

Innovative Water Heater Rebate Programs

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Agenda

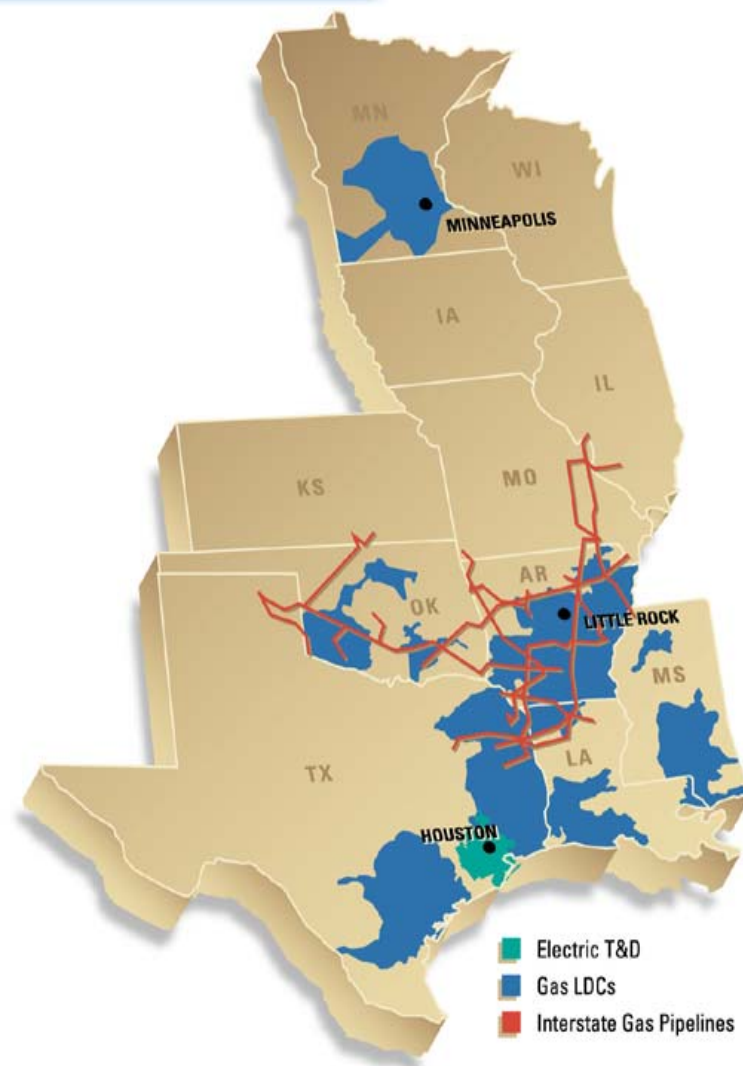


- **About CenterPoint Energy**
- **Trade Allies Defined**
- **Trade Ally History**
- **Trade Ally Incentives**
- **Trade Ally Outreach and Communications**
- **Retailers**
- **Consumer Outreach and Research**

About CenterPoint Energy



- The third-largest publicly traded natural gas delivery company in the U.S.
- Over 3.2 million natural gas customers in six states
- The nation's third-largest combined electricity and natural gas delivery company (over 5 million customers)
- Pipeline and field services
- Natural gas sales and services
- Natural gas energy efficiency programs in AR, MN and OK



Residential and Commercial Trade Ally Audiences



Residential

- HVAC Dealers and Distributors
- Plumbers
- Hearth Dealers & Distributors
- Insulation Contractors
- Retailers



Commercial

- Mechanical Contractors & Distributors
- Architects & Engineers
- Foodservice Dealers, Distributors
- Manufacturer Representatives



Residential Trade Ally Relationship - History



- **1992: EE Program Launch in Minnesota: Heating System Rebate**
 - Communications gap – potential for growth became apparent over time
- **2003: Introduced “Rebate Scoop” to HVAC Dealers and Distributors**
 - Forum to provide key messages throughout the year
- **2006: Phone Survey to Residential heating contractors**
 - Incorporated feedback into future planning
- **2007: Introduction of Water Heater Rebate Program**
 - Development of plumber network and retailer relationships
- **2010: Introduction of Fireplace Rebate Program**
 - New hearth dealer relationships
- **2010: Launch of EE Programs in Arkansas**
- **2011: Launch of EE Programs in Oklahoma**

Using dealer network to gain market knowledge and help with program enhancement and development



Trade Ally Cash Incentives



- **Help with promotion of energy efficiency programs**
- **Incent Trade Allies to fill out rebate application forms on behalf of customers**
- **Help ensure all qualifying equipment installed in our service territory gets submitted for a rebate**



Trade Ally Meetings



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



Trade Ally In-Person Communications



Trade Ally representatives, program administrators and rebate staff are available for:

- **Office Visits**
- **Distributor Events**
- **Industry Associations**
- **Trade Shows**
- **Lunch and Learns**
- **Retailer events and associate training**



Trade Ally Print Communications



Direct mail continues to be an effective way to communicate with trade allies throughout the year.

- **Annual launch packets**

- Letter outlining what is in packet
- Rebate forms and envelopes
- Change of information cards
- Order more materials
- Comprehensive dealer booklet with resources and information



Put your Dealer ID number on all rebate applications to expedite rebate processing and include your quarterly incentives.

Contents
Comprehensive resource booklet
Rebate forms
Rebate envelopes
Change of information card
Order more materials forms



- **Reminder postcards**

- **Trade publications advertising**

GIVING YOU MORE SUMMERTIME SALES WITH REBATES

MAKE A SPLASH WITH WATER HEATER REBATES



Make a splash with CenterPoint Energy's residential and commercial water heater rebate programs this summer. High-efficiency natural gas water heaters provide your customers more comfort and energy savings while reducing their impact on the environment. Customers will save even more money and money with an ENERGY STAR® qualified model.

Residential rebate offering

Rebate Gas Storage Tank Water Heater	Amount
Standard Efficiency	\$200
ENERGY STAR®	\$400
SEAF or greater (110-160 GPD) (130 GPD)	\$500

Commercial rebate offering

200+ gallon storage tank water heater

200+ gallon storage tank water heater with a 15.0+ gallon water heater and 15.0+ gallon water heater

Rebate will cover the greater of the two amounts listed below. Rebate is limited to one rebate per customer. Rebate is limited to one rebate per customer. Rebate is limited to one rebate per customer.

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Trade Ally Online Communications

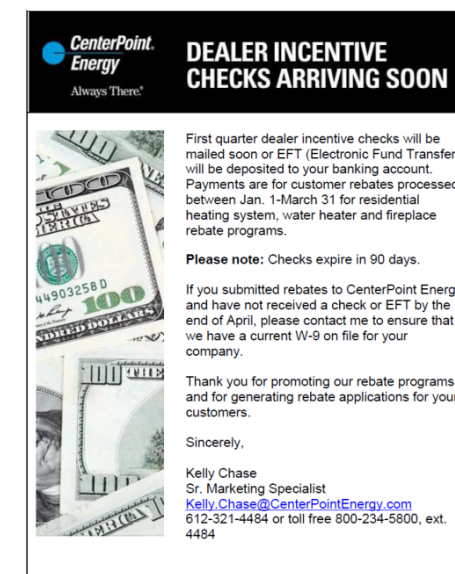
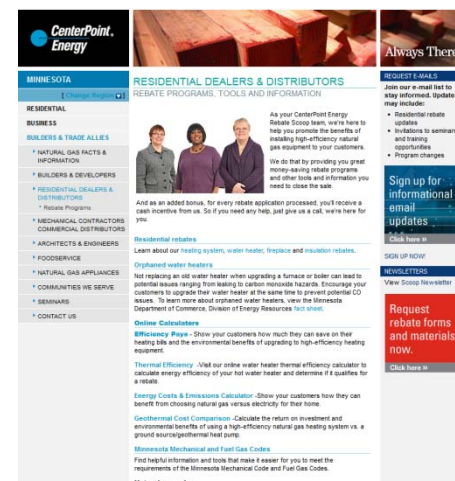


Website

- Trade Ally section
 - Fill-and-print rebate forms
 - Program guidelines
 - Online calculators

Value-added emails

- Seasonal program updates
- Important reminders
- Event invitations



Retailers



- **2007 Launch of Water Heater Rebate Program**

- Discovered need to work with retailers

- **Opportunity**

- Retail represents 50% of total Water Heater sales

- **Successes**

- Leveraged ENERGY STAR partner meetings to help build awareness of our rebate offerings and value they can add to retailers.
- **Increased** rebate submission from participating retailers for qualifying high-efficiency water heaters.
- **Decrease** in the amount of rebates submitted that need to be denied.

Consumer Outreach and Communications



The call to action with all of our promotions is to contact the dealer, plumber or retailer of their choice.



Water heater
rebate program for
CenterPoint Energy
customers



**GIVING
YOU
MORE
SAVINGS TO
QUACK ABOUT**

With rebates up to **\$100** for a new,
high-efficiency water heater.



Save energy and reduce your
impact on the environment



Consumer research

ENERGY STAR Water Heater Awareness



Over two-thirds (69%) of the survey respondents were aware that some natural gas water heaters have the ENERGY STAR® label. Awareness is higher among those that purchased through a retailer (89%) than those that purchased through a contractor (65%). Awareness is lowest among the oldest respondents.

Where did you learn about ENERGY STAR® water heaters (check all that apply)

CNP promotion materials	47%	General online research, website, internet (volunteered)	2%
In-store display	25%	Common knowledge, have known about it for years (volunteered)	2%
Energy Star® website	9%	Misc. advertising / literature (volunteered)	2%
CNP employee (volunteered)	7%	Dealer /retail store where purchased (volunteered)	2%
Energy Star® label on other appliances (volunteered)	4%	Newspaper articles /advertising (volunteered)	2%
Plumber, installer, technician, contractor (volunteered)	3%	Misc. other answers	9%

Summary



- Trade allies are key to program success
- Ongoing in-person and marketing communication is essential with trade allies
- Consumer outreach supports your efforts
- Don't ignore the retail market
- Power of the ENERGY STAR brand
- Keep researching to get a pulse of the market

Contact information



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