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
Higher rebate for ENERGY STAR qualified water heaters.

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

<table>
<thead>
<tr>
<th>NATURAL GAS WATER HEATER</th>
<th>ENERGY FACTOR</th>
<th>MAIL-IN REBATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tank</td>
<td>.62 - .63 EF</td>
<td>$70</td>
</tr>
<tr>
<td>Tank</td>
<td>.64 - .66 EF</td>
<td>$85</td>
</tr>
<tr>
<td>Tank</td>
<td>67 and greater ENERGY STAR® qualified</td>
<td>$100</td>
</tr>
<tr>
<td>Tankless</td>
<td>.82 - .89 EF</td>
<td>$250</td>
</tr>
<tr>
<td>Tankless</td>
<td>90 or greater EF ENERGY STAR qualified</td>
<td>$350</td>
</tr>
</tbody>
</table>

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

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.

<table>
<thead>
<tr>
<th>Type of natural gas water heater</th>
<th>Energy Factor</th>
<th>Rebate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tank</td>
<td>.62 - .63 EF</td>
<td>$70</td>
</tr>
<tr>
<td>Tank</td>
<td>.64 - .66 EF</td>
<td>$85</td>
</tr>
<tr>
<td>ENERGY STAR® qualified Tank</td>
<td>67 and higher EF</td>
<td>$100</td>
</tr>
</tbody>
</table>

Contact Us

For more information about this program, send us an email or call us at 612-399-1565 or 866-525-1565.

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
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
- Now! 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.
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

<table>
<thead>
<tr>
<th>Type</th>
<th>Old</th>
<th>New Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gas Storage</td>
<td>EF ≥ 0.67</td>
<td>≤ 55 gallons: EF ≥ 0.67</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; 55 gallons: EF ≥ 0.77</td>
</tr>
<tr>
<td>Gas Tankless</td>
<td>EF ≥ 0.82</td>
<td>EF ≥ 0.90</td>
</tr>
<tr>
<td>Electric Storage</td>
<td>EF ≥ 2.00</td>
<td>≤ 55 gallons: EF ≥ 2.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&gt; 55 gallons: EF ≥ 2.20</td>
</tr>
</tbody>
</table>
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

- Sales Presentation: 19%
- Rebate: 43%
- Environmental Benefits: 47%
- ENERGY STAR brand: 53%
- Savings on Gas Bill: 65%
- Wanted Higher Efficiency: 68%
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.
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

- **2012**: 1568
- **2013**: 1988
- **2014**: 1668
- **2015**: 1181 through July

Total rebates paid for ENERGY STAR qualified tank water heaters: 6405
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
Kelly Chase
Supervisor, Trade Ally Relations
612.321.4484
Kelly.Chase@CenterPointEnergy.com
@therebatequeen