV charging doesn't stop at the front door. The same technology that draws customers to your storefront can also be a powerful tool for keeping your best employees happy and engaged.

04

Why Your Next Must-Have Employee Perk Isn't in the Breakroom



The competition for top talent is fierce, and the best employees are looking for more than just a good salary. While free coffee is a nice touch, imagine offering a benefit that solves a major daily headache. For the growing number of people driving electric vehicles, workplace charging does just that. It transforms their 8-hour workday into a convenient, stress-free "fill-up," making your company an incredibly attractive place to work and a difficult one to leave.



This isn't just a strategy for large corporate campuses; the benefits of workplace EV charging apply just as strongly to multi-family properties. For an apartment building or condo association, EV chargers are quickly becoming the modern equivalent of a fitness center or pool. They are a premium amenity that not only attracts desirable, long-term tenants but also justifies higher property values. It answers the critical question for EV-driving renters: "Where will I charge my car every night?"

Best of all, smart EV charging solutions for companies make this amenity simple to manage. You can set rules for when and how much to charge, ensuring it's fair for everyone without causing a logistical nightmare. But providing charging does more than just satisfy your team or tenants. It sends a clear and powerful signal about who you are as a business.

05

Future-Proof Your Brand: What Installing Chargers Says About Your Business



An EV charger in your parking lot is more than just equipment; it's a billboard for your brand. It visibly communicates to every customer and passerby that your business is innovative and committed to sustainability. This kind of silent marketing is powerful, attracting EV drivers who actively seek out companies that share their values. Before you know it, a simple parking spot can become an engine for positive reviews and social media buzz.

Thinking long-term, this move is also about future-proofing your commercial property. Just as buildings without high-speed internet are now considered obsolete, properties without EV infrastructure will soon be left behind. By installing chargers today, you are making a strategic investment that protects your property's value and ensures it remains a desirable destination as the vehicle market continues its electric shift.



A strategic investment must also make financial sense. The good news is that offering this powerful amenity doesn't mean you have to foot the entire bill. There are flexible approaches to managing costs and, in many cases, opportunities to create a new revenue stream for your business.

06

The Three Ways to Pay for It (and Even Profit)

So, how do businesses make money with EV charging, and what is the ROI on these stations? The answer depends on your primary goal. You don't have to be an energy expert to choose the right approach; you just need to decide what you want the chargers to do for your business. Most commercial EV charging station business models fall into one of three simple categories.

This flexibility allows you to tailor the financial side of EV charging to fit your specific needs, whether that's attracting new customers or creating a new income source. The three primary models are:



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- **Offer for Free (The Amenity Model):** Just like offering free Wi-Fi, you provide charging as a perk to attract and retain customers or employees. The return on investment comes from increased business, not the charger itself. This is perfect for retailers, hotels, and offices.
 - **Cover Your Costs (The Cost-Recovery Model):** You set a price for charging that covers your electricity and operational costs. You aren't aiming to make a profit, just to break even on the service. This is a common-sense middle ground.
 - **Earn a Profit (The Revenue-Generation Model):** You charge a premium for the electricity, turning your charging station into a direct source of income. This works best in high-demand locations like busy travel plazas or public parking garages where drivers expect to pay for convenience.

Choosing a model is less about the hardware and more about your strategy. By understanding whether you want to attract, accommodate, or earn, you can ensure your investment aligns perfectly with your business goals.

07

What It Takes to Get Started: A Simple 3-Step Path

Thinking about how to install a commercial electric vehicle charging station might seem daunting, conjuring images of complex construction and confusing electrical work. The reality is far more straightforward. Getting from an empty parking space to a fully functional charging spot is a well-traveled road, and you don't have to navigate it alone.

An entire industry of EV charging network providers exists to guide businesses through this process. Think of them as your project manager. These specialized partners handle the technical details, from assessing your property's power capacity to recommending the right number and type of chargers for your specific business goals. Their job is to turn your strategic vision into a concrete, actionable plan.





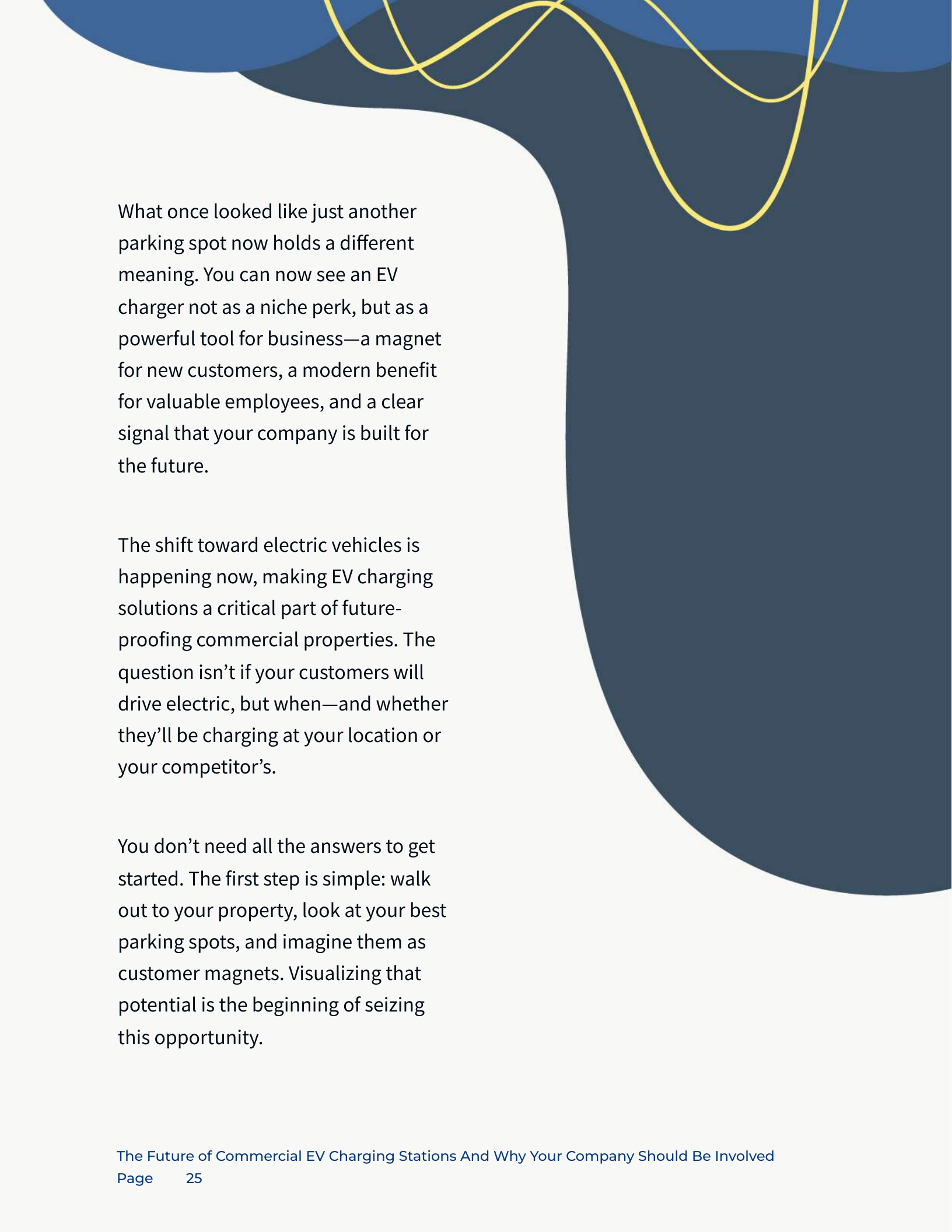
Once a plan is in place, these providers manage the entire installation, working with qualified electricians to ensure everything is done safely and correctly. For you, the process often feels as simple as approving a design and a location. This removes the burden of becoming an expert and lets you focus on what you do best: running your business.

You also likely won't have to pay the full sticker price. To accelerate the transition to electric vehicles, significant government incentives for commercial EV chargers are often available at the federal, state, and even local utility levels. These tax credits and rebates can drastically lower the cost to install a commercial EV charger, making the investment more accessible than ever before.



08

Your Parking Lot's Future: The First Simple Step You Can Take Today



What once looked like just another parking spot now holds a different meaning. You can now see an EV charger not as a niche perk, but as a powerful tool for business—a magnet for new customers, a modern benefit for valuable employees, and a clear signal that your company is built for the future.

The shift toward electric vehicles is happening now, making EV charging solutions a critical part of future-proofing commercial properties. The question isn't if your customers will drive electric, but when—and whether they'll be charging at your location or your competitor's.

You don't need all the answers to get started. The first step is simple: walk out to your property, look at your best parking spots, and imagine them as customer magnets. Visualizing that potential is the beginning of seizing this opportunity.



The Future of...

Explore the transformative potential of commercial EV charging stations in "The Future of Commercial EV Charging Stations And Why Your Company Should Be Involved." This insightful guide reveals how these charging solutions can enhance customer attraction, improve employee satisfaction, and create new revenue streams, all while future-proofing your business. Discover practical steps to integrate EV charging into your strategy and position your company at the forefront of this booming market.