Quality Installation Outreach Update

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Goals:

• Help HVAC contractors sell quality installations and high efficiency systems.

• Influence market to deliver proper sizing, charging and air flow, and duct sealing/repair.
What’s Wrong With the Market?

- Not enough skilled technicians
- No quality assurance
- Inconsistent standard/code or enforcement
- Transaction happens in emergency situation
- HVAC sold as commodity - low price not value
- Contractors say they need to cut corners to compete
- Customers don’t ask for quality installation
Proposed Strategies

- New methods to sell benefits that matter the most to consumers.
- Change message to emphasize system performance is as important as equipment efficiency.
- Support industry efforts to improve the quality of technicians.
- Simplify the installation message.
- Develop a coordinated communication plan that all stakeholders can participate in.
What Combination of Actions will Produce a Successful Solution?

- Equipment size
- Indoor coil air flow
- Refrigerant charge
- Air distribution system efficiency
- Consumer Education
- Contractor Education
- Certification
- Verification
- Incentives
- Program Requirements
- Specifications
- Codes/Standards
- Sales Tools
- Regional
  - State
  - Utility
  - Distributor
  - Contractor
- National
  - Trade Assoc.
  - Manufacturer
  - EPA
  - DOE

Working together we can achieve success.
EPA Proposed Plan

- Start with consumer education (short-term)
  - consistent national message on quality installation
- Work on materials to help contractors sell quality installation (intermediate)
- Develop infrastructure to deliver verified quality installation (long term)
Quality Installation Outreach Plan

• Consistent national message on quality installation.
• National coordinated campaign - 2005 Promotion.
• Consumer education for partners and contractors
  – “Get the Guide”
  – Recommendations for proper installation based on industry good practices.
  – Reinforce credibility of good installation practices.

We need your help to spread the word
Sales Template for Contractors

• Installation checklist concept
• EPA recommendation for installation of ENERGY STAR qualified equipment.
• Reinforce the value of a quality installation.
• Looking for comments on draft
• Plan to test with contractors and consumers
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