

Helping Trade Allies Sell ENERGY STAR® Water Heaters

Kelly Chase

Supervisor, Trade Ally Relations

Product Availability is Key



- Majority of customers replace equipment due to a leak or failure
- Customers can't wait a week for plumber to order a water heater
- Supply houses need to stock ENERGY STAR water heaters



Water Heater Rebates



Higher rebate for ENERGY STAR qualified water heaters.

Type of natural gas water heater	Energy Factor	Rebate
Tank	.62 - .63 EF	\$70
Tank	.64 - .66 EF	\$85
ENERGY STAR® qualified Tank	.67 and higher EF	\$100
Indirect water heater	When installed with 91% AFUE or greater condensing boiler	\$200
Tankless	.82 - .89 EF	\$250
Tankless	.90 and higher EF	\$350

Trade Ally Cash Incentives



- ✓ Help with promotion of energy efficiency programs
- ✓ Incent Trade Allies generate rebate applications for customers that qualify for a rebate
- ✓ Help ensure all qualifying equipment installed in our service territory gets submitted for a rebate



Promote ENERGY STAR Water Heaters



Upgrade and save with water heater rebates

A high-efficiency natural gas tank water heater is a safe, reliable source of hot water, even during a power outage. Select a tankless water heater, the most efficient choice for your home, to maximize comfort and energy savings. Upgrade now to avoid costly, preventable leaks and save with up to \$350 in rebates.

NATURAL GAS WATER HEATER	ENERGY FACTOR	MAIL-IN REBATE
Tank	.62 - .63 EF	\$70
Tank	.64 - .66 EF	\$85
Tank	.67 and greater ENERGY STAR® qualified	\$100
Tankless	.82 - .89 EF ENERGY STAR qualified	\$250
Tankless	.90 or greater EF ENERGY STAR qualified	\$350

For more information, contact the dealer, plumber or retailer of your choice, or visit CenterPointEnergy.com/WaterHeaterRebate.



Connect with us:



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Water Heater Rebates

Save Energy & Money with a High-Efficiency Natural Gas Water Heater



After home heating, hot water is the second largest user of energy in your home – accounting for 15 percent of your total energy use. Save now with a rebate and for years to come with lower energy bills.

Type of natural gas water heater	Energy Factor	Rebate
Tank	.62 - .63 EF	\$70
Tank	.64 - .66 EF	\$85
ENERGY STAR® qualified Tank	.67 and higher EF	\$100

Print Share

Contact Us

For more information about this program, send us an [email](mailto:) or call us at 612-399-1565 or 888-525-1565.

Choose ENERGY STAR



If you are planning the replacement of your aging water heater, be sure to choose ENERGY STAR. Homeowners who invest in a planned replacement of their old water heater with a new ENERGY STAR certified model can save thousands of dollars in energy cost and avoid potentially costly clean up when their old unit fails. ENERGY STAR is the right choice, right now.

Trade Ally Meetings



- Forum to provide key messages presented by energy experts
- Provide value-added tools to help them sell
- Networking opportunity
- Meetings held during times of the year that are convenient for contractors



Trade Ally Meetings



<Name>,

Kick off the fall with your CenterPoint Energy team as we huddle for our **13th annual Scoop Meeting**. The Scoop is the only place where you can get the most up-to-date information to use this heating season and beyond.

This year you'll be greeted with a hearty meal, get coached by industry experts and have the opportunity to network with peers – all at no cost to you! So reserve your seat now, because our team is rooting for yours!

2015 Scoop playbook includes:

- Updates on online rebate processing portal
- Custom Department of Labor code presentation and open Q&A
- **New! Water heater session including consumer survey results, ENERGY STAR® information and more!**

Agenda

7:30am - 8:00am	Registration & breakfast buffet
8:00am - 10:30am	HVAC session
11:00am - 11:30am	Registration & lunch buffet
11:30am - 1:30pm	Water heating session

Sign up quickly and easily at CenterPointEnergy.com/ScoopMeetings or call **Fianna Wesley** at 612-321-4492.



Your Rebate Processing team *(pictured front to back)*

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Educate Trade Allies



Contractor & Plumber Opportunity

How to get involved!

- Leverage campaign messaging and timing
- Get trained and market the benefits of planned replacement to differentiate yourself from your competition
- Utilize manufacturer and energy efficiency program rebates and incentives to upsell ENERGY STAR water heaters



April 2015 – New ENERGY STAR Specification

Type	Old	New Spec
Gas Storage	EF \geq 0.67	\leq 55 gallons: EF \geq 0.67 > 55 gallons: EF \geq 0.77
Gas <u>Tankless</u>	EF \geq 0.82	EF \geq 0.90
Electric Storage	EF \geq 2.00	\leq 55 gallons: EF \geq 2.00 > 55 gallons: EF \geq 2.20

Water Heater Consumer Research



Gain customer insights through research and share findings with plumbers and dealers

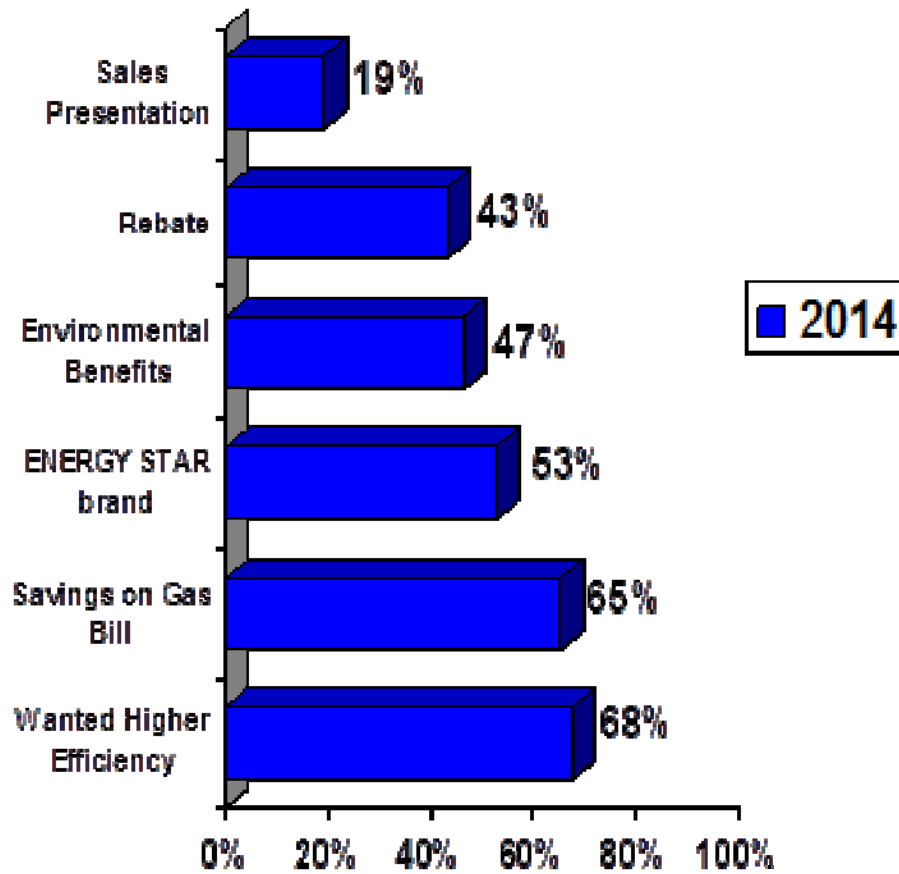


Objectives of the survey

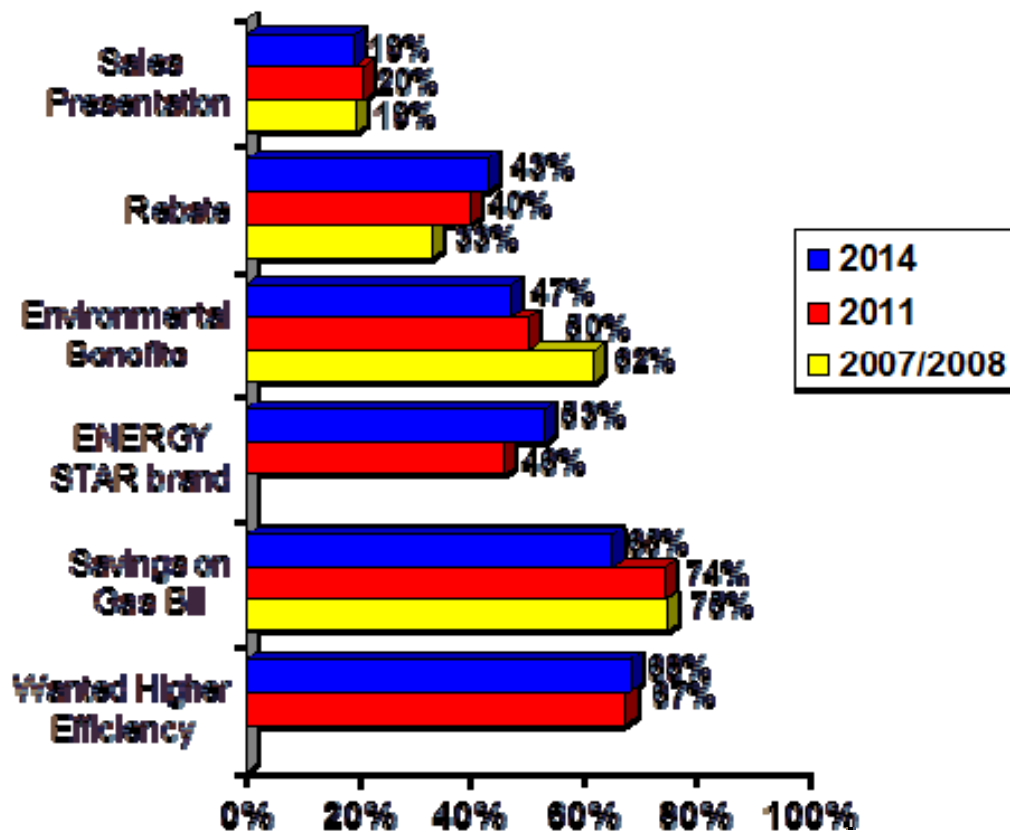
- To identify the factors that are important in the purchase of high efficiency water heaters
- To determine awareness and purchase of ENERGY STAR® water heaters
- To determine rebate payment preference
- To determine maintenance and temperature setting practices



Factors Important To High-Efficiency Purchase Decision



Factors Important To High-Efficiency Purchase Decision Historical



Comparing the 2014 survey results to those of 2011, we find two significant changes. The ENERGY STAR brand has increased in importance and savings on the bill has decreased in importance.

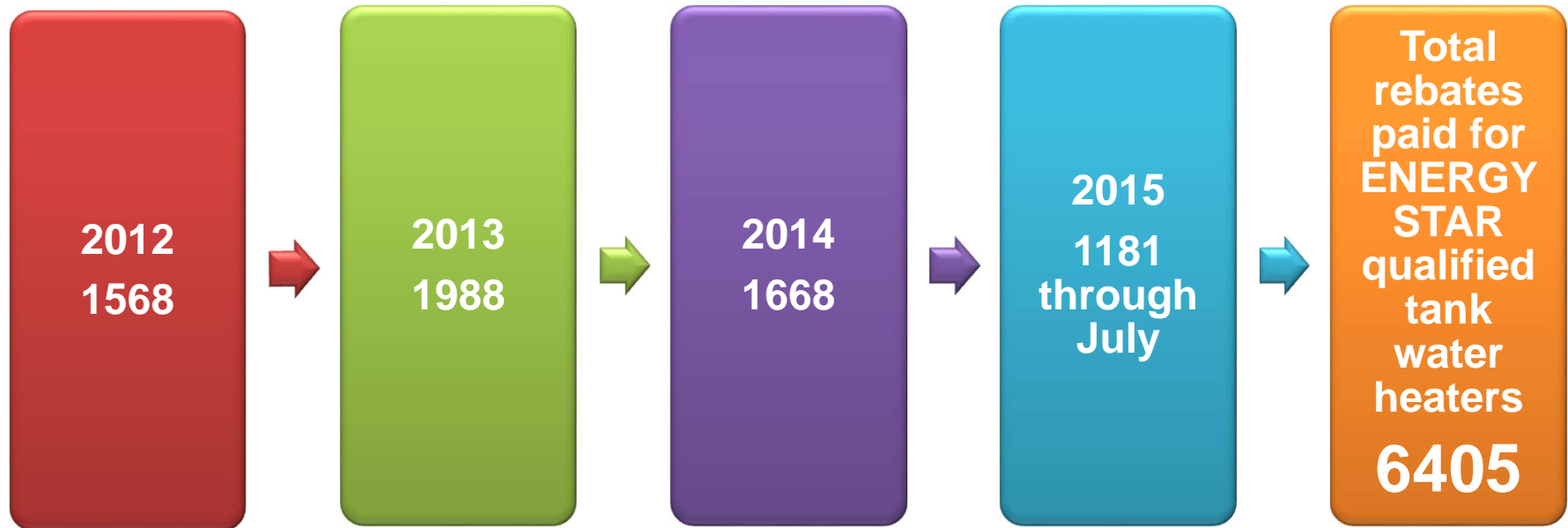
ENERGY STAR Awareness



- The majority (73%) of water heater shoppers were aware that some natural gas water heaters have the ENERGY STAR® label.
- The awareness level is up from 69% in 2011.
- Awareness is lowest among the oldest respondents.



CenterPoint Energy Rebate Participation for ENERGY STAR Gas Tank Water Heaters



Conclusion



- Offer rebates to help plumbers and dealers upsell to ENERGY STAR water heaters
- Promote ENERGY STAR to customers
- Gain consumer insights and share your learnings with trade allies
- Engage with trade allies through meetings and industry events

Contact Information



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