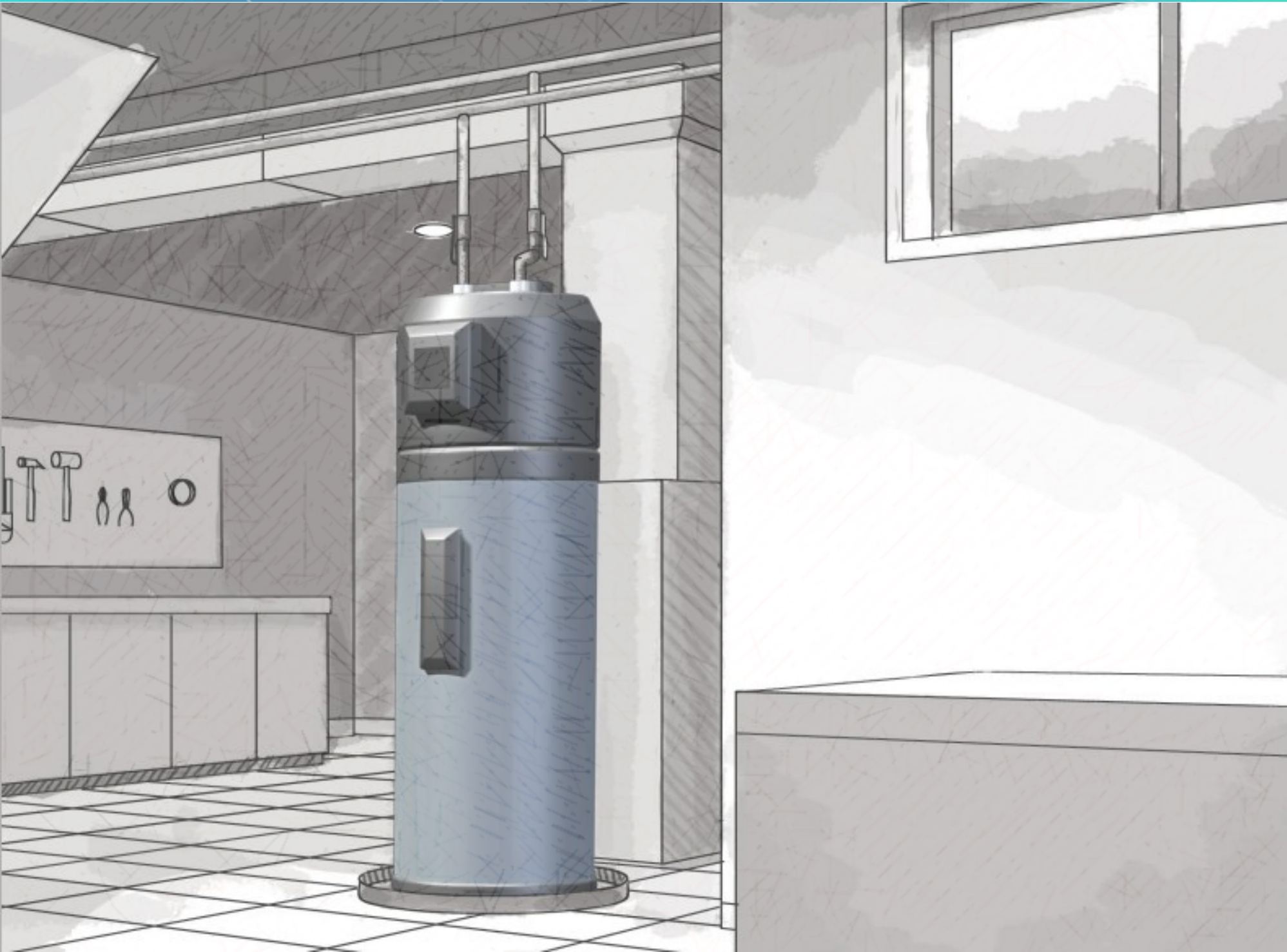


ENERGY STAR. The simple choice for energy efficiency.



Warming Up to Heat Pump Water Heaters: Innovative Training Techniques to Gain Contractor Buy-in

Rosemarie Stephens-Booker, U.S. EPA
2018 ENERGY STAR Partner Meeting
Phoenix, AZ
September 7, 2018

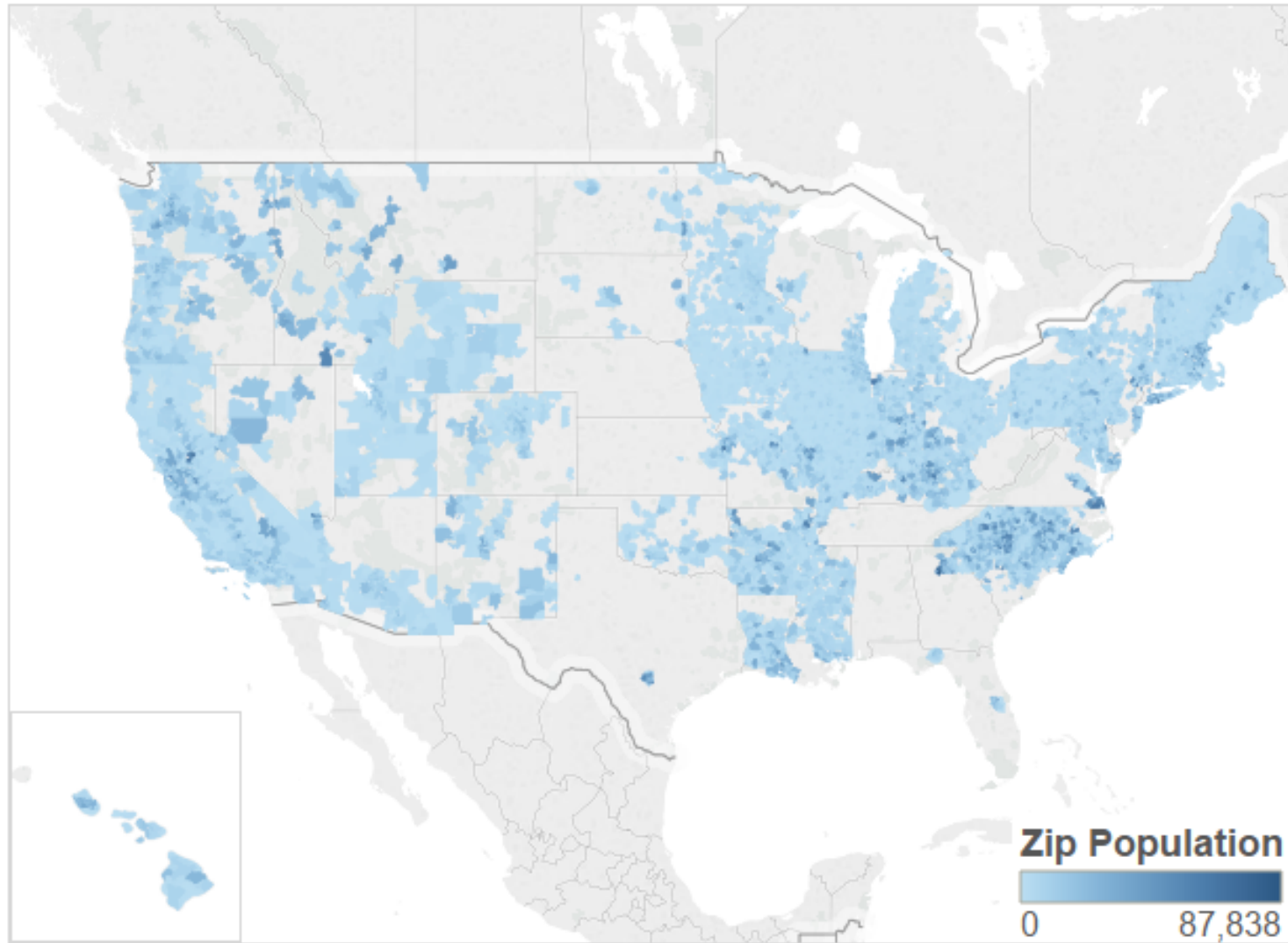


Warming Up to Heat Pump Water Heaters

- ENERGY STAR certified heat pump water heaters (HPWHs) have high energy and costs savings.
- Heat Pump Water Heaters market share increase from 1% to 1.7% over the past year!
- 83% of water heater sales are emergency replacement.
 - Most homeowners call his/her contractor

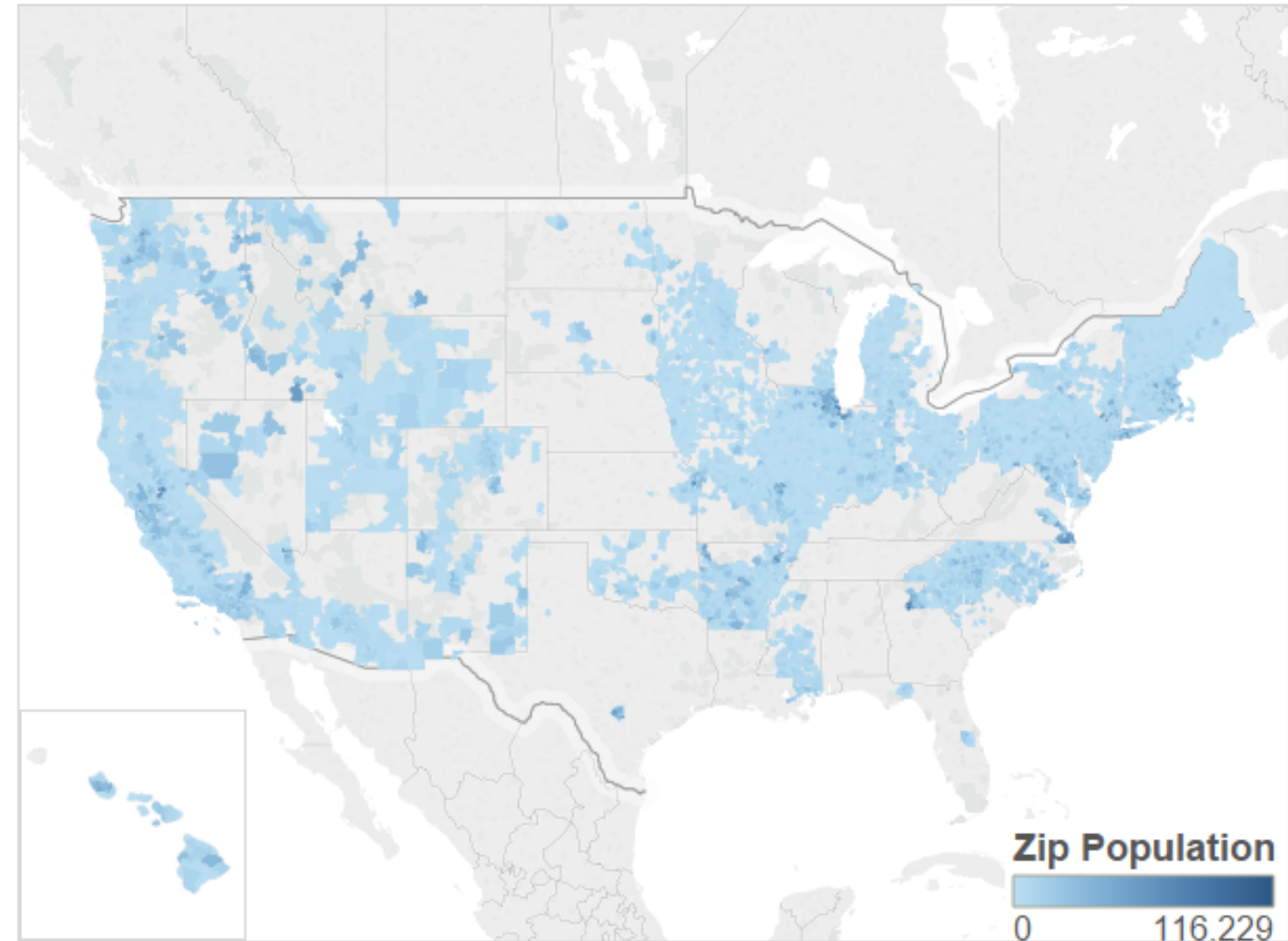


2017 ENERGY STAR Heat Pump Water Heaters 2018



174,254,325
Population

64,082,963
Households



192,027,582
Population

70,652,272
Households

How Can We Work Together to Help Contractors Increase Heat Pump Water Heater Sale Opportunities to Get Energy Savings?

1. Increase customer demand
2. Provide tool for customer to find HPWH contractor easily
3. Provide educational materials to help contractors talk a customer through the pitch and payback story to retain install job
4. Consider Midstream Incentives: Make sure you attend “Transforming the and Water Heater Markets Through Various Incentive Programs” at 1:00pm
5. Make contractors aware of ENERGY STAR and available rebates





#1

Increase Customer Demand

Upgrade Now and Warm Up to Savings Campaign

ENERGY STAR

UPGRADE NOW. WARM UP TO SAVINGS.

Good for You. Good for the Planet.

ENERGY STAR® Certified Gas Water Heaters Deliver:

- ✓ Savings
- ✓ Performance
- ✓ Reliability

Water heaters are the second highest source of energy usage in the home. ENERGY STAR certified gas water heaters are an easy choice for energy savings, performance, and reliability. Those energy savings add up to big savings for the environment by helping prevent climate change. Plus, you can save even more with rebates. Warm up to savings with ENERGY STAR, right now!

Choose Your Savings with ENERGY STAR Certified Gas Water Heaters

Gas storage and tankless water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and protect the environment.

- Certified storage water heaters use about 10 percent less energy compared to standard gas storage models.
- Certified tankless water heaters can save families of four more than \$1,500 over the products' lifetime when switching from standard gas storage models.
- Look for generous incentives that can greatly reduce the incremental costs of ENERGY STAR certified models.

Features of ENERGY STAR Certified Gas Water Heaters

To improve efficiency, ENERGY STAR certified gas water heaters use the latest technologies:

- Certified storage water heaters use better insulation, heat traps, and more efficient combustion systems.
- Certified tankless water heaters only heat water when you need it and employ a secondary heat exchanger to extract more heat from the combustion process.

Take Advantage of Incentives

- Many utilities offer rebates for purchasing ENERGY STAR certified gas water heaters. Check with your local utility for more details or go to www.energystar.gov/rebatefinder.
- Manufacturers and retailers also offer discounts on certified water heaters throughout the year, increasing your savings opportunity.

To learn more and find big rebates in your area, visit energystar.gov/gaswaterheaters.

Did You Know?

If all residential gas storage water heaters sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to \$1.2 billion annually, preventing nearly 10 billion lbs of greenhouse gas emissions—equal to the emissions from 850,000 vehicles, every year!

Don't Flood Your Basement!

If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified gas water heater before it fails.

ENERGY STAR® CERTIFIED HEAT PUMP WATER HEATERS DELIVER:

- ✓ Savings
- ✓ Performance
- ✓ Reliability

WATER HEATERS ARE THE 2ND HIGHEST ENERGY USER IN THE HOME.

An ENERGY STAR certified heat pump water heater uses less than half the energy of a standard electric storage model and can save a family of four up to \$3,500 over its lifetime. Water heaters that have earned the ENERGY STAR are independently certified to save energy and protect the environment.



#2

Provide Tool for Customer to Find HPWH Contractor Easily

NEW

EPA ENERGY STAR Heat Pump Water Heater Contractor Finder



Find and Compare Change Product

ENERGY STAR Certified
Water Heaters

ENERGY STAR certified water heaters include technologies from gas and solar to electric heat pump - and all deliver performance, reliability and energy savings – up to \$3500 over the lifetime.

BUYING GUIDANCE

SAVE MONEY ON HOT WATER

FIND INSTALLERS (220)

129 Records Found

Filter Your Results

Fuel

- Electric (129)
- Natural Gas (649)
- Propane (768)
- Do not filter

Type

- Gas Storage (574)
- Gas Tankless (527)
- Heat Pump (129)
- Solar with Electric Backup (210)
- Solar with Gas Backup (7)

Sort by:

Uniform Energy Factor (UEF)

↑ ↓

Share Your Results

<p>A. O. Smith - HHPT 80 102</p> <p style="font-size: small;">Heat Pump - Electric</p>	<p>Uniform Energy Factor (UEF): 2.2</p>	<input type="checkbox"/> Compare
<p>A. O. Smith - PHPT 80 102</p> <p style="font-size: small;">Heat Pump - Electric</p>	<p>Uniform Energy Factor (UEF): 2.2</p>	<input type="checkbox"/> Compare

Rebates in your zip code: 97206 CHANGE ZIP →

Heat Pump Water Heaters
\$300-\$500
Valid: 10/01/2017 - 09/30/2018



Find and Compare Change Product



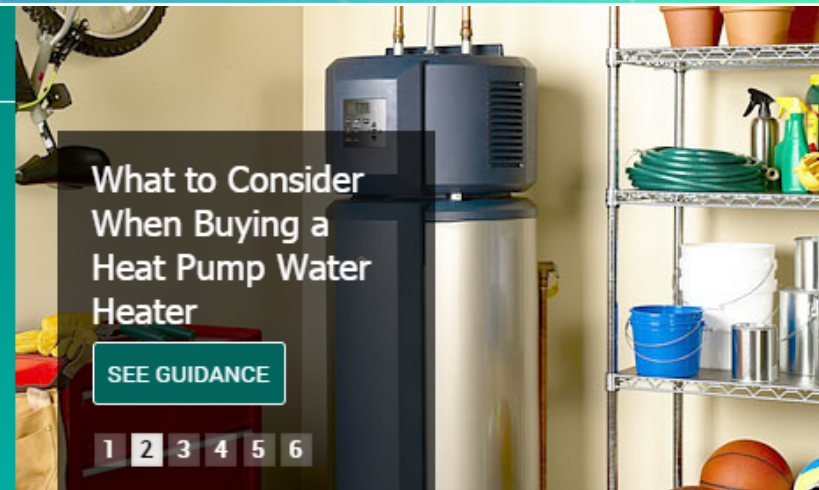
ENERGY STAR Certified Water Heaters

ENERGY STAR certified water heaters include technologies from gas and solar to electric heat pump - and all deliver performance, reliability and energy savings – up to \$3500 over the lifetime.

What to Consider When Buying a Heat Pump Water Heater

SEE GUIDANCE

1 2 3 4 5 6



BUYING GUIDANCE

SAVE MONEY ON HOT WATER

FIND INSTALLERS (220)

(220) heat pump water heater installers in your area:

97206

SHOW INSTALLERS →

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to web sites external to the energystar.gov domain. EXIT ↔

Provided by A.O. Smith

Provided by NEEA

Installation professionals list provided by A.O. Smith

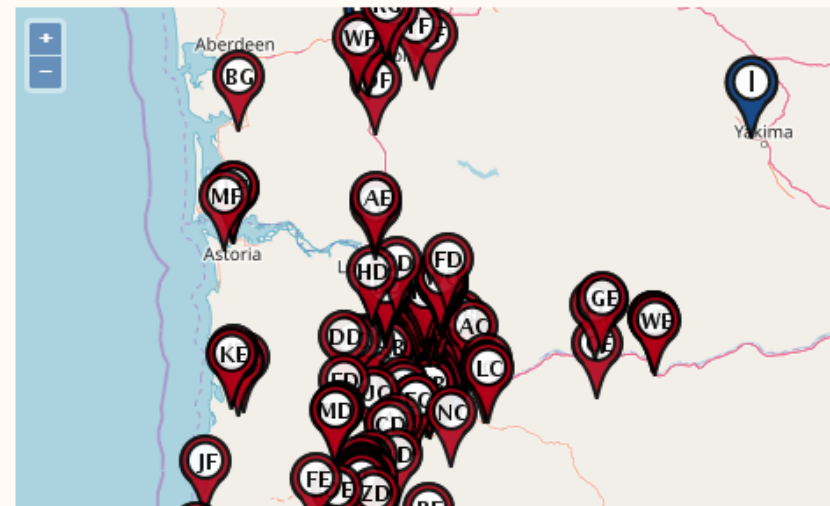
DeTemple Co A

Address:
1951 Nw Overton St
Portland, OR
97209

Visit website

Carrier plumbing B

Address:





Find and Compare Change Product

ENERGY STAR Certified Water Heaters

ENERGY STAR certified water heaters include technologies from gas and solar to electric heat pump - and all deliver performance, reliability and energy savings - up to \$3500 over the lifetime.

Find Out if a Heat Pump Water Heater is Right For You

[GET STARTED](#)

BUYING GUIDANCE
SAVE MONEY ON HOT WATER
FIND INSTALLERS (220)

(220) heat pump water heater installers in your area: [SHOW INSTALLERS →](#)

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to web sites external to the energystar.gov domain. [EXIT](#) ↩

Provided by A.O. Smith **Provided by NEEA**

Installation professionals list provided by [Hot Water Solutions](#), a Heat Pump Water Heater initiative of the [Northwest Energy Efficiency Alliance](#)

Standard TV & Appliance A

Address: 5240 SE 82nd Ave
Portland, OR 97206
Phone: (503) 775-0095 [Visit website](#)

Black Cat Plumbing B

Address: 4630 SE 26th Ave
Portland, OR 97202
Phone: (503) 788-0300 [Visit website](#)

On Demand Comfort LLC C

Address: _____ Phone: _____

[▲ HIDE INSTALLERS ▼](#)

129 Records Found

Filter Your Results

filter by keyword

Fuel

- Electric (129)
- Natural Gas (649)
- Propane (768)
- Do not filter

Type

- Gas Storage (374)
- Gas Tankless (327)
- Heat Pump (129)
- Solar with Electric Backup (210)
- Solar with Gas Backup (7)
- Do not filter

Pricing is from a Sample of Retail Websites Disclaimer

Sort by: **Uniform Energy Factor (UEF)** Share Your Results

A. O. Smith - HHPT 80 102 [Compare](#)

Heat Pump - Electric Uniform Energy Factor (UEF): 2.2

A. O. Smith - PHPT 80 102 [Compare](#)

Heat Pump - Electric Uniform Energy Factor (UEF): 2.2

Rebates in your zip code: [CHANGE ZIP →](#)

Heat Pump Water Heaters **\$300-\$500** Valid: 10/01/2017 - 09/30/2018

Mail-in Rebate [Visit website to learn more](#)

Bonneville Power Administration (BPA utilities)

[▼ SHOW ALL REBATES ▼](#)



#3

Provide Educational Materials to Help Contractors Walk Customers Through Sales Pitch

EPA ENERGY STAR Heat Pump Water Heater Replacement Guide



Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through **4** simple installation considerations to figure out if a heat pump water heater is right for your home.

[GET STARTED](#)

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.

Heat Pump Water Heater Considerations:

- Fuel type
- Adequate air circulation
- Adequate ceiling height
- Access to water drainage

WATER HEATER REPLACEMENT GUIDE



STEP 1: CHECK YOUR ELECTRICITY SUPPLY

Heat pump water heaters require 240-volt supply.

Do you currently have an electric water heater?

YES

NO

Not sure if your existing water heater is electric or gas? If your water heater does not have a flue, then it is an electric water heater with a 240-volt supply (see the images in [Figure 1](#)).

Figure 1: Conventional electric water heater without flue on left and gas water heater with flue on the right (exhaust flue circled in red).





WATER HEATER REPLACEMENT GUIDE



RESULTS

Congratulations!

You appear to be a good candidate for a heat pump water heater.

Your water heater location:

- ✔ Has 240-volt electricity supply
- ✔ Has adequate warm air circulation.
- ✔ Has adequate ceiling height.
- ✔ Does have access to water drainage.

Be smart and plan your replacement before your old water heater fails. Visit energystar.gov/heatpumpwaterheaters for more information on models that have earned the ENERGY STAR as well as links to rebates and other special deals in your area.

DISCLAIMER: This guide is intended for educational purposes only and should not be considered definitive in terms of the suitability of your home for installation of a heat pump water heater. Please check the water heater manufacturer's installation instructions and/or a professional installer for more information.

START OVER




#3

Make Contractors Aware of ENERGY STAR and Available Rebates.


EPA ENERGY STAR Heat Pump Water Heater Contractor Factsheet





CHOOSE AN ENERGY STAR® CERTIFIED ELECTRIC STORAGE WATER HEATER

The simple choice for energy efficiency.



February 2018

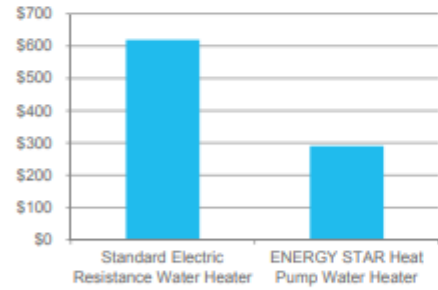
Soak In The Savings!

Electric storage water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and help prevent climate change. In fact, they:

- Use less than half the energy of a standard electric storage water heater
- Can save a four-person household \$330 per year in energy bills

To improve efficiency, ENERGY STAR certified electric storage water heaters use a highly efficient heat pump – essentially a refrigerator run in reverse – to transfer heat from the surrounding air to the water. They are referred to as **heat pump water heaters (HPWHs)**.

Figure 1: Annual Energy Costs for an Electric Storage Water Heater (4-person Family)









Water Heater Type	Annual Energy Cost (\$)
Standard Electric Resistance Water Heater	~\$620
ENERGY STAR Heat Pump Water Heater	~\$290

Take Advantage of Incentives

Many utilities offer incentives for purchasing ENERGY STAR certified HPWHs. The table below shows several examples from across the country. Check with your local utility for more details or go to www.energystar.gov/rebatefinder.

Table 1: ENERGY STAR Certified HPWH Rebates

State	Utility	Incentive
CA		\$300
HI		\$300
MA		\$750
ME		\$750
NH		\$500-600
WA		\$500

Save Thousands of Dollars

An ENERGY STAR certified HPWH can save a four-person family \$3,400 over its lifetime and will pay for its additional cost in two years.


Table 2: ENERGY STAR HPWH Savings Based on Household Size

Household Size	Annual Savings	Payback (Years)	Lifetime Savings
2	\$160	4.9	\$1,340
3	\$250	3.2	\$2,400
4	\$330	2.4	\$3,470

Assumes: Electricity Rate of 12 cents/kWh; Incremental cost = \$800; 13-year lifespan

Don't Flood Your Basement!
If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified water heater BEFORE it fails.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.


United States Environmental Protection Agency

#4

Improving Contractor Awareness:

How Partners are Helping Contractors “Warm Up” to HPWHs

- Today we are going to hear about two innovative contractor training programs:
 - Lisa Boba, Energize CT
 - Jill Reynolds, NEEA





Key ENERGY STAR Contacts

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- Allison Robinson, The Cadmus Group
 - Allison.Robinson@cadmusgroup.com; (503) 467-7102
- Robert Huang, The Cadmus Group
 - Robert.Huang@cadmusgroup.com; (617) 673-7117