



Transforming the HVAC and Water Heater Market Through Various Incentive Programs - HVAC Midstream and Instant Rebates at Retail

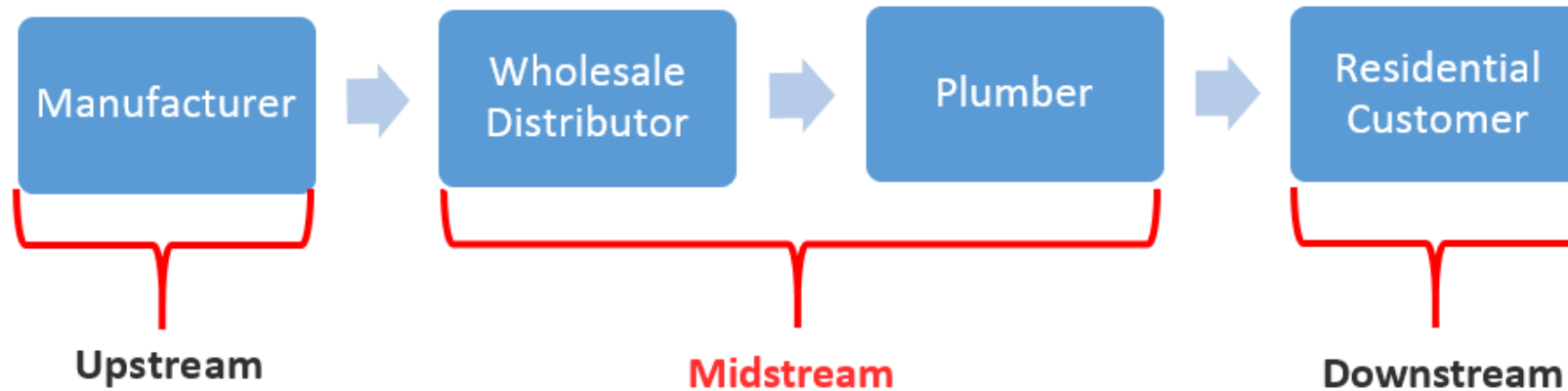
Nate Jutras

2018 ENERGY STAR Products Partner Meeting

September 7, 2018

Phoenix, AZ





Understanding the Fundamentals



- **Curtail traditional mail-in rebates**
 - **Ineffective:** high overhead and marketing costs; contractors/customer do not like forms and waiting for reimbursement.
 - **Low participation:** ETO found only 50% of HPWHs sold received mail-in rebates.
- **Shift rebate to distributor**
 - Cooperative agreement with distributor to pass along discount to contractor.



Midstream Incentives – Dramatic Increases in Program Participation

| Efficiency Program | Measure | Incentive Amount | Increase in Program Participation |
|---|--|---|--------------------------------------|
|  | ENERGY STAR Certified Heat Pump Water Heater (HPWH) ³ | \$600* | 423% ⁴ (PY1) ⁵ |
|  | ENERGY STAR Certified HPWH ⁶ | \$300/\$500** | 750% ⁷ |
|  | ENERGY STAR Certified HPWH ⁸ and Natural Gas Water Heaters ⁹ | \$300 for gas; \$600 for HPWH | 1000% ¹⁰ (PY2) |
| | ENERGY STAR Certified Natural Gas Boiler and Furnaces ¹¹ | \$450 to \$800 | 234% (PY2) |
|  | ENERGY STAR Certified HPWH ¹² and Natural Gas Water Heaters ¹³ | \$100 for gas; \$300 for HPWH ¹⁴ | Just began program in 2017 |



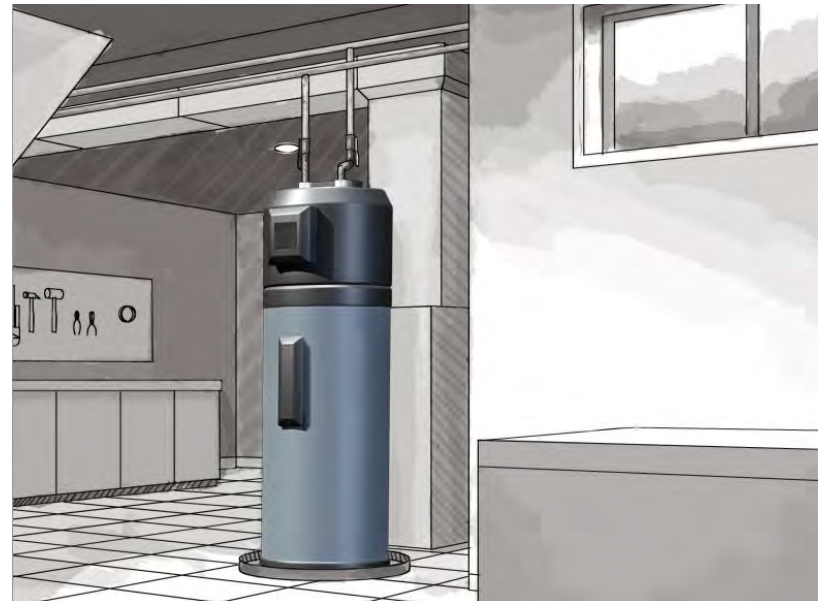
Why Midstream Works

- **Program administrator:**
 - Eliminates rebate breakage and increases participation by order of magnitude.
- **Manufacturer:**
 - Sells more higher profit energy efficient water heaters.
- **Distributor:**
 - Receives **Larger profit** per efficient water heater sold.
 - An “**administrative fee**” to ease incentive application burden.
- **Plumber:**
 - Receives incentive instantly without burdensome paperwork.
- **Homeowner:**
 - Obtains efficient equipment.

EPA is Ready to Help You Swim to Midstream with HVAC and HPWH

ENERGY STAR certified HVAC equipment and water heaters are an excellent opportunity for significant energy savings for utilities!

- The best way for utilities to capitalize on water heater savings is through midstream incentive and instant rebates at retail programs.
- ENERGY STAR can help you get started with resources, best practices and the midstream leaders of the Technical Advisory Group (TAG)





Distributor-Focused Midstream Website

How it Works>'. On the left side, there is a sidebar with a dropdown menu for 'Distributor-Focused Midstream Programs' containing links for 'How It Works', 'Astonishing Results', 'Why it Works', 'Best Practices', and 'Midstream Resources'. On the right side, there is a green box titled 'EXPERT ADVICE' with the text: 'Contact us at midstreamdistributor@energystar.gov to set up a call with ENERGY STAR and the Technical Advisory Group. The group includes:' followed by a list of organizations: AO Smith, CLEARResult, Energize CT, Energy Solutions, Energy Trust of Oregon, NEEA, SDG&E, and VEIC."/>



Interested in Learning More or Meeting with the TAG?

Contact us at midstreamdistributor@energystar.gov to set up a call with ENERGY STAR and the Technical Advisory Group. The group includes:



NEW! ENERGY STAR Tool – 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.



Upcoming! ENERGY STAR Tool – Water Heater Contractor Finder

BUYING GUIDANCE SAVE MONEY ON HOT WATER FIND INSTALLERS (200)

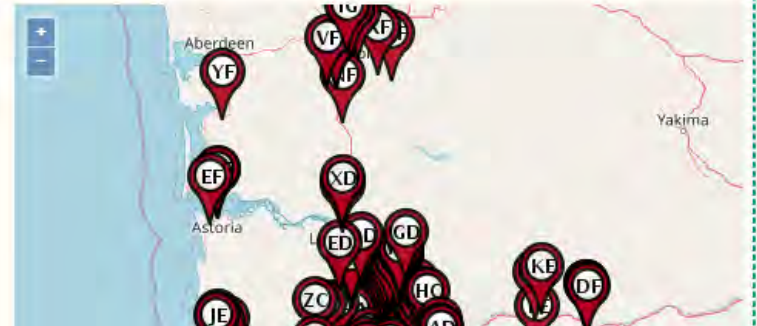
(200) heat pump water heater installers in your area: [SHOW INSTALLERS →](#)

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

Languages: English | Français Access to: API, Data Set or Excel File



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](#)

1 2 3 4 5 6

BUYING GUIDANCE SAVE MONEY ON HOT WATER FIND INSTALLERS (200)

1307 Records Found

Pricing is from a Sample of Retail Websites ?

[Disclaimer](#)

Filter Your Results

[Share Your Results](#)

Fuel

Electric (129)

A. O. Smith - PHPT 80 102 Compare

Heat Pump - Electric

Uniform Energy Factor (UEF): 2.2



Next Up....

- Lessons learned from HVAC distributor-focused midstream pilots from SDG&E and CLEAResult.
- Groundbreaking Innovative Instant HPWH Rebate at Retail Pilot by A. O. Smith, Lowe's, Duke Energy and Simple Energy.

CLEAResult[®]



A  Sempra Energy utility





Any Questions?

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 - Robert.Huang@cadmusgroup.com
 - 617-673-7117
- Midstream Website:
www.energystar.gov/products/retailers/midstream_programs

Market Transformation in California

Third-Party Statewide HVAC and Water Heating Programs



Shoshana Pena and Nathan Bauer-Spector
Utility Program Managers – San Diego Gas & Electric

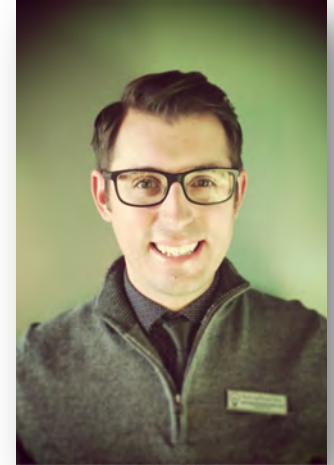
San Diego Gas & Electric

Plug Load & Appliance Program Team

Shoshana Pena and Nathan Bauer-Spector

Shoshana Pena and Nathan Bauer-Spector are program managers for San Diego Gas & Electric's various Plug Load and Appliance programs. In 2017, they launched the first instant validation tool for in-store instant utility rebates, doubling the number of smart thermostats for the program, improving cost-effectiveness and increasing program delivery efficiency.

In 2018, SDG&E was approved by the California Public Utilities Commission to manage the launch of a statewide plug load and appliance program. Shoshana and Nathan will lead this effort on behalf of all investor-owned utilities in the state with a goal of launching by Q3 2020.



San Diego Gas & Electric

HVAC Today

Residential Midstream/Upstream HVAC

Distributor stocking program

- Incentive to distributors for stocking High SEER units

- Low realization rates (18%)

Refrigerant Charge program

- 50% of all A/Cs suffer from improper charge or air flow problems

Economizer

- Load impact study (DNV GL) - only 75% of economizers were operational shortly after installation

Residential Downstream HVAC

Quality Installation offers \$666 - \$2,085 depending on tonnage and the efficiency to reduce installation cost.

Quality Maintenance offers \$50 System Assessment & Improvement, including diagnostic report.

Historically, programs targeting maintenance and installation aspects of the HVAC market have been plagued with poor cost effectiveness, low realization rates, and minimal market participation.

Statewide Programs

Key Regulatory and Legislative Policy Drivers



California State Senate

Senate Bill 350: The Clean Energy and Pollution Reduction Act of 2015

Addresses workforce development and job training in disadvantaged communities: **“Authorize market transformation programs with appropriate levels of funding to achieve deeper energy efficiency savings.”** Commission staff white paper or proposal regarding market transformation expected Dec 2018.



California State Assembly

Assembly Bill 793

Guidance for leveraging upstream and midstream partnerships to increase availability and reduce the cost of energy management technologies.

Assembly Bill 758: Increase plug load efficiency and access to data, partnering to increase awareness

Assembly Bill 032: Reduce statewide Greenhouse Gas (GHG) emissions to 40% below the 1990 level by 2030

Assembly Bill 802: Allows stranded potential to be targeted and savings to be measured at the meter



California Public Utilities Commission

Decision 18-01-004 – January 11, 2018

Third party solicitation process for energy efficiency programs

Decision 18-05-041 May 31, 2018

CPUC decision approving energy efficiency rolling portfolio business plans.

Statewide Programs

Lead Utility Assignments*

| Program Category | Lead CA Utility |
|---|----------------------------|
| Midstream Plug Load & Appliance | San Diego Gas & Electric |
| HVAC Upstream Residential & Commercial | San Diego Gas & Electric |
| HVAC Quality Installation & Maintenance | San Diego Gas & Electric |
| New Construction | Pacific Gas & Electric |
| Workforce Education & Training | Pacific Gas & Electric |
| New Finance Offerings | SoCalGas |
| Midstream Commercial Water Heating | SoCalGas |
| Emerging Technology (Gas) | SoCalGas |
| Emerging Technology (Electric) | Southern California Edison |

*List is abbreviated and does not contain all statewide program assignments.

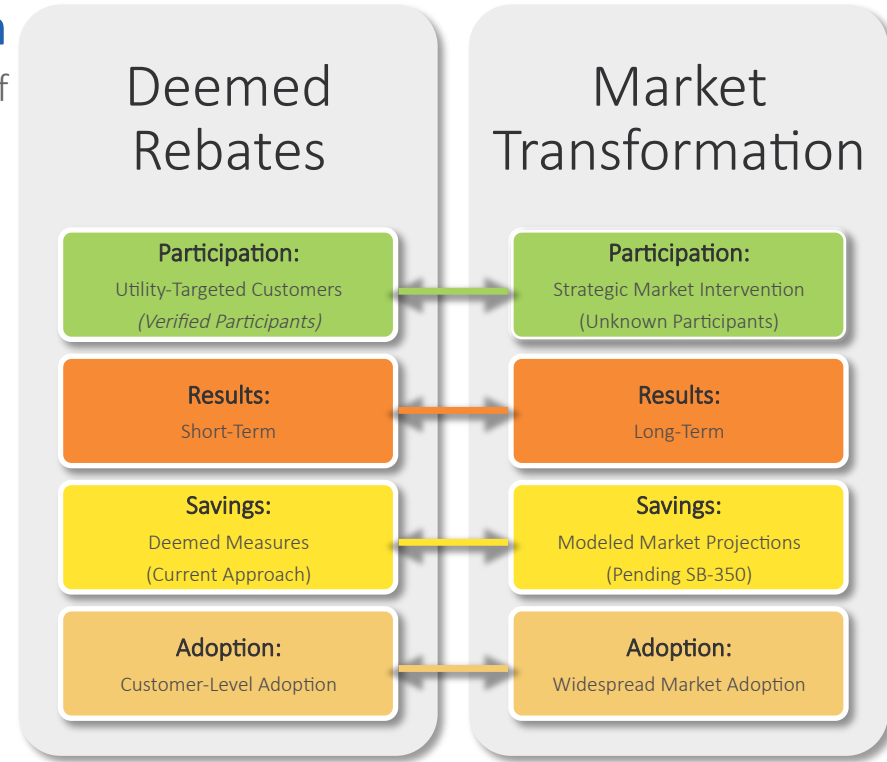
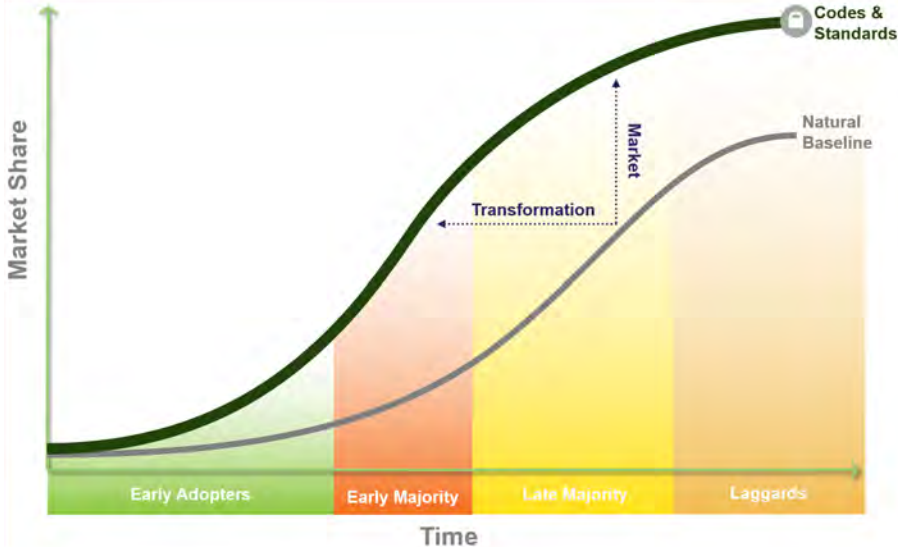
Please see California Public Utilities Commission Decision 18-05-041 for more information.

Statewide Programs

Pending CA Senate Bill 350

Deemed Rebates and Market Transformation

The statewide PLA and HVAC programs may include a mix of **traditional customer-facing rebate** program delivery as well as unique approaches to influence the market toward **strategic long-term widespread market adoption of energy efficient products**.



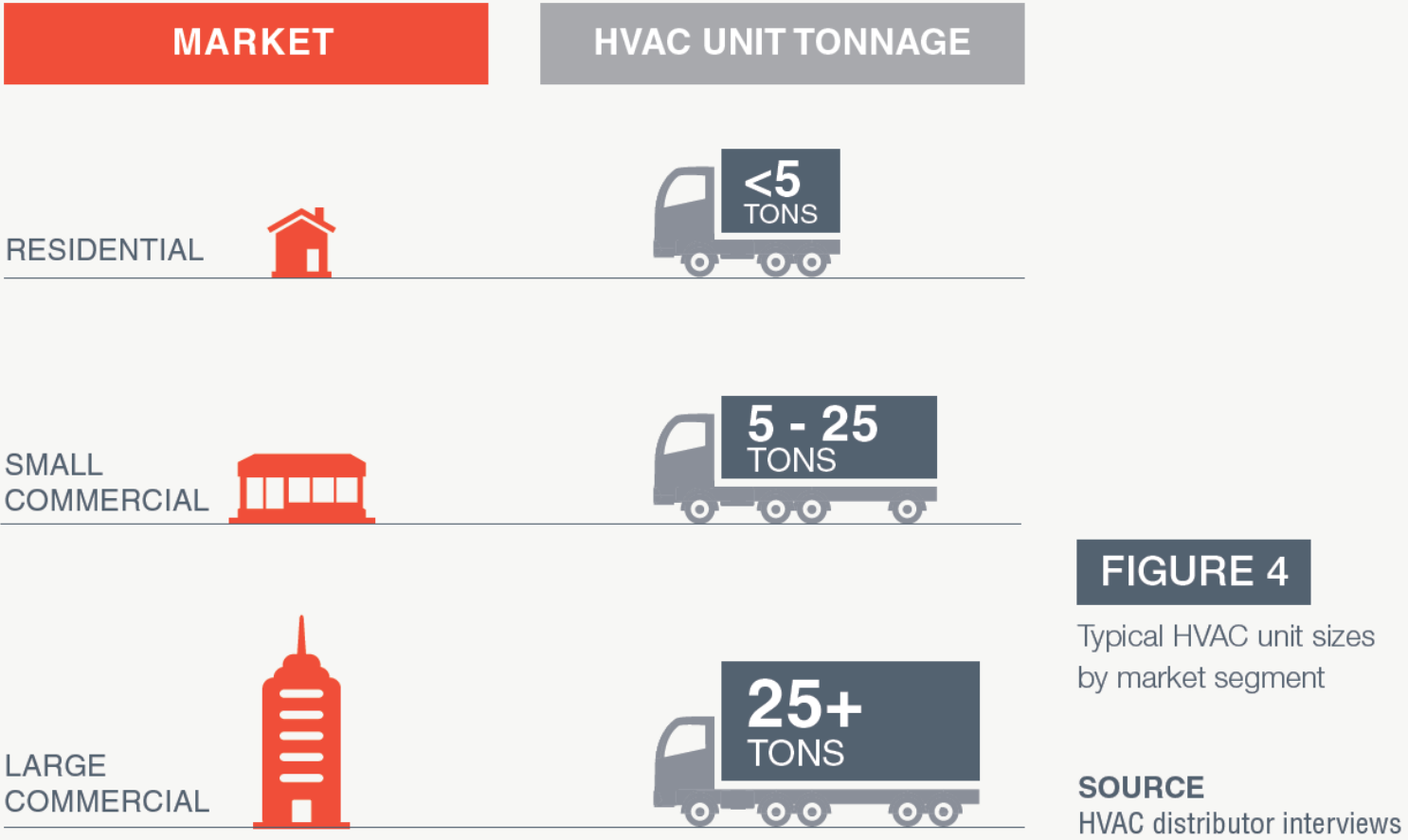
CLEAResult[®]

Residential HVAC Midstream

We change the way
people use energy™

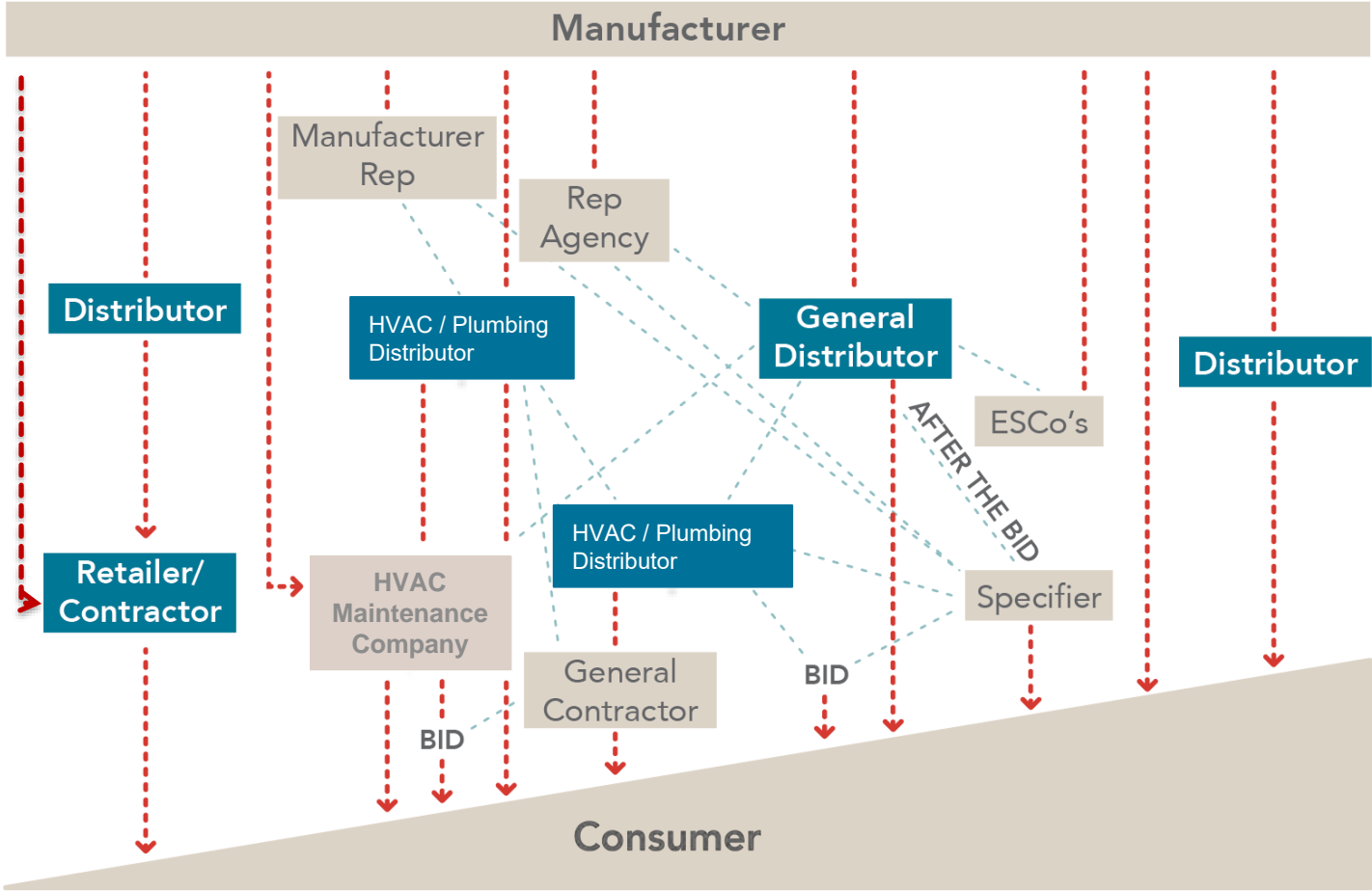
The HVAC Market landscape

HVAC Market Segments

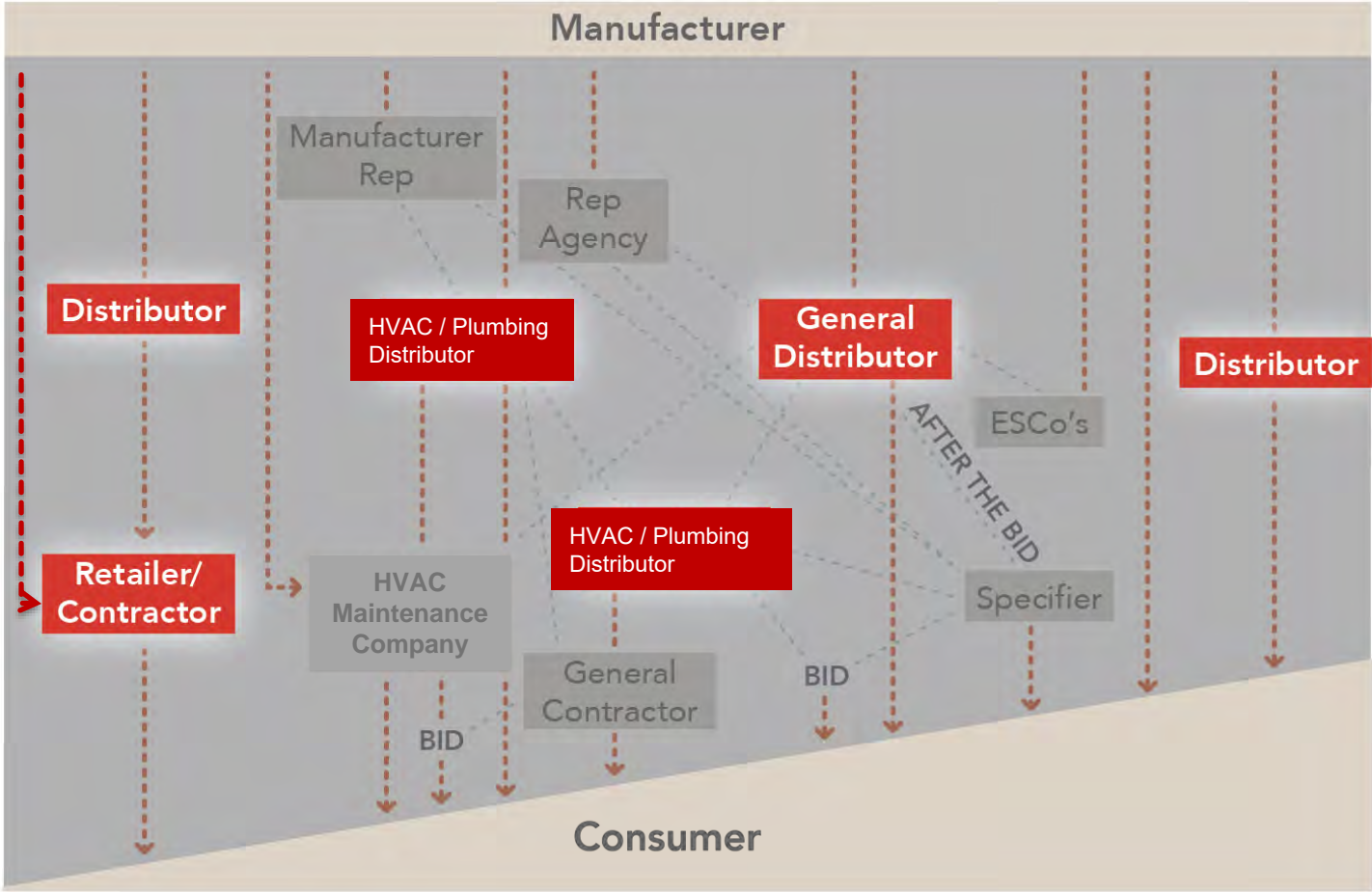


*2016 HVAC Market Intelligence Booklet

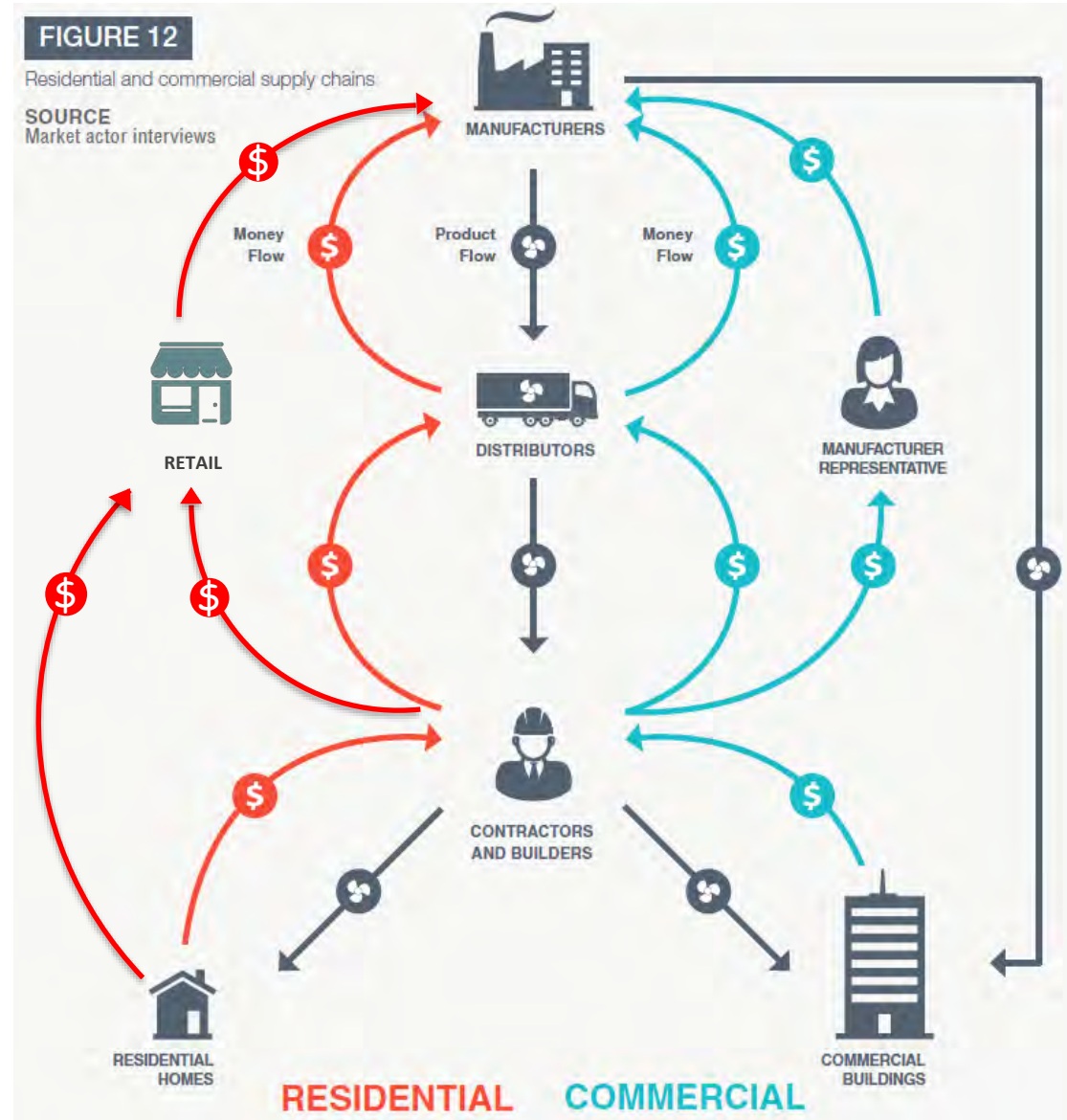
HVAC purchasing today



Midstream solution



HVAC Supply Chain



The residential midstream HVAC Opportunity

Measure Prioritization

Residential Systems + Components

- Packaged Units

- Ductless Heat Pump

- Gas Furnace (Central / Wall)

- Central AC

- Air Source Heat Pump

- Motors and drives

- Thermostats

- In Home Displays

Residential Stakeholder Opportunity

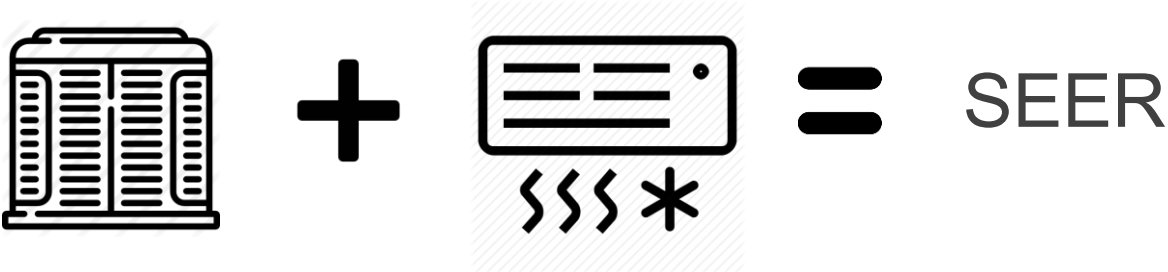
- Retail + Midstream = Residential Market
- Not every contractor participates downstream.
- Not every customer participates downstream

Residential Specific Challenges

- Product Eligibility of split systems
- Cannot mitigate the incremental cost
- Residential customers care more about getting the incentive than C&I
- Multifamily Attribution / Eligibility Verification
- Complex Supply Chain / Market Equity
- Sales staff turn over and commission impact
- Contractors are constrained by what is available to them that day for R.O.B. (distributor stocking)

Residential Specific Challenges

- AHRI split system:



- 1000 condenser models x 1000 indoor coils x 100 Motors = $\sqrt{-1}$



- *Consider using condenser efficiency and adjusting savings to simplify the process*

Residential Specific Challenges

- Incremental Cost:



- \$1,000+/Ton - \$250 Rebate = low 5%-10% Retail discount



- *A \$250 Smart Thermostat has a higher perceived value with residential customers + DR Synergy!*

Residential Specific Challenges

- Contractors are vested and engaged:



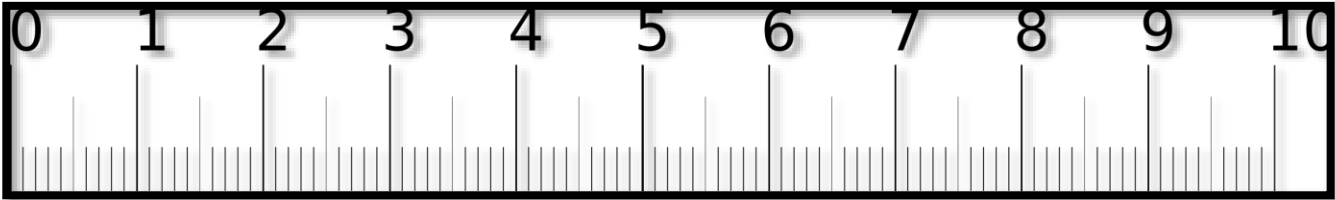
- They don't want to feel cut out. They are still the primary advocate with the end customer



- Ensure MFG training on how to sell high E is available and that there is a clear message and guidance for how they participate*

Residential Specific Challenges

- Distributor Stocking / Incentive Structure:



100% Pass through Fixed Dist & Cust \$ Flexible \$

- Flexible Incentives yield highest participation. 100% pass through is lowest.



- Distributors must believe they will recoup the cost of participation and make more money. Stocking will change once they believe there will be more demand.

Residential Specific Challenges

- Distributor Sales Staff:

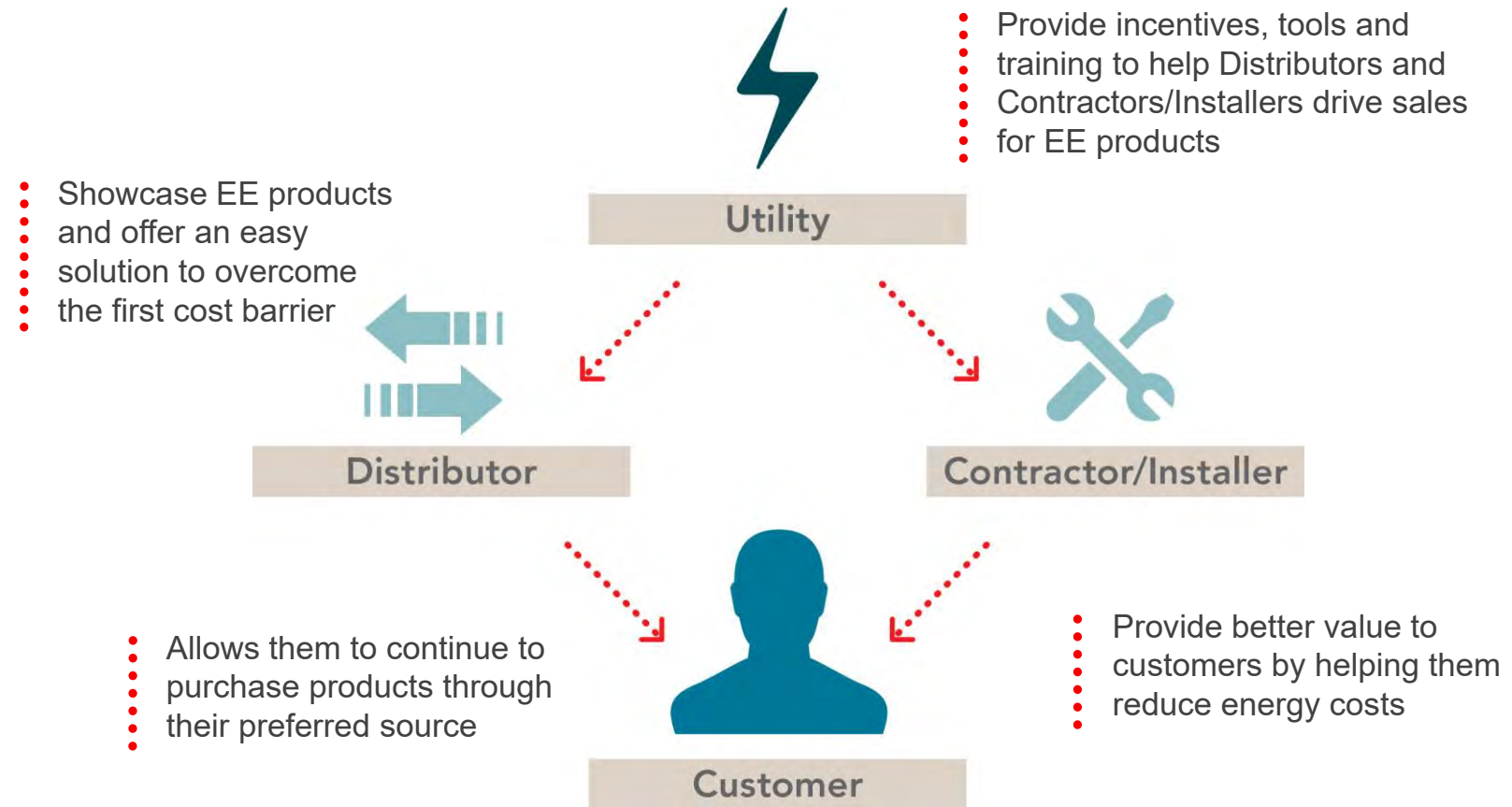


- Distributors must make changes to commission structure to not impact their sales staff.



- Even once the distributor company can fix sales commission impact, sales staff may need further convincing. Consider gift cards or sporting event tickets.

Leveraged relationships create positive results



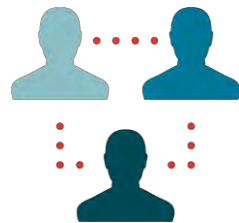
Benefits to you and your customers



- Maintain strong Residential relationships and increase their ease to participate



- Drives attribution and brand awareness of utility sponsorship



- Leverages distributor sales staff and relationships with customers



- Get savings not captured by prescriptive programs



- Drives increased sales of efficient products
- Provides sales data and assurance that incentives offered only to qualified utility customer

Elements of a successful Midstream program

- Start with Plug and Play measures
- Make participation easy
- Define data needs early
- Establish and maintain strong channel partner relationships
- Provide ongoing channel partner support
- Residential needs more engagement at each step in the supply chain

General Program Results

- Consistently achieves broader market reach
- Not always more cost effective up front
- Rounds out a market transformation effort by engaging distribution

James Frank
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Thank you



SIMPLE
energy

“Transforming the HVAC and Water Heater Markets through Various Incentive Programs:

HVAC Midstream Programs and Instant Rebates at Retail for HPWH”

A photograph of an elderly man with white hair and a serious expression, looking slightly to the left. He is wearing a light grey sweater over a white t-shirt. In the background, a woman with dark hair tied back, wearing light blue medical scrubs, is looking towards him with a concerned expression. The setting appears to be a home or a care facility, with a window and some decorative items visible in the background.

*The look when you find out that
mail-in rebates are no longer a
thing and it's not 1976
anymore.*

OUR PURPOSE

To create a
more
sustainable
future.



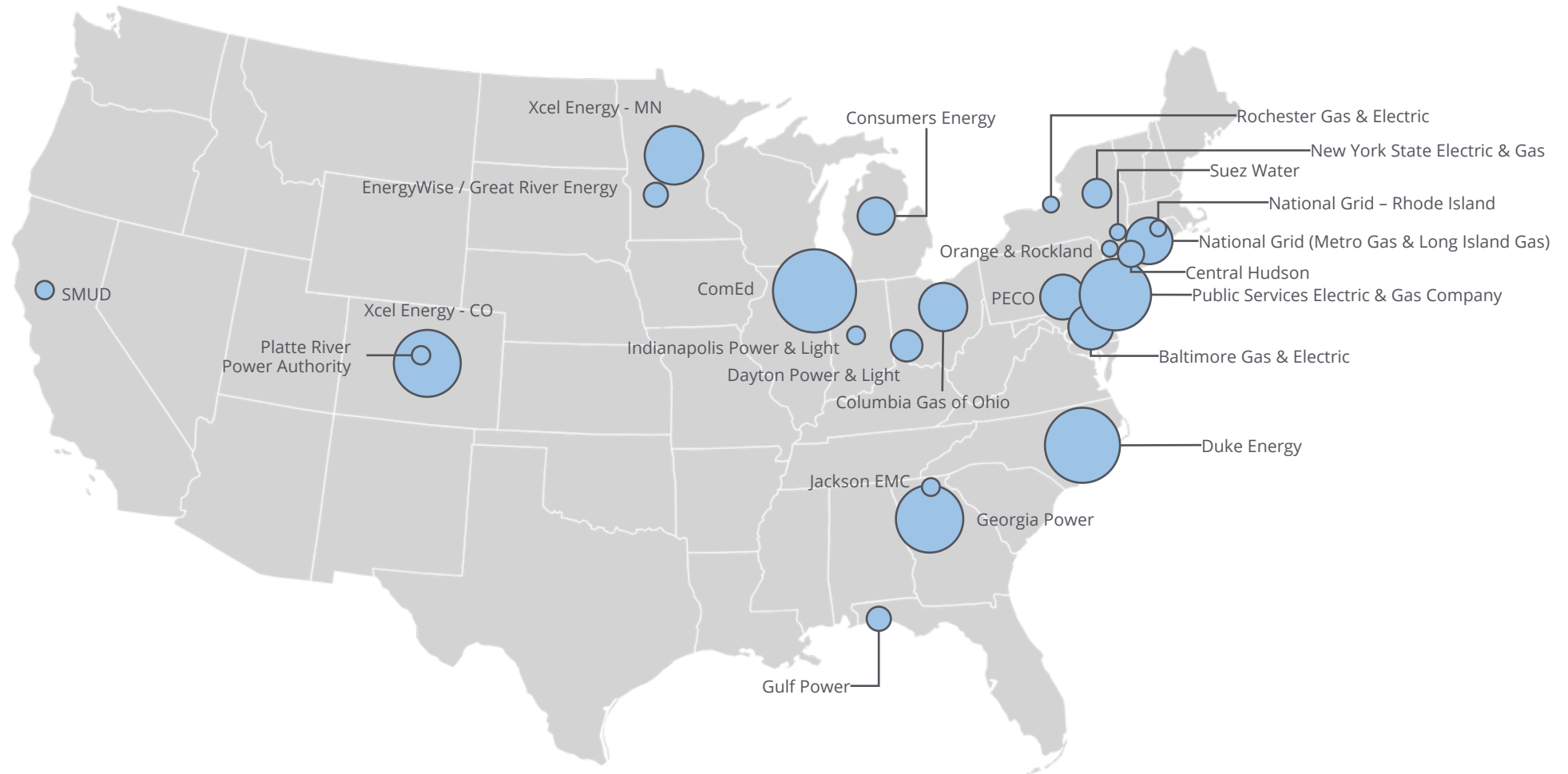
OUR MISSION

We motivate and enable people to take energy-wise actions, while helping utilities be a part of the clean energy ecosystem.



Simple Energy's Technology in Use

Connecting utilities to thousands of brick & mortar stores and online channels



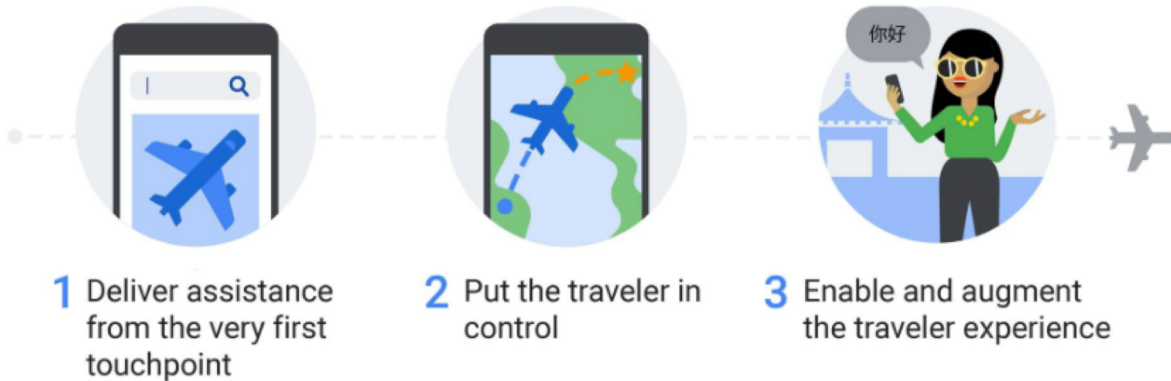
“Meeting people on the channels where they are shopping and buying, whether it’s in a physical store or an online store or on social media, and connecting the dots between those channels. The purpose is to keep customers moving around within the brand ecosystem, with each channel working in harmony to nurture more sales and engagement.”



A Google Study on the *High Value Traveler*

How brands are winning loyalty from today's frequent travelers

Three ways travel brands can win loyalty:



Three ways utilities can win loyalty:

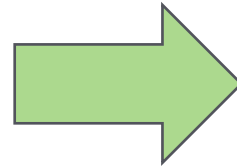


Transforming the Rebate Process

Utilizing technology to meet the customer where they shop

Post-purchase rebates

- Archaic solution
- Limited motivation for the customer
- Very low utility attribution
- Low customer satisfaction
- No one buys stamps anymore



Validated instant rebates

- Incentive at the Point of Sale
- Removes large financial barrier to entry
- Where customers are shopping – on their smart phones
- Customers demand technology
- Safe, accountable, and attributable
- High customer satisfaction

Duke Instant Rebates at Lowe's

Providing rebates for heat pump water heaters in retail

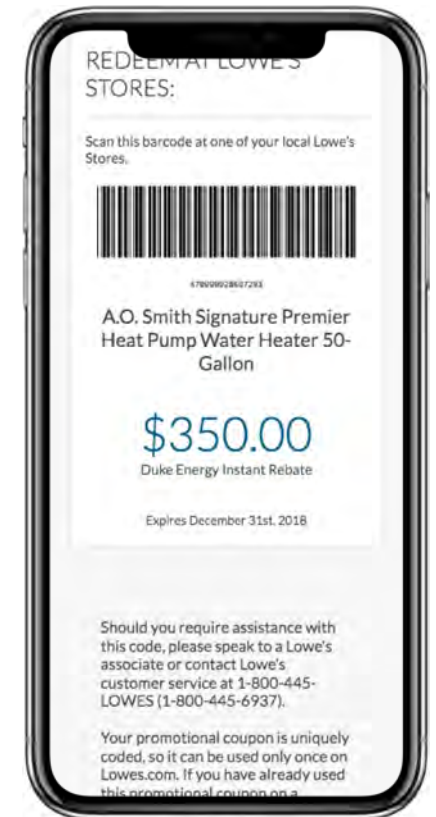
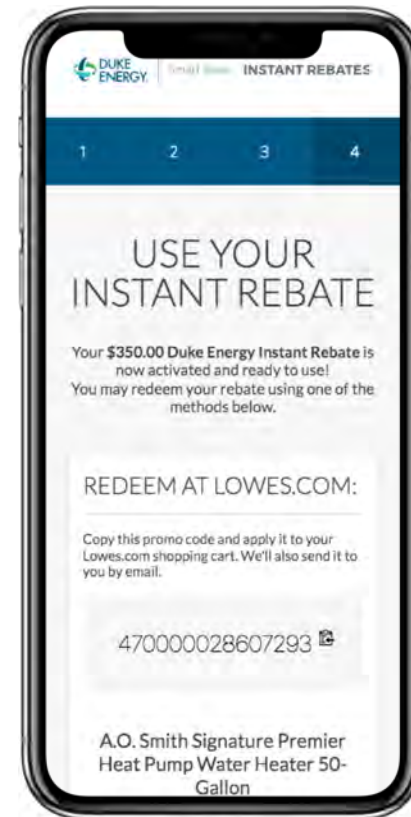
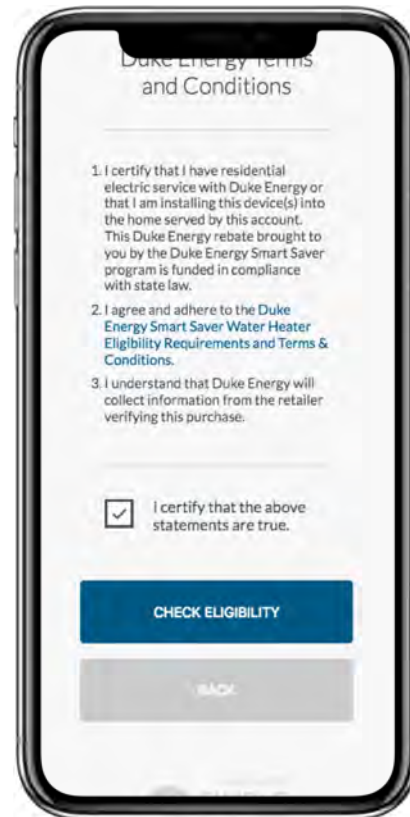
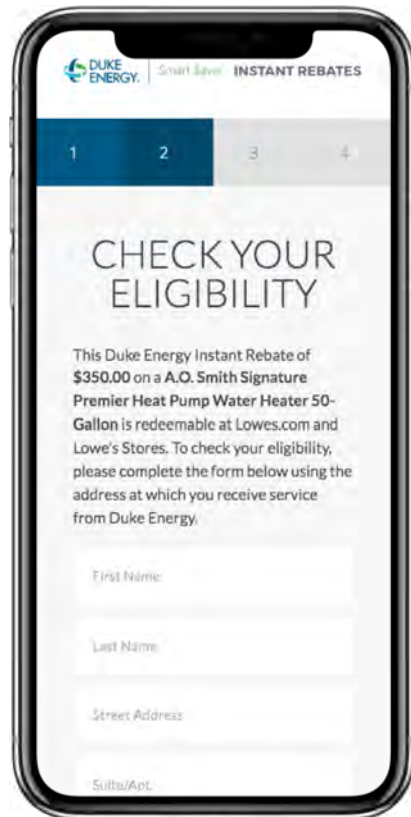
- Launched Q1 2018
- Validated instant rebates at Lowe's
- Heat pump water heaters
- \$350.00 instant rebate to use at checkout

In less than 4 months being live,
Instant Rebates account for over
30% of Duke's YTD total

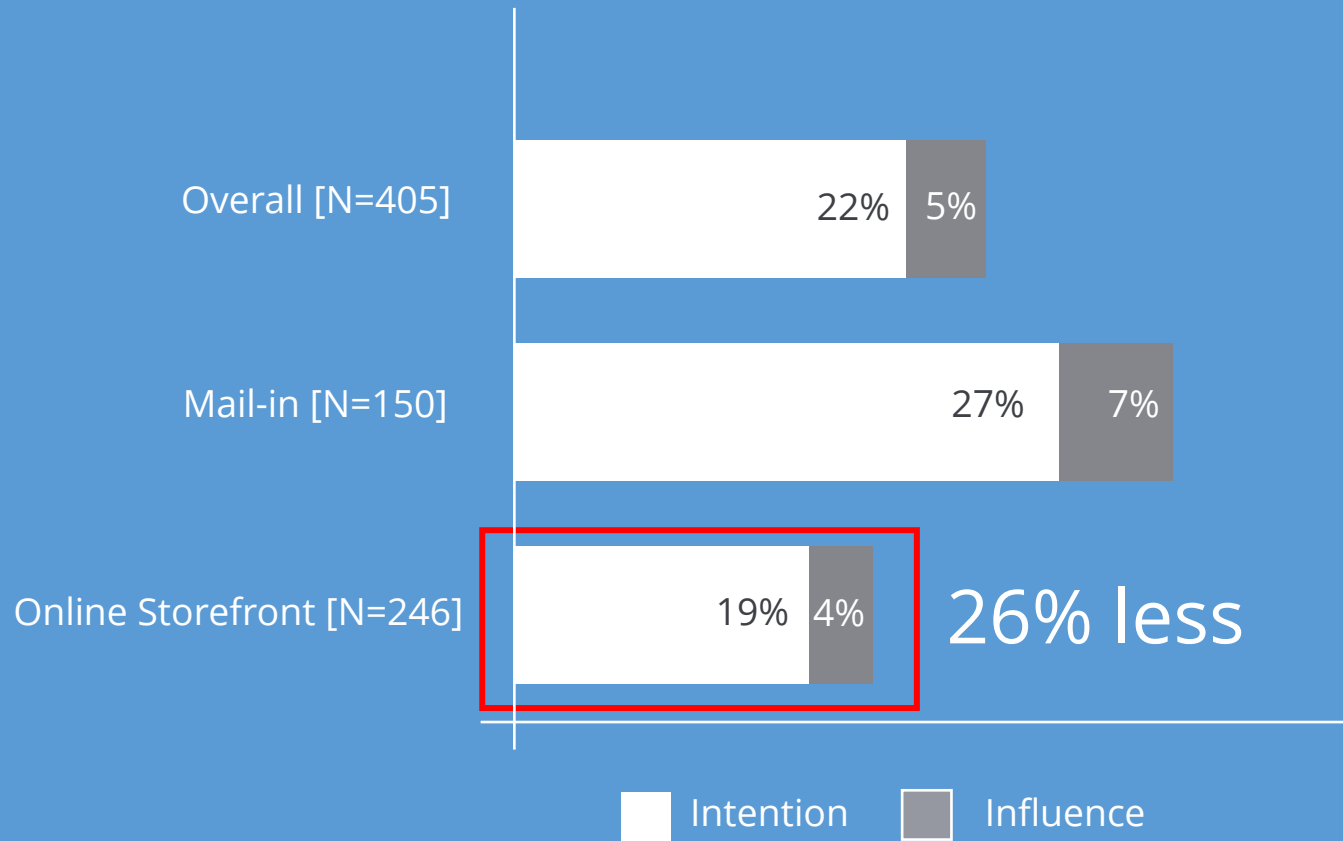


Experience built on technology

Enables customers to seamlessly validate and redeem rebates for energy-saving products



Freeridership by rebate channel



*Nexant study conducted on Xcel Energy Smart Thermostat pilot

>5x higher annual net kWh savings for t-stats sold through the Xcel Energy Store compared to retail channels

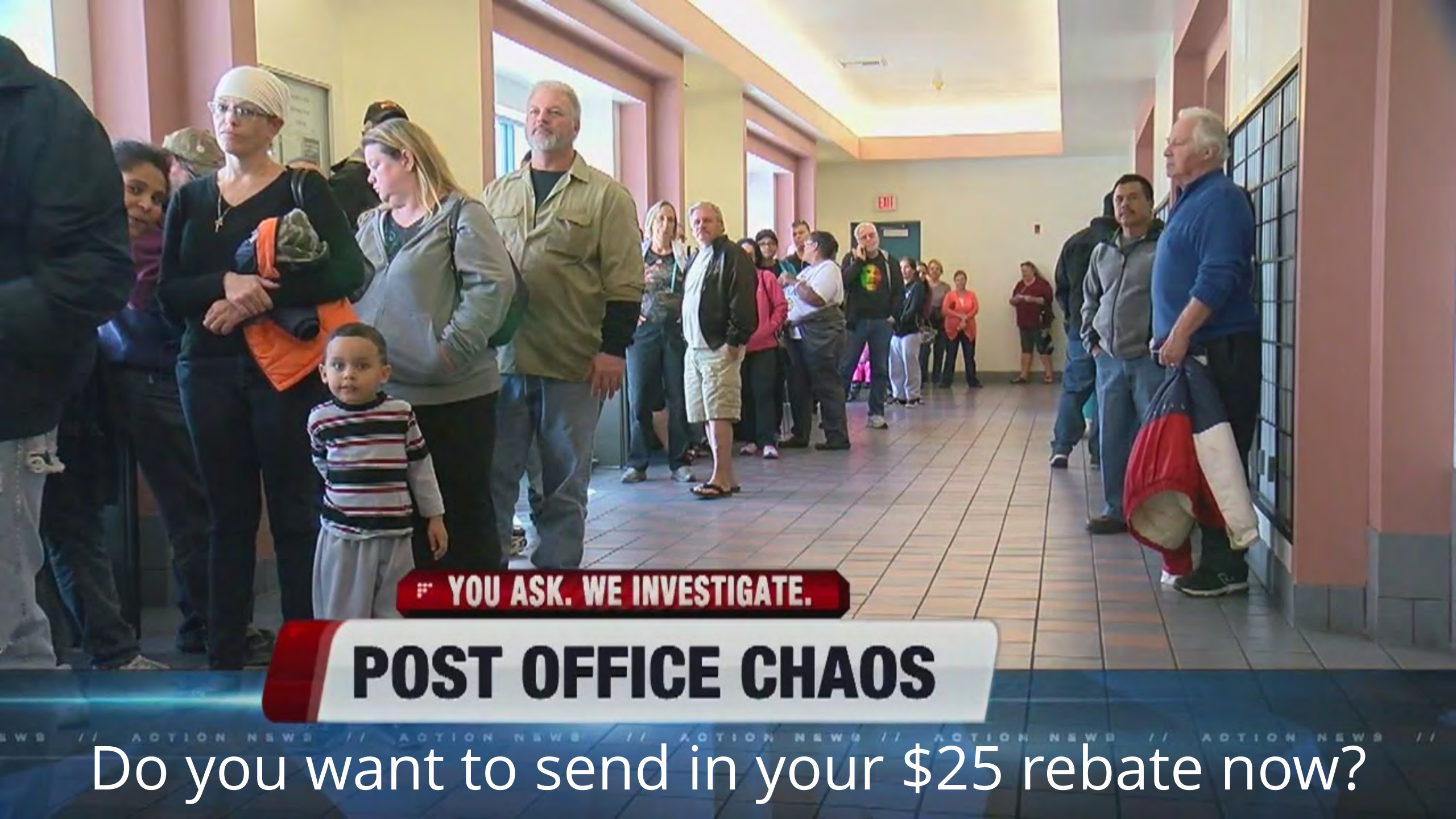
26% lower free ridership for t-stats sold through the Xcel Energy Store compared to Mail-in rebates

What did we learn?

Customers expect instantaneous & on-demand experiences

- The emergence of Amazon, Uber, etc. created an “on-demand” economy
Create new and innovative ways to engage with your customers
- Meet the customer WHEREVER they shop
Offer an omnichannel strategy to meet the customer where they shop
- New metrics not seen in retail before
Offer your rebate measures in a meaningful way
- Price elasticity is an increasingly valuable tool in determining rebate amounts
Energy efficient products & deemed savings are important, but consideration to price elasticity and buying personas is extremely valuable

Why should utilities
choose validated instant
rebates at retail?



YOU ASK. WE INVESTIGATE.

POST OFFICE CHAOS

NEWS // ACTION NEWS // ACTION NEWS // ACTION NEWS // ACTION NEWS // ACTION NEWS // ACTION NEWS //

Do you want to send in your \$25 rebate now?



Utility Instant Rebates for ENERGY STAR Water Heaters

A. O. Smith ENERGY STAR Portal

PRODUCTS

VOLTEX® ELECTRIC HEAT PUMPS
ALL ELECTRIC HEAT PUMPS

PROLINE® XE TANKLESS HEATERS
ALL TANKLESS HEATERS

PROLINE® XE WATER HEATERS
ENERGY STAR HEATERS

GRID ENABLED HEATERS
GRID ENABLED ELECTRIC HEATERS

PROLINE® XE COMBI BOILERS
ALL RESIDENTIAL COMBI BOILERS

COMMERCIAL WATER HEATERS
ALL COMMERCIAL HEATERS

Product knowledge

Sales videos

Sales literature

Lifestyle images

Utility rebates

<https://www.hotwater.com/utility-programs/>

Sales/Training Tools

Counter Display



Dimensions
8.5" x 14"

Heat Pump Shells



Product Training



Consumer Brochure/Tear-pads



Distributor Email template

FERGUSON

Pay less to help your customers save more.

SAVE \$300

Happy customers are good for business.

That's why Ferguson Plumbing is working with 100,000+ to offer \$300 instant discounts on select A. O. Smith and Bradford White electric heat pump water heaters.

On top of the instant discount, these ENERGY STAR® certified water heaters could cut your customer's annual water heating costs by up to 88%! That means a great payback period—sometimes just over a year. After that, the savings keep on coming.

Step by a participating store today:
San Diego - 3280 Market St. and 4800 Highway 16
National City - 401 West 10th St.
Escondido - 303 Buck Springs Rd.
Carlsbad - 2785 Laker Ave. W.
El Cajon - 1149 N. Marshall Ave.

Pocket Guide

HEAT PUMP WATER HEATER vs. STANDARD ELECTRIC
Lower bills. Big rebates. Plenty of hot water. A heat pump water heater is just a smarter choice—see how it stacks up.

| WATER HEATER COMPARISON | STANDARD ELECTRIC WATER HEATER | HEAT PUMP WATER HEATER |
|--|--------------------------------|---|
| ESTIMATED ELECTRIC WATER HEATING COSTS PER MONTH | \$25 | \$9.50 |
| ESTIMATED ANNUAL ELECTRIC WATER HEATING COSTS | \$419 | \$114 |
| SAVINGS PER YEAR | \$0 | \$305 |
| LIFETIME SAVINGS (based on 10-year warranty) | \$0 | \$3,050 |
| UTILITY REBATES & TAX CREDITS | No | Yes |
| PAYBACK OF INCREMENTAL COSTS | N/A | 3 Years or Less (with local rebates and tax incentives) |
| WARRANTY (tank and parts) | 6 Years | 10 Years |
| ENERGY STAR® (Meets or exceeds ENERGY STAR specifications for energy efficiency) | No | Yes |
| UNIFORM ENERGY FACTOR (Percentage of energy that is stored in hot water. The higher the number, the more efficient the unit and the less it will cost to operate.) | 0.93-0.95 | 3.42 |
| FIRST HOUR RATING (Number of gallons of water a fully-heated water heater can deliver in the first hour of use.) | 57-62 | 66 |

AC Smith
Innovation has a name.

HEAT PUMP WATER HEATER INSTALLATION TIPS

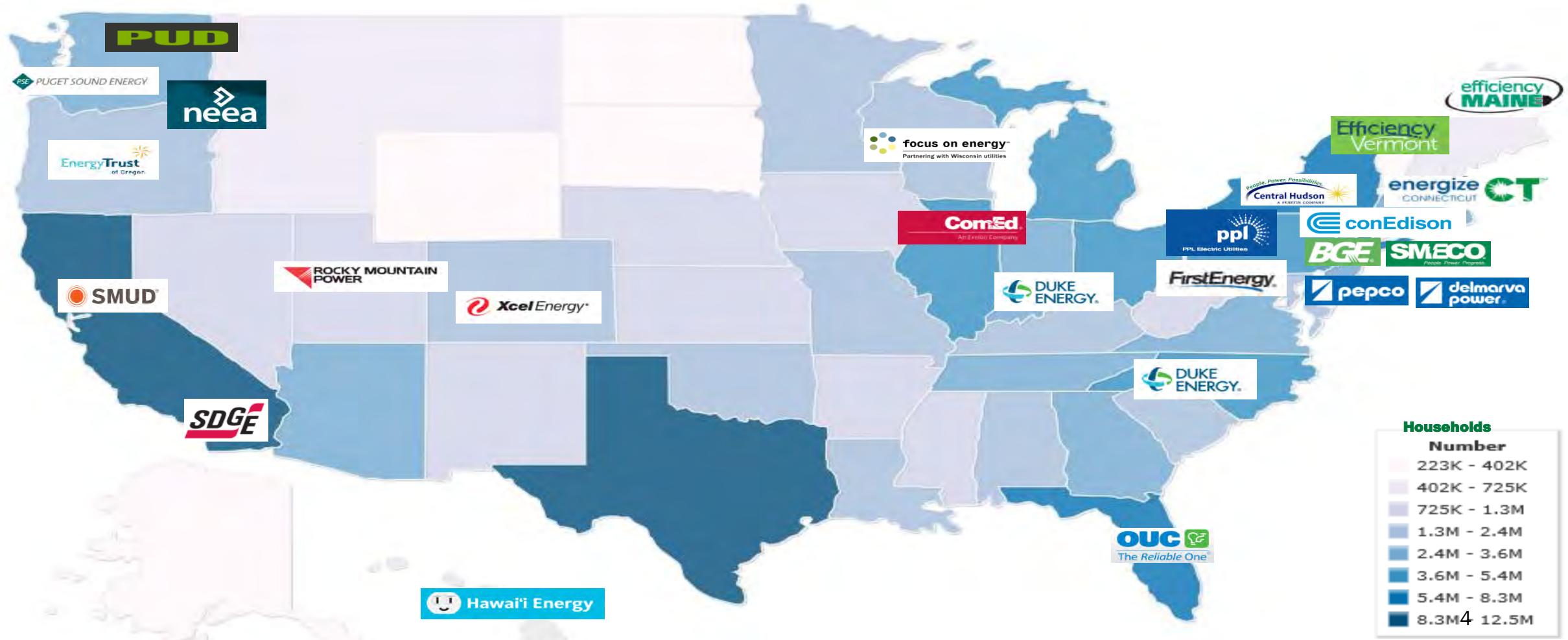
| CONDENSATE MANAGEMENT | ABOVE GRADE (e.g., basement) | BELOW GRADE (e.g., crawlspace) |
|---|--|------------------------------------|
| Skipped to: | • Outside | • Skipped to: |
| | • Laundry drain | • Floor drain |
| | | • Laundry drain |
| LOCATION CONSIDERATIONS | ROOMS < 100 SQ FT | ROOMS < 100 SQ FT |
| | • Manufacturer required clearances | • Manufacturer required clearances |
| | • Covered doors | • Venting |
| | | • Manufacturer required clearances |
| POTENTIAL SUPPLIES | | |
| • PVC pipe and elbows, primers, glue | • Venting kit / supplies | |
| • 1/2 flex connect, 3/8 inch flex connect | • Selenic strapping | |
| • Condensate pump | • Foam pad | |
| PRO TIPS | | |
| • Slope product per code and manufacturer specs | • Prime and glue all PVC connections | |
| • Condensate pipes sloped per code | • Allow clearance for service/rod | |
| • Ensure access for filter cleaning | • Install noise-dampening features, if needed. | |
| • No need for bellows tape with flex connects | | |

For more information, visit Hotwater.com

AC Smith
Innovation has a name.

2018 Instant Rebates for Heat Pump Water Heaters [HPWH]

20 States+ and counting...Join the movement!



Engage Builders and Energy Raters

A 3.42 UEF HPWH earns between 3 and 6 HERS [Home Energy Rating System] points across climate zones and home configurations

.....Same or more HERS points than a 0.93 UEF tankless gas condensing water heater; More HERS points than a 0.82 UEF tankless gas non condensing water heater

.....More HERS points than an HVAC system upgrade from 14 to 15 SEER and 8.2 to 9 HSPF



Water heaters....Low upgrade cost/HERS ratio

A. O. Smith ENERGY STAR Water Heaters at Lowe's

A.O. Smith.
Innovation has a name.

America's Most Trusted Water Heater Brand
Máx fiables Marca Calentador de agua de Estados Unidos

Electric
Eléctrico

Gas
Gas

Tankless Sin tanque

Tank Tanque

Heat Pump Bomba de calor

Tank Tanque

Tankless Sin tanque

6, 9, and 12-Year Warranty

2.5 to 25-Gallon nominal capacity

10-Year Warranty

50 and 80-Gallon nominal capacities

6, 9, and 12-Year Warranty

30 to 96-Gallon nominal capacity

In 1874, A. O. Smith established a tradition of innovation which continues today with our Signature Series™ only at Lowe's.

A.O. Smith.
Innovation has a name.

LOWES.COM

A.O. Smith.
Innovation has a name.

Choose the right Water Heater
Elija el calentador de agua adecuado

1 What is your fuel source?

2 Select the right type & size

3

GET IT INSTALLED

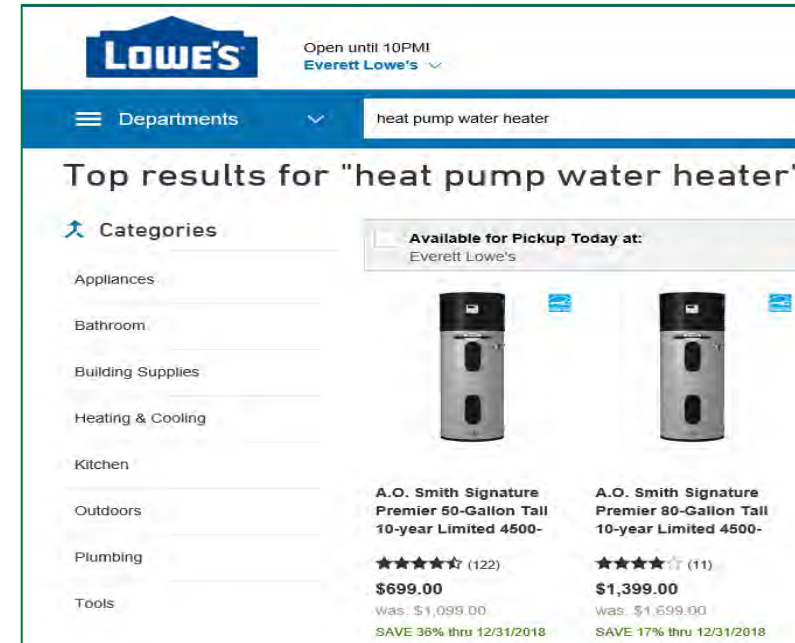


Electric Heat Pump

Gas Storage

Condensing Tankless gas

Markdown @ Lowe's



Save more with an A.O. Smith® Electric Heat Pump Water Heater and your local utility company.


\$500
Instant Rebate
Included In Price*

FirstEnergy
Met-Ed • Penelec • Penn Power • West Penn Power

*Rebate cannot exceed purchase price of unit. Rebates good for qualified customers only. The costs of energy efficiency programs are recovered through customer rates in accordance with Pennsylvania Act 129 of 2008. For a complete list of commercial, industrial, residential and low-income energy efficiency programs, please visit energysavePA.com. Lowe's not responsible for fulfillment of rebate.

Validated Instant @ Lowe's

XCEL ENERGY CUSTOMERS: WATER HEATER INSTANT REBATES NOW AVAILABLE




\$70–\$450 instant rebate on select models, plus up to \$330 in annual savings*

Claim your instant rebate by following these simple steps below:

STEP 1: Check your eligibility at xcel.store/WaterHeatersCO.

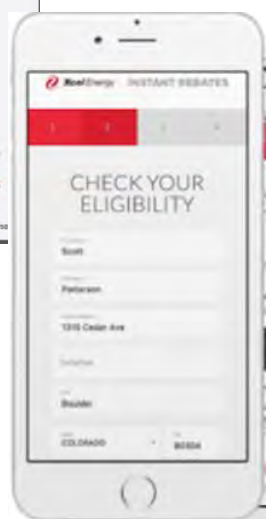
STEP 2: Choose your preferred qualifying water heater type and download your coupon.

STEP 3: Find a Customer Service Representative to help complete your purchase.



*Savings are based on www.energystar.gov. Lowe's is not responsible for fulfillment of rebate and may not combine with all Lowe's offers. See terms & conditions at www.xcel.store/waterheater.

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DUKE ENERGY \$350 INSTANT REBATE.

\$350 DE REEMBOLSO AL INSTANTE.

PLUS UP TO \$330 IN ANNUAL ENERGY SAVINGS.* MÁS HASTA UN TOTAL DE \$330 EN AHORROS ANUALES DE ENERGÍA*

THAT'S UP TO \$680 SAVINGS IN THE FIRST YEAR ALONE! ESO QUERE DECIR HASTA \$680 EN AHORROS DE ENERGÍA INCORPORANDO DUKES EL TRIMESTRE AÑO

1 Download your rebate coupon now at wh.DukeEnergy.store
Descarga el cupón de descuento ahora en wh.DukeEnergy.store

2 Redeem the digital coupon at checkout.
Utilice el cupón digital en la caja registradora.



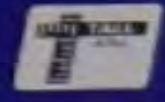





Visit wh.DukeEnergy.store or call 866.785.6209 for details.
Visite wh.DukeEnergy.store o llame al 866.785.6209 para obtener más detalles.



See www.energystar.gov for more information on energy savings and rebates. Savings are based on www.energystar.gov. Duke Energy is not responsible for fulfillment of rebate and may not combine with all Lowe's offers. See terms & conditions at www.xcel.store/waterheater.



Lowe's Store Associate Training

| 50 Gallon Standard Electric | 50 Gallon Electric Heat Pump |
|---|--|
|  <p>6-Year Limited Warranty 1-Year Limited Labor <small>Garantía limitada de 6 años Mano de obra limitada de 1 año*</small></p> |  <p>10-Year Limited Warranty 2-Year Limited Labor <small>Garantía limitada de 10 años Mano de obra limitada de 2 años*</small></p> |
|  <p>60-1/2-inches tall 20-1/2-inches wide <small>153.7 cm de alto 52.1 cm de ancho</small></p> |  <p>63-inches tall 22-inches wide <small>160 cm de alto 55.9 cm de ancho</small></p> |
|  <p>3-4 People <small>3 a 4 personas</small></p> |  <p>3-4 People <small>3 a 4 personas</small></p> |
|  <p>\$555 Estimated Annual Cost <small>Costo estimado por año \$555</small></p> |  <p>\$163 Estimated Annual Cost <small>Costo estimado por año \$163</small></p> |
| <p>Need it installed? Call 1-877-GO-LOWE or go to lowes.com/waterheat</p> | <p>Need it installed? Call 1-877-GO-LOWE or go to lowes.com/waterheat</p> |

Bringing Consumers to Lowe's



AVAILABLE AT
LOWE'S

A. O. Smith Signature Premier™ Heat Pump Water Heaters are up to 68% more efficient* than standard electric water heaters.

Save on Upgrade Costs Now | Save \$600 with a \$400 instant markdown and a \$200 mail-in rebate from Energize Connecticut.

Save on Energy for Years to Come | Save up to \$500 on your utility bills each year.*



HUGE SAVINGS!
\$600
WITH ENERGIZE CT INSTANT DISCOUNT & MAIL-IN REBATE

* Based on DOE test procedure and Energy Guide comparison of 50-gallon nominal capacity standard electric and A. O. Smith Signature Premier heat pump water heater. Annual energy savings of 2542 kWh/year and average residential electricity cost of 29 cents/kWh in Connecticut.

SAVE HUNDREDS WITH DISCOUNTS AND REBATES FROM ENERGIZE CT



AVAILABLE AT
LOWE'S

Limited-time offer good until Dec. 31, 2017

A. O. Smith Signature Premier™ Heat Pump Water Heater

| | 50-gal | 80-gal |
|--------------------------------|--------------|----------------|
| Regular Price | \$1,199 | \$1,899 |
| Energize CT Instant Discount** | \$400 | \$400 |
| Energize CT Mail-in Rebate** | \$200 | \$200 |
| Final Potential Price | \$599 | \$1,299 |

To learn more, visit EnergizeCT.com/HPWH



Upgrade Now. Warm up to Savings. Good for You. Good for the Planet.



EVERSOURCE ENERGY

**Energize CT instant discount is available to residential customers of Eversource and United Illuminating. \$200 mail-in rebate form is available in-store at participating retail locations. Heat pump water heaters should be installed in open spaces (>750 cubic feet) and work best when installed in unconditioned basements. Avoid installing units in closets or excessively cold areas such as detached garages. LOWE'S® Cash Magnet Design are registered trademarks of U.S. LLC. All are used with permission. LOWE'S® shall not be responsible for the fulfillment of the electric utility rebate.

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A. O. Smith Consumer Video



"High-efficiency water heaters can save you up to eleven hundred dollars instantly..."



"...while significantly reducing the cost of your monthly utilities bill."



"You could stage an over-the-top pizza party with that kind of dough."



"Go to hotwater.com/water-heater-incentives"

In Summary

- Switch to instant rebates now, it takes time to successfully launch
- Offer markdown and validated instant at Wholesale and Retail; Engage builders and energy raters
- Partner with Manufacturer Sales Agencies to engage distributors, train contractors and store associates
- Advertise.....Develop and communicate Outreach plan