Warming Up to Heat Pump Water Heaters: Innovative Training Techniques to Gain Contractor Buy-in

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Warming Up to Heat Pump Water Heaters

- ENERGY STAR certified heat pump water heaters (HPWHs) have high energy and costs savings.
- Heat Pump Water Heaters market share increase from 1% to 1.7% over the past year!
- 83% of water heater sales are emergency replacement.
  - Most homeowners call his/her contractor
ENERGY STAR. The simple choice for energy efficiency.

2017 ENERGY STAR Heat Pump Water Heaters

Population: 174,254,325
Households: 64,082,963

2018

Population: 192,027,582
Households: 70,652,272
How Can We Work Together to Help Contractors Increase Heat Pump Water Heater Sale Opportunities to Get Energy Savings?

1. Increase customer demand
2. Provide tool for customer to find HPWH contractor easily
3. Provide educational materials to help contractors talk a customer through the pitch and payback story to retain install job
4. Consider Midstream Incentives: Make sure you attend “Transforming the and Water Heater Markets Through Various Incentive Programs” at 1:00pm
5. Make contractors aware of ENERGY STAR and available rebates

Contractor training is very important for successful HPWH programs.
Increase Customer Demand

Upgrade Now and Warm Up to Savings Campaign
#2

Provide Tool for Customer to Find HPWH Contractor Easily

*NEW*

EPA ENERGY STAR Heat Pump Water Heater Contractor Finder
ENERGY STAR: The simple choice for energy efficiency.
#3

Provide Educational Materials to Help Contractors Walk Customers Through Sales Pitch

EPA ENERGY STAR Heat Pump Water Heater Replacement Guide

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs — up to $3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.
Heat Pump Water Heater Considerations:

- Fuel type
- Adequate air circulation
- Adequate ceiling height
- Access to water drainage
RESULTS

Congratulations!
You appear to be a good candidate for a heat pump water heater.

Your water heater location:
- Has 240-volt electricity supply
- Has adequate warm air circulation.
- Has adequate ceiling height.
- Does have access to water drainage.

Be smart and plan your replacement before your old water heater fails. Visit energy.gov/heatpumpwaterheaters for more information on models that have earned the ENERGY STAR as well as links to rebates and other special deals in your area.

DISCLAIMER: This guide is intended for educational purposes only and should not be considered definitive in terms of the suitability of your home for installation of a heat pump water heater. Please check the water heater manufacturer’s installation instructions and/or a professional installer for more information.

START OVER
#3

Make Contractors Aware of ENERGY STAR and Available Rebates.

EPA ENERGY STAR Heat Pump Water Heater Contractor Factsheet
#4
Improving Contractor Awareness:

How Partners are Helping Contractors “Warm Up” to HPWHs

• Today we are going to hear about two innovative contractor training programs:
  – Lisa Boba, Energize CT
  – Jill Reynolds, NEEA
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