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# SEARS HOLDINGS

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## Heat Pump Water Heater – Co-Branded Marketing

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Green Leadership Team

October 2012

# Co-Branding with Utility Partners

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*Heat Pump Water Heaters offer a great opportunity for our customers to save a tremendous amount of money annually on their utility bill as well as improve energy efficiency in their community.*

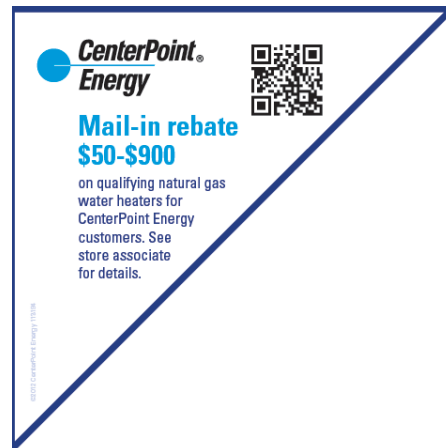
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# Co-Branding with Utility Partners

## Utilities Have:

- Programs
- Web sites
- Rebates
- Tri-folds



**Hot Water, Cool Savings**

GE GeoSpring™ 50 Gal. Heat Pump Water Heater	Kenmore Elite® 60 & 80 Gal. Heat Pump Water Heater
Regular Price \$1,999	Regular Price \$1,999
Sears Savings -\$200	Sears Savings -\$200
Instant Rebate* -\$400	Instant Rebate* -\$400
Utility Rebate/State Tax Credit**	Utility Rebate/State Tax Credit**
<b>Final Cost \$599</b>	<b>Final Cost \$799</b>

24-MONTH 0% FINANCING AVAILABLE with 12.9% APR

UTILITY LOGO

\*Instant rebate is provided by Smart Water Heat. By participating in the rebate program, Sears Holdings Corporation will share your purchase information with Smart Water Heat. To find a full list of terms and conditions visit SmartWaterHeat.org/Sears.

**Central Hudson Gas & Electric Corporation**

**Home Energy Savings Central**

**Energy Efficiency Rebates for Residential Customers**

**Good for Your Budget and the Environment**

**Savings Central**

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# Co-Branding with Utility Partners

## Utilities Need

- Products
- Showrooms
- Price tags



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# A Co-branded Campaign

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Multiple brands  
Multiple incentives  
Multiple locations

THIS IS  
sears®



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# A Co-branded Campaign

## Hot Water, Cool Savings

**Does energy efficiency pay off? *Do the math!***

	Initial cost	Yearly operating cost*
Traditional electric water heater:	\$400	\$518
GeoSpring™ hybrid water heater:	\$699 (after incentives)	\$198

Purchase a GeoSpring™ at Sears® between June 19 and July 5 to qualify for **\$900** in incentives!

**Central Hudson**  
Gas & Electric Corporation

**sears**

\* Based on U.S. Government EnergyGuide estimated yearly operating cost for 50-gallon model.  
\*\* Valid at participating Sears stores.

Save a **hot** \$550!

For a limited time, you can save \$550 on a GE GeoSpring Hybrid Water Heater at Sears!

Regular Price	\$1,199.99
GE Instant Discount	-\$200.00
Mail-In Rebate	-\$350.00
<b>PAY ONLY</b>	<b>\$649.99</b>

PHOTO COURTESY OF GE

**UPGRADE YOUR ELECTRIC WATER HEATER**  
Heat pump water heaters can save up to 50% on electric water heating costs without compromising your family's hot water needs.

**GE GeoSpring™ 50 Gal. Heat Pump Water Heater**

Regular Price	\$1,199
Sears Savings	-\$200
Instant Rebate**	-\$400
Utility Rebate/State Tax Credit**	
<b>Final Cost</b>	<b>\$599</b>

**Kenmore Elite™ 60 & 80 Gal. Heat Pump Water Heater**

	60 Gal.	80 Gal.
Regular Price	\$1,199	\$1,999
Sears Savings	-\$200	-\$400
Instant Rebate**	-\$300	-\$600
Utility Rebate/State Tax Credit**		
<b>Final Cost</b>	<b>\$799</b>	<b>\$999</b>

**GE GeoSpring™**

\*\*You may be eligible for a rebate from your local utility and/or a state tax credit. See your sales associate for more information.

**UTILITY LOGO**

Smart Water Heat. By participating in the rebate program, Sears Holdings Corporation will share your purchase Smart Water Heat. To find a full list of terms and conditions visit SmartWaterHeat.org/Sears.

**TOP-OF-THE-LINE WATER HEATER**

**BOTTOM LINE: IT'S JUST \$599\***

Sears sale price and a \$400 Smart Water Heat Instant rebate mean you can get the GE GeoSpring™ Hybrid Water Heater for just \$599. Government tax credits up to \$149.75 also available. See store or visit [rebatefinder.com](http://rebatefinder.com) for details.

**ACT NOW! OFFER EXPIRES OCTOBER 28** and get 24-month financing. Participating Sears stores only.

**THIS IS sears®**

Visit [Sears.com](http://Sears.com) for the location nearest you.

**GE** imagination at work

**AMERICA AT WORK**

**Smart Water Heat**

**OREGON.gov**

\*After mail-in rebate when replacing electric water heater. Excluding installation and taxes. Some restrictions apply. For residential customers of Puget Sound Energy only. For more information, visit [smartwaterheat.org](http://smartwaterheat.org) and [cms.oregon.gov/energy](http://cms.oregon.gov/energy).

you could save as much as \$300\* on your annual energy —a total savings of up to \$850 over the next year!

This limited-time offer **ends October 28th!**

[energy.sgar.gov](http://energy.sgar.gov)

[sears.com/SaveEnergy](http://sears.com/SaveEnergy)

1-855-353-5798

**pepco**

**LEARN MORE AT smartwaterheat.org**

**sears**

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# A Co-branded Campaign

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## Simple Steps for Success



- ✓ Lean on what retailers do best: We SELL product.
- ✓ Listen to our marketing strategy: Allow price first, education second
- ✓ When you market with a retailer, EE products sell at a greater velocity.

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## Creating Velocity Through The Retailer

- **Win –Win –Win**

Customer	Utility	Retailer
Save on Product	EE Savings	Sales
Save on Energy Costs	Enhanced relationship with Customer	Enhanced relationship with consumer
Peace of Mind	Associated with savings for end user	Associated with EE solutions

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# Creating Velocity Through The Retailer

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- Sears consistently works to educate associates and customers in benefits of EE
- **Price = draw = opportunity to educate = transformation**

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# Additional tools

**Utility Program - Windows Internet Explorer provided by MSN**

http://166.76.92.26:1000/ProgramUtility.htm

File Edit View Favorites Tools Help

Go Home My Computer My Recent Places My Favorites My History My Downloads My Favorites My History My Downloads

Utility Program

Find Rebate Programs

Select State

Go

Resources

- Rebate Finder
- Locate Rebates by State
- http://www.dow.com
- State Stimulus Resource Center
- Seas Like Greener
- ENERGY STAR.gov
- ENERGY STAR Overview
- ENERGY STAR and Seas
- ENERGY STAR Children's Adult Book
- Glossary of Terms

Home Appliances

- Shopping for Energy Efficiency
- Disasters 2012
- Leak, Refrigerator Head Head
- Water Heater and Hybrid
- Pump Solutions
- Room Air Conditioners

Home Improvement Product Services

- Heating/Cooling Guide
- Take the Lead Coming Soon
- Air Sealants Coming Soon

Consumer Electronics

- Get the Facts
- Impact the Difference
- Quick Facts
- Requesting Regulations by State

As a Blue Crew member you are expected to do the following:  
(Click on the underlined words to take you to the site or utilize the left navigation pane)

**ENERGY STAR AWARD 2012 PARTNER OF THE YEAR**

Understand the benefits of ENERGY STAR appliances and electronics.

Refer to [Rebate Finder \(ENERGYSTAR.GOV\)](#) on a regular basis to locate any local utility rebates that may be applicable for your customers' zip code. These can change throughout the year.

Always use this site in conjunction to [Rebate Finder](#) for your ease and convenience it is also located on the left.

These rebates offer an additional closing tool while reinforcing our position that Seas Rebate Experts.

- Implementing creative programs that improve the overall customer experience, coupled with optimal store associate execution, are some of the reasons why Seas was recognized as the 2012 ENERGY STAR Retail partner of the year.

If your store is participating in a specialized rebate program these instructions are found through the outlined steps below:

- Select Your State
- Click Go
- Select your Utility
- Click Go

Select the Info link to receive the Operational Instruction to this additional program/pilot that is being offered

If your utility company is NOT listed it does not mean they do not have a rebate offer, it only means that we don't have specialized rebate program that requires additional operational requirements.

Note: Currently any instant utility rebate or utility head away program MUST be rung through POS as these require the use of a barcode or specified head away selections. This cannot be deviated from.

As relationships with local utility providers continue to evolve, this site will be updated with relative information to the utility programs. Check back frequently to ensure you are armed with all the latest information.

For questions on your state program or local utility rebates please have your ASM utilize the following Help Ticket path

Help Tickets > Operations - Selling and Customer Experience > ENERGY STAR



**GeoSpring Hybrid Water Heater**

IN FOR CONDENSATION

up to 1 gallon per day, s

side a floor drain, sump p, shing machine drain, etc exist, a condensation p p the condensation to a

as nearby drain

**NT OF SOUND ACCE**

eat pump water heater heat pump operation d, ator fans. This may be d c water heater which ma

similar to the sound of e heater is recovering. In r, the sound is not an issa in unoccupied areas ge or basement.

- Fits into common indoor installation spaces like garages, closets, utility rooms, attics, basements, etc.
- Rooms smaller than 700 cu. ft. (10'x10'x7') require a lowered door or other access to additional ventilation.
- All new water heaters must be installed in accordance with national and local plumbing codes.
- Check if customer's home meets installation location requirements

- Installation in a utility closet near a bedroom or occupied living space should take the sound fac into consideration.
- Check if customer says yes

For detailed information and additional savings go to [geappliances.com/GeoSpring](#)

The more items you have checked, the more likely the customer is ready to buy a GeoSpring hybrid water heater and save \$325 every year.\*

\*Based on DOE test procedure and comparison of a 50-gallon standard electric tank water heater using 4075 kWh energy versus the GeoSpring hybrid water heater using 1572 kWh energy per year.

## Kenmore Elite® ENERGY STAR® Electric Product



- 10-YEAR LIMITED TANK AND PARTS WARRANTY
- 1-YEAR LABOR WARRANTY
- Kenmore Elite® Hybrid Electric combines the technologies of heat pumps and standard electric water heaters.
- Saves 60% or more in annual operating cost.
- ENERGY STAR® qualified electric water heater. Energy Factors as high as 2.40.
- Easy to use touch pad with four operating modes. So simple, no explanation is necessary.
- Maintenance free powered anode. Protects the tank and never needs replacement.
- Innovative design to extract heat from even the most extreme geographies.
- Water temperature settings adjustable from 95° to 150°.
- Washable, horizontally side-mounted air filter for easy access.
- Environmentally friendly R134a refrigerant.
- FACTORY-INSTALLED TEMPERATURE AND PRESSURE RELIEF VALVE.
- 60- and 80-gallon capacities available to meet your family's hot water needs.

\* Tax incentives may be available. Consult your tax advisor.

## Kenmore Elite® Hybrid Electric

Item #	Gallon Size	Energy Factor by Mode		First Hour Rating by Mode		Dimensions		Shipping Weight (Lbs)	Annual Cost of Operation
		EFF	Hybrid	EFF	Hybrid	Diameter	Height		
32116	60 Gal	2.40	233	51	68	24 1/2"	67 1/2"	332	\$201
32118	80 Gal	2.30	233	70	84	24 1/2"	81 1/2"	410	\$201

150 PSI working pressure  
Water Connections: Side Plumbed 3/4" NPT

Available Special Order (RSOS), Delivery 7-14 days. See associate for assistance.

\*See sales associate for warranty details.

Available as Special Order (RSOS), Delivery 7-14 days

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## In Closing

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- Expect an increase in sales traffic
- Utilize our knowledge of our customer base to market to them
- Create a Sense of Urgency – don't let them miss a great deal!

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