

ENERGY STAR®

# Heat Pump HVAC Marketing Toolkit





# ENERGY STAR Certified Heat Pump HVAC

## Marketing Toolkit

Welcome to the ENERGY STAR Heat Pump HVAC toolkit. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.





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## ENERGY STAR Value

- Including the ENERGY STAR certification mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
  - A 2017 study found JD Power Customer Satisfaction indexes for ENERGY STAR partners increased significantly over time compared to non-partners, particularly in the areas of Corporate Citizenship, Communications, and Customer Service.
  - A/B testing conducted by Focus on Energy shows that using the ENERGY STAR logo on ads drove a 60% increase in click-through rate.
- Partners should always use the certification mark when featuring ENERGY STAR certified products.
  - If no product featured; use the Ask About or Learn More marks [available here](#).

**YOUR  
AD**

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## Key Messaging (slide 1 of 7)

### ENERGY STAR Certified HVAC Equipment – Why Choose ENERGY STAR?

- The average home spends \$1,900 per year on utility bills, with nearly half going to heating and cooling.
- ENERGY STAR is your resource for navigating an HVAC equipment upgrade to save energy, save money, and help protect the climate. Learn the symptoms that it's time to replace your equipment, get purchase and installation guidance, find rebates, and calculate your personalized savings possibilities. [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)
- If just one household in 10 bought heating and cooling equipment that has earned the ENERGY STAR, we would prevent annual greenhouse gas emissions of more than 7 billion pounds, which is equivalent to the emissions from nearly 700,000 cars.
- Depending on where you live, replacing your old heating and cooling equipment with equipment that has earned the ENERGY STAR can cut your annual energy bill by nearly \$140.



## Key Messaging (slide 2 of 7)

### ENERGY STAR Certified Heat Pumps – Why Choose ENERGY STAR?

- For the average American household, almost half the annual energy bill goes to heating and cooling - more than \$900 a year. Installing [efficient home heating and cooling systems](#) like an ENERGY STAR certified heat pump will help you save money and stay comfortable in your home.
- ENERGY STAR certified heat pump HVAC is more efficient than furnaces or boilers because heat pumps serve double duty with heating and cooling, making this investment usable year-round.
- During the summer months, the heat pump serves as a central air conditioner and reduces cooling costs compared to conventional air conditioners. In the winter months, a heat pump can deliver up to three times more heat energy than the electrical energy it consumes, costing less to operate than traditional HVAC equipment such as furnaces, boilers, or electric resistance heat.
- ENERGY STAR certified heat pumps have higher ratings for seasonal energy efficiency ratio (SEER), energy efficiency ratio (EER), and heating seasonal performance factor (HSPF) and use 11% less energy than conventional new models.





## Key Messaging (slide 3 of 7)

- ENERGY STAR certified heat pump HVAC is so efficient it can deliver up to three times more heat energy to a home than the electrical energy it consumes. This is possible because a heat pump moves heat rather than converting it from a fuel, as combustion heating systems do.
- ENERGY STAR certified air-source heat pumps avoid about 17,100 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.
- ENERGY STAR certified mini splits use more sophisticated compressors and fans that can adjust speeds to save energy and money. They also cool directly from the unit, rather than passing through a network of fabricated ductwork, eliminating energy losses from ductwork which can account for more than 30% of a home's energy use for space conditioning.
- ENERGY STAR certified ductless mini-split heat pumps use more sophisticated compressors and fans that can adjust speeds to save energy, cutting cooling costs by 30% compared to conventional room air conditioners.
- Heat pump HVAC is part of an ENERGY STAR Home Upgrade – a set of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings.



## Key Messaging (slide 4 of 7)

### Buying Guidance

- In most cases, your heating and cooling equipment will show signs that it is underperforming well before you reach the point of needing an emergency replacement. Recognizing these symptoms early on can help you plan for a non-emergency replacement that will not only keep your home comfortable year-round but also save you money. **Here are some common indicators that it's time to start thinking about an upgrade:**
  - Your equipment is over 10 years old
  - Your home's heating or cooling systems need frequent repairs
  - You've noticed your energy bills are going up
  - Parts of your home are either too hot or too cold
  - Your home has issues with humidity, excessive dust, or your rooms never seem to get comfortable.





## Key Messaging (slide 5 of 7)

- If you need to replace your HVAC system, ask your contractor about ENERGY STAR certified units. And make sure that your new energy-efficient unit is properly installed for maximum savings.
- When it's time to start thinking about replacing your old heating or cooling system, one of the most impactful, energy-saving upgrades you can make to your home is to switch to clean heating and cooling with an ENERGY STAR certified heat pump.
- If you currently have a furnace, boiler, or central AC, upgrading to an ENERGY STAR certified heat pump can help you transition from fossil fuels for a more efficient, healthier home.
- Here are a few different types of heat pump systems you should consider as part of your ENERGY STAR Home Upgrade:
  - **Ducted Air Source Heat Pumps:** Ducted air source heat pumps use your home's existing ductwork to deliver heating and cooling. In most homes, depending on factors like the climate zone, these units can be installed as a drop-in replacement for your central air conditioner or furnace. A contractor can help you determine if your home is a good fit for a 1:1 replacement.



## Key Messaging (slide 6 of 7)

- **Ductless Heat Pumps:** Often referred to as a “mini split”, a ductless heat pump, is a good alternative to replace a window cooling unit (room AC), as well as radiator or baseboard heating, meaning it can replace a traditional HVAC system while delivering savings year-round.
  - A head unit, or multiple head units, are mounted on an interior wall or ceiling, with an accompanying unit outside. The outside unit extracts heat from the air, even when it's cold. Refrigerant carries the heat directly to the head(s) inside, which then delivers heated air to occupied space. In warmer months, the system works in reverse for quiet, efficient air conditioning.
  - Mini splits are increasingly being used in these types of situations:
    - Older homes with no existing ductwork (e.g., radiators or baseboard heat) that have never had central air conditioning before.
    - Additions or outbuildings (e.g., shed, barn, garage) where extending ductwork or heating/cooling capacity is difficult.
    - Spaces adjacent to unconditioned spaces where ductwork would be exposed to harsher temperatures (e.g., a guest room above a garage).



## Key Messaging (slide 7 of 7)

- **Geothermal Heat Pumps:** Geothermal heat pumps exchange heat with either a body of water or the ground, using a fluid that is pumped through a series of pipe loops, rather than exchanging heat with the outdoor air. These products can either condition your home by circulating air (like a furnace or air conditioner) or circulating water (like a boiler). They are also occasionally called ground source or water source heat pumps.

### Additional Tips

- Although upgrading your heating and cooling system can be a major investment, installing an energy efficient heating and cooling system will lead to energy bill savings for years to come. To help make your heating and cooling upgrade more affordable, you'll want to take advantage of available [federal tax credits](#) to help reduce the upfront cost.
- Many utility companies offer incentives toward the purchase of ENERGY STAR certified heating and cooling upgrades. Check out [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder) to learn about rebates in your area.





# Air Source Heat Pump Factsheet

- Use the Air Source Heat Pump factsheet to engage your customers this heating season and educate them on the energy-saving benefits of the technology.
- The factsheet is ready to download and print as-is or customize to incorporate your logo.

Link to [Air Source Heat Pump Factsheet](#)



## ENERGY STAR® Certified Air Source Heat Pumps



### A Highly Efficient, Tried-And-True Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. A typical household's energy bill is around \$1,900 annually, and almost half of that goes to heating and cooling! To cut these costs, an air source heat pump (ASHP) can be installed and connected to the conventional forced-air ductwork system that is typical of most American homes. (For homes without ductwork, see [www.energystar.gov/minisplit](http://www.energystar.gov/minisplit)). ASHPs that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

**What is an Air Source Heat Pump?**

An ENERGY STAR certified ASHP provides highly efficient heating and cooling by extracting heat from outside into your home in winter and pulling the heat out of your home in the summer. For some, it may be helpful to think of a ducted ASHP as a central air conditioner that also works in reverse to provide whole-house space heating in winter. See Figure 1 below.

#### Benefits of an Air Source Heat Pump

- **Cutting heating costs compared to conventional heating systems.** An ENERGY STAR certified ASHP can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, depending on where you live, and approximately 1/2 the cost of oil heat. An ASHP is so efficient it can deliver up to three times more heat energy to a home than the electrical energy it consumes. This is possible because a heat pump moves heat rather than converting it from fuel, as combustion heating systems do.
- **Reducing cooling costs compared to conventional room air conditioners.** During the summer months, a central ASHP automatically becomes a central air conditioner, and with ENERGY STAR, you will have reduced cooling bills due to its highly efficient operation.
- **Reducing greenhouse gas emissions.** An ASHP is good for your home and good for the planet. ENERGY STAR certified models avoid more than 17,100 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.

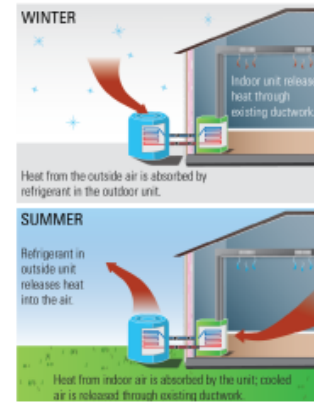


Figure 1. How an ASHP Works in Winter and Summer

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at [energystar.gov/products/air\\_source\\_heat\\_pumps](http://energystar.gov/products/air_source_heat_pumps).

work in your home to deliver heating and cooling. In most replacement when either a central air conditioner or a

efficient heating and cooling in one integrated system.

most cases, your HVAC equipment shows signs that it needing an emergency replacement. Recognizing the of your central heating and cooling system is more than condition of your equipment may have caused it to become

most cases, a central air conditioner can be replaced with low you to eliminate or down-size your furnace.

ated by propane or oil. Homes in these areas of the country allow for the flexibility of heating with a heat pump or you to use each system optimally based on costs and

certified ASHPs excel at providing space heating even in and refrigerants that allow for improved low temperature ures regularly dip below freezing, talk to your contractor to

ductwork or you are planning an addition or renovation a heat pump to heat and cool a portion of your house. , sometimes referred to as Ductless Heat Pumps.

[energystar.gov/homeupgrade](http://energystar.gov/homeupgrade) to see if an ASHP is right quipment, calculate savings, and find product and

ible for a **federal tax credit covering 30% of the** .2032. Learn more at [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits).

certified ASHPs. Check with your local utility for more



### INTRODUCING ENERGY STAR HOME UPGRADE

Air Source Heat Pumps are one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.

[energystar.gov/homeupgrade](http://energystar.gov/homeupgrade)



# Mini Split Heat Pump Factsheet

- Use the Mini Split Heat Pump factsheet to engage your customers and educate them this heating season and educate them on the energy-saving benefits of the technology.
- The factsheet is ready to download and print as-is or customize to incorporate your logo.

Link to [Mini Split Heat Pump Factsheet](#)



## ENERGY STAR® Certified Mini Split Heat Pumps



### An Ultra Efficient Way to Comfortably Heat and Cool Your Home

Keeping your home at a comfortable temperature can be expensive. The average energy bill is around \$1,900 annually, and almost half of that goes to heating and cooling. To cut these costs, an increasingly popular and highly versatile system called a mini split heat pump can be professionally installed to comfortably heat and cool your home. Mini split heat pumps that earn the ENERGY STAR label are independently certified to save energy, save money, and protect the climate.

#### Benefits of a Mini Split Heat Pump

- **Cut heating costs in half compared to conventional electric heating systems.** Because they transfer rather than generate heat, ENERGY STAR certified mini splits use up to 60% less energy than standard home electric radiators.
- **Provide quiet, high efficiency cooling.** ENERGY STAR certified mini splits use more sophisticated compressors and fans that can adjust speeds to save energy and money. They also cool directly from the unit, rather than passing through a network of fabricated ductwork, eliminating energy losses from ductwork which can account for more than 30% of a home's energy use for space conditioning.
- **Reducing greenhouse gas emissions.** A mini split is good for your home and good for the planet. ENERGY STAR certified systems used in a whole house setting avoid more than 17,100 lbs of greenhouse gas emissions, on average, over the course of their lifespan compared to standard systems.
- **Heating and cooling in one device.** Mini split heat pumps offer highly efficient heating and cooling in one integrated system.

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, the ENERGY STAR program has been America's resource for saving energy and protecting the environment. Learn more at [energystar.gov/products/ductless\\_heating](http://energystar.gov/products/ductless_heating).

- **Easy, ductwork-free installation.** Mini splits use narrow refrigerant lines positioned outside your home to deliver heating and cooling instead of conventional central heating and cooling which requires bulky, and often expensive ductwork. Only a three-inch hole in an outdoor wall is needed for the refrigeration lines to connect the outdoor unit to the indoor unit.
- **Custom comfort anywhere in your home.** Mini splits can maintain different customized temperatures in each room through control consoles (either wall-mounted or ceiling-inserted), remote controls, and smart phone apps.

#### Is a Mini Split Heat Pump Right for You?

Mini splits are increasingly being used in the following situations:

- Homes with costly electric heat (e.g., baseboard, furnace, wall heaters, electric radiant) that will also benefit from cooling.
- Older homes with no existing ductwork (e.g., radiators or baseboard heat) that have never had central air conditioning before.
- Existing homes with high fuel costs.
- Additions or outbuildings (e.g., shed, barn, garage) where extending ductwork or heating/cooling capacity is difficult.
- Spaces adjacent to unconditioned spaces where ductwork would be exposed to harsher temperatures (e.g., a guest room above a garage).
- New high-efficiency homes, including ENERGY STAR certified homes.
- Older commercial buildings with no existing ductwork for air conditioning or expansions.
- Where hot or cold spots exist within homes including spaces which serve as home offices.

Mini splits come in a variety of styles to meet the unique heating and cooling applications and customer preferences to provide efficient comfort that traditional systems cannot provide. Styles include wall mounts, floor mounts, ceiling cassettes, and ducted options that can be concealed.

**What if I Live in a Cold Climate?** Many new ENERGY STAR certified mini split models excel at providing space heating even in the coldest of climates, as they use advanced compressors and refrigerants that allow for improved low temperature performance. If you live in a climate where winter temperatures regularly dip below freezing, talk to your contractor to choose an ENERGY STAR certified unit suited to your particular home.

Check out the **Clean Heating and Cooling** section of [energystar.gov/homeupgrade](http://energystar.gov/homeupgrade) to see if a mini split is right for you. Learn the symptoms of aging heating and cooling equipment and find product and rebate information.

#### Take Advantage of Incentives

Mini splits that earn the ENERGY STAR are eligible for a **federal tax credit covering 30% of the project cost** up to \$2,000, available through December 31, 2032. Learn more at [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits).

Many utilities offer incentives for installing ENERGY STAR certified ductless mini split heat pumps. Check with your local utility for more details or go to [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).



#### INTRODUCING ENERGY STAR HOME UPGRADE

Mini Split Heat Pumps are one of six high-impact, energy efficiency improvements for your home that are designed to work together to deliver significant energy and cost savings. Count on ENERGY STAR to help you transition from fossil fuels to a cleaner, healthier, and more comfortable home.

[energystar.gov/homeupgrade](http://energystar.gov/homeupgrade)







## HVAC Sample Social Media

- Social media materials include messaging and imagery that you can use as-is or customize as needed.
- **Sample social media posts** are included on slides 10-11.
- When drafting your post, be sure to tag ENERGY STAR
  - Facebook: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list; be sure to make the post public
  - LinkedIn: Begin typing “@ENERGY STAR” and choose ENERGY STAR from the dropdown list
  - X (formerly Twitter): @ENERGYSTAR



Link to [Social Media HVAC Graphics](#)



## HVAC Social Graphics – Heating







## HVAC Social Graphics – Cooling





## Sample Social Media Posts (slide 1 of 4)

### Post

**General Messaging:** For the average household, almost half of the annual energy bill goes to heating & cooling—that's more than \$900/yr! Cut these costs and help protect the environment by choosing ENERGY STAR certified heat pump HVAC products. [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**General Messaging:** Learn the symptoms that it's time to replace your HVAC equipment, get purchase and installation guidance, find rebates, and calculate your personalized savings possibilities with the ENERGY STAR Home Upgrade calculator. [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**Incentives:** Don't miss out on savings! Air source heat pumps that are ENERGY STAR certified are eligible for federal tax credits through 2032. You can claim up to 30% of the project cost for a maximum credit of \$2,000. [www.energystar.gov/taxcredits](http://www.energystar.gov/taxcredits)

**Incentives:** Many utilities offer big rebates for homeowners that choose an ENERGY STAR certified product for their HVAC system replacement! Plus, save even more with a federal tax credit up to \$2,000. Check with your local utility for more details or go to [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder).

**Savings:** Depending on where you live, replacing your old HVAC equipment with equipment that has earned the ENERGY STAR can cut your annual energy bill by nearly \$140. You can save even more with rebates and up to \$2,000 in tax credits. Save money and protect the planet with ENERGY STAR. [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)







## Sample Social Media Posts (slide 2 of 4)

### Post

**Calculator:** Ready to consider an upgrade? The interactive ENERGY STAR Home Upgrade calculator is your resource for navigating how to choose the right equipment to help you save energy, save money, and protect the planet.  
[www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**Maintenance:** Don't forget to check your HVAC system's air filter. Dirty air filters waste energy and can lead to expensive repairs or early system failure. ENERGY STAR recommends that you inspect it every month to ensure your system is running at optimum efficiency.  
[www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**Maintenance:** You can seal and insulate air ducts in your attic and crawlspace to improve the efficiency of your HVAC system by as much as 10% according to ENERGY STAR. That's \$190/year in heating and cooling savings!  
[www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**ASHP System:** An ENERGY STAR certified air source heat pump provides highly efficient heating and cooling by extracting heat from outside air in the winter and pulling the heat out of your home in the summer. It offers clean heating and cooling all in one system. Good for you and the planet.  
[www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**ASHP System:** An ENERGY STAR certified air source heat pump delivers 3x more heat to a home than the electrical energy it consumes by transferring heat from the surrounding air rather than converting it from a fuel! This saves money and helps protect the planet from climate change.  
[www.energystar.gov/products/air\\_source\\_heat\\_pumps](http://www.energystar.gov/products/air_source_heat_pumps)





## Sample Social Media Posts (slide 3 of 4)

### Post

**ASHP System:** An ENERGY STAR certified air source heat pump can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, and approximately 1/2 the cost of oil heat – all while helping the environment [www.energystar.gov/products/air\\_source\\_heat\\_pumps](http://www.energystar.gov/products/air_source_heat_pumps)

**ASHP System:** An ENERGY STAR certified air source heat pump uses existing ductwork in your home to deliver heating and cooling. In most climate zones, an ASHP can be installed as a drop-in replacement when either a central air conditioner or a furnace needs replacement. [www.energystar.gov/products/air\\_source\\_heat\\_pumps](http://www.energystar.gov/products/air_source_heat_pumps)

**Mini Split System:** Mini split heat pumps cut heating costs in half compared to conventional electric heating systems. Because they transfer rather than generate heat, @ENERGYSTAR certified mini splits use up to 60% less energy than standard home electric radiators. [www.energystar.gov/products/ductless\\_heating\\_cooling](http://www.energystar.gov/products/ductless_heating_cooling)

**Mini Split System:** Mini split heat pumps that have earned the @ENERGYSTAR use sophisticated compressors and fans to provide efficient heating that can adjust to save energy and money and help protect the planet. [www.energystar.gov/products/ductless\\_heating\\_cooling](http://www.energystar.gov/products/ductless_heating_cooling)

**Mini Split System:** An @ENERGYSTAR certified mini split or ductless heat pump heats directly from the unit, rather than passing through ductwork. This eliminates the energy losses from ductwork, which can account for more than 30% of a home's energy use for heating. [www.energystar.gov/products/ductless\\_heating\\_cooling](http://www.energystar.gov/products/ductless_heating_cooling)





## Sample Social Media Posts (slide 4 of 4)

### Post

**Mini Split System:** Don't forget to consider installation when upgrading your HVAC system! Choosing an @ENERGYSTAR certified mini split will eliminate bulky and often expensive ductwork by using narrow refrigerant lines installed outside the home instead. [www.energystar.gov/products/ductless\\_heating\\_cooling](http://www.energystar.gov/products/ductless_heating_cooling)

**Clean Heating & Cooling Guide:** Get the best clean heating for your home with ENERGY STAR. Certified air source heat pumps use super-efficient technology to heat your home for less money while helping protect the planet. Learn more by visiting [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**Clean Heating & Cooling Guide:** Get rebates and tax credits in addition to big savings with ENERGY STAR certified HVAC equipment. ENERGY STAR certified air source heat pumps, ducted and ductless, provide superior clean heating and cooling to keep you comfortable and protect the planet all year long. [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

**Ask the Expert:** Ever wondered why heat pump technology is so efficient? Heat pumps move heat from one place to another rather than generating it, which saves tons of energy. Our experts describe how. #AskENERGYSTAR #Innovation #Tech [www.energystar.gov/products/ask-the-experts/how-does-a-heat-pump-work](http://www.energystar.gov/products/ask-the-experts/how-does-a-heat-pump-work)

**Ask the Expert:** Get your home ready for the warmer weather with an HVAC maintenance check-up. Just as a tune-up of your car can improve your gas mileage, a yearly tune-up of your heating and cooling system can improve efficiency and comfort. #AskENERGYSTAR [www.energystar.gov/products/ask-the-experts/how-to-keep-your-hvac-system-working-efficiently](http://www.energystar.gov/products/ask-the-experts/how-to-keep-your-hvac-system-working-efficiently)



## Clean Heating & Cooling Guide Web Buttons

- Buttons to highlight and link to the Clean Heating & Cooling section of the ENERGY STAR Home Upgrade. This page includes an interactive guide that can help consumers navigate an HVAC equipment upgrade. They can:
  - Learn the symptoms
  - Find purchase and installation guidance
  - Use the savings calculator
- Heating & Cooling Guide – [www.energystar.gov/products/energy\\_star\\_home\\_upgrade/clean\\_heating\\_cooling](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)

Link to [Clean Heating & Cooling Web Buttons](http://www.energystar.gov/products/energy_star_home_upgrade/clean_heating_cooling)



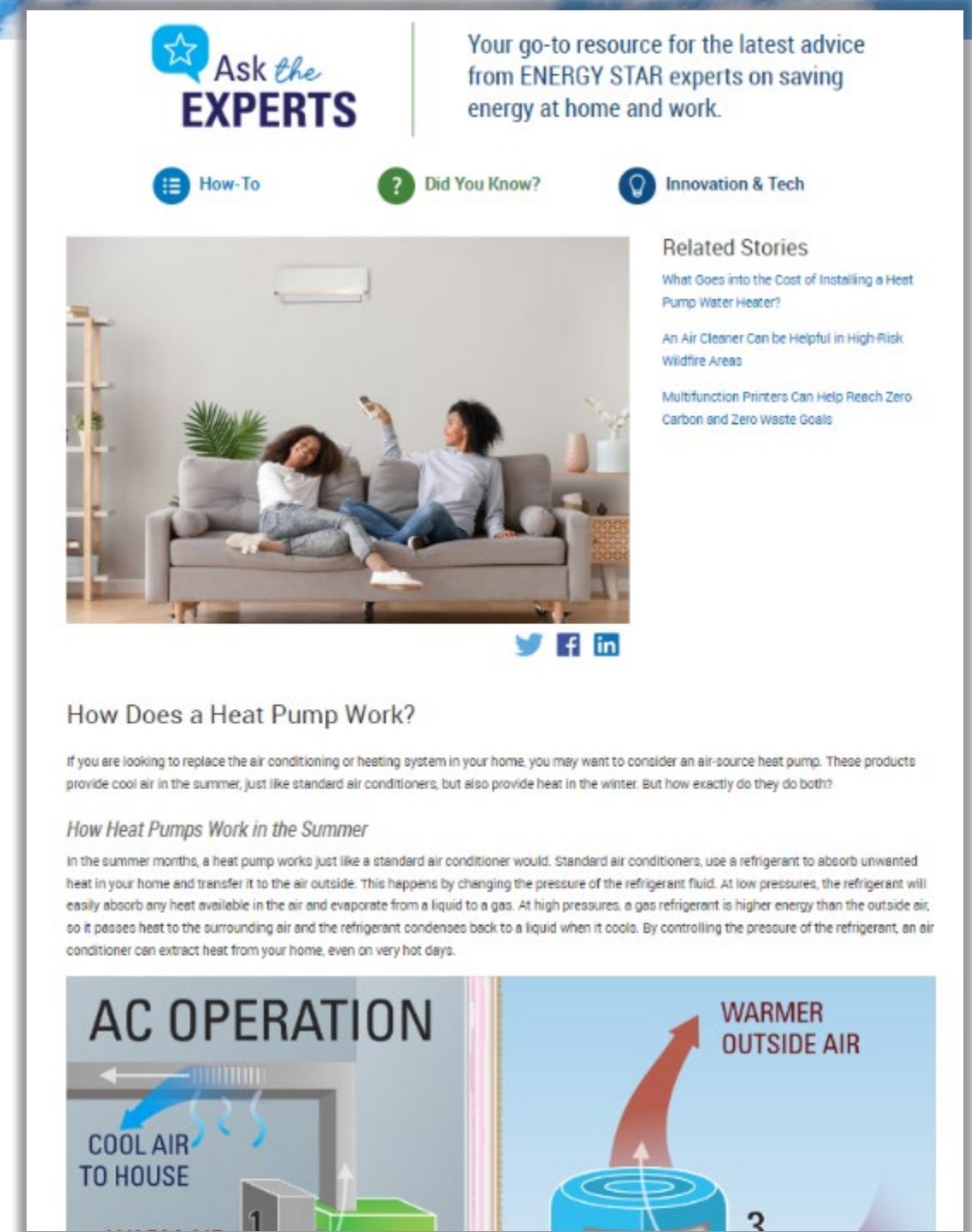


## Ask the Experts Article: How Does a Heat Pump Work?

- If you are looking to replace the air conditioning or heating system in your home, you may want to consider an air-source heat pump. These products provide cool air in the summer, just like standard air conditioners, but also provide heat in the winter. But how exactly do they do both? Learn more about how heat pumps work in the summer and winter
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How Does a Heat Pump Work](#)



Link to [Download Ask the Expert Identifier](#)



The screenshot shows the 'Ask the Experts' article page. At the top left is the 'Ask the EXPERTS' logo. To its right is a sub-header: 'Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.' Below this are three category buttons: 'How-To', 'Did You Know?', and 'Innovation & Tech'. A central image shows two women sitting on a couch in a living room, with an air conditioner mounted on the wall. Below the image are social media icons for Twitter, Facebook, and LinkedIn. To the right of the image is a 'Related Stories' section with three links: 'What Goes into the Cost of Installing a Heat Pump Water Heater?', 'An Air Cleaner Can be Helpful in High-Risk Wildfire Areas', and 'Multifunction Printers Can Help Reach Zero Carbon and Zero Waste Goals'. Below the image is the article title 'How Does a Heat Pump Work?' followed by a short introductory paragraph. Below that is a sub-section titled 'How Heat Pumps Work in the Summer' with a detailed paragraph explaining the process. At the bottom is a diagram titled 'AC OPERATION' showing a cross-section of a room. On the left, a blue arrow labeled 'COOL AIR TO HOUSE' points from the air conditioner into the room. On the right, a red arrow labeled 'WARMER OUTSIDE AIR' points from outside into the room. The diagram is numbered 1 and 3.



# Ask the Experts Article: How to Keep Your HVAC System Working Efficiently

- Dirt and neglect are the top causes of heating and cooling system failure and inefficiency. Maintaining your equipment will keep your system operating at peak performance and prevent future problems and unwanted costs. Learn the steps you can take to keep your system operating smoothly.
- Share the article on your website! Use the ENERGY STAR Ask the Expert identifier and hyperlink it directly to the article: [How to Keep Your HVAC System Working Efficiently](#)



Link to [Download Ask the Expert Identifier](#)

The screenshot shows the top of the article page. At the top left is the 'Ask the EXPERTS' logo. To its right is the text: 'Your go-to resource for the latest advice from ENERGY STAR experts on saving energy at home and work.' Below this are three category icons: 'How-To', 'Did You Know?', and 'Innovation & Tech'. A central image shows a technician in a blue shirt and cap working on an HVAC unit. To the right of the image is a 'Related Stories' section with three links: 'Save Energy with Smart Home Products', 'Get Federal Tax Savings and Other Rebates for Energy Efficiency Home Upgrades', and 'How to Choose a Room Air Cleaner'. Below the image are social media icons for Twitter, Facebook, and LinkedIn. The article title 'How to Keep Your HVAC System Working Efficiently' is displayed below the image. The main text of the article begins with: 'The average home spends nearly \$1,900 a year on energy bills. But did you know that nearly half of that goes to heating and cooling costs? Dirt and neglect are the top causes of heating and cooling system failure and inefficiency. Maintaining your equipment will keep your system operating at peak performance and prevent future problems and unwanted costs. Here are some steps you can take to keep your system operating smoothly: Get Annual Pre-Season Check-ups Hire a professional contractor to perform routine maintenance of your equipment. Contractors get busy once summer and winter come, so it's best to schedule a checkup of the cooling system in the spring and the heating system in the fall. ENERGY STAR has a maintenance checklist of what you should expect your contractor to do during these visits.'





## Ask the Expert: How to Stay Warm and Save Money

- As the days and nights get cooler here, now is the perfect time to get your home ready for the coldest months of the year. Let ENERGY STAR show you how to save energy, save money, and protect the environment all winter long. Use this fun video to engage your customers and educate about top heating tips and the benefits of asking for ENERGY STAR.
- Share the video on social media or embed it on your website!



Link to [Ask the Expert Heating Video](#)



## Questions & Additional Information

If you have questions, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to Jill Vohr, Consumer Marketing Team Lead at [Vohr.Jill@epa.gov](mailto:Vohr.Jill@epa.gov)