Lessons Learned: 10 Years in the DHP Game

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The Alliance
NW Ductless Heat Pump Project

- 10ish years in market
- Over 100,000 DHPs installed in target market
- Market saturation is between 2-17%
- 109 utilities offering DHP programs
- ~1400 program oriented installers
CONSUMER INSIGHTS
START WITH THE HOME
THEN THE HOMEOWNER
WORD OF MOUTH WORKS
ONLINE SEARCH COMES UP SHORT

“I wish I could find the annual operational cost of running a DHP in Seattle for a home of a given size.”
“AC is huge now. People used to say, ‘I can deal with the heat in the Northwest. It doesn’t get that hot here.’ Now people say, ‘Oh no, I need it. I can’t live without it.’ It’s been a big paradigm shift for us.”

COOLING DRIVES INTEREST
“Doubts about heating capability”

“Conventional HP better as whole-home solution”

“Didn’t meet aesthetic expectations”

“Installer didn’t recommend it”
95% Satisfaction rate among homeowners with DHP
PROGRAM OFFERINGS
Supply Chain Engagement

Installer Training

Manufacturer Promotions

Invest in comfort this spring. Save up to $300 on ductless heating and cooling systems through June 30.

Get $300 off select LG ductless heating and cooling systems through Sept. 30.
Consumer Education Tools
## Consumer Addresses and Profiles

**BOOMERS+ (51%)**

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<tr>
<td>Population</td>
<td>126,200 (51%)</td>
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<tr>
<td>Age Range</td>
<td>51-76</td>
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<tr>
<td>HHI</td>
<td>$50-125k</td>
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<tr>
<td>Time in Residence</td>
<td>10-25+ years</td>
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<tr>
<td>Locality</td>
<td>Rural; suburban</td>
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<tr>
<td>Education Level</td>
<td>Some college+</td>
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<td>Communication Channels</td>
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  - Broadcast and online TV  
  - Direct mail  
  - Satellite radio |
| Attributes       |  
  - Grandparents – care about future generations  
  - Not digitally inclined  
  - Retired or nearing retirement  
  - Community-oriented  
  - Likely to be familiar with home improvements – home may be paid off |
Plug and Play Marketing Assets

Everything you need to keep warm in the winter

An efficient ductless heat pump can keep your home comfortable all winter long.

Likewise

MORE COMFORT in your home. MORE MONEY in your wallet.

Maximize your home’s comfort and minimize your energy bill.

Ductless heat pumps give you more control over your home’s heating and cooling, so you can stay comfortable in any weather. And they do it in a way that uses less energy so you can save up to 50% on your monthly electric heating costs.

Visit <companywebsite.com> to learn more.
WHAT’S NEXT?