# Promotional Messages:

Hot Water, Hotter Savings with ENERGY STAR Certified Water Heaters

* Now is the time to upgrade to an energy-efficient, ENERGY STAR certified water heater. Save big with a $300 federal tax credit, utility rebates of more than $350 in some areas, and more than $300 in annual energy savings. You’ll get the hottest savings ever for you and the planet, along with hot water you can count on.
* Get hot water you can count on plus the hottest savings ever for you and the planet with ENERGY STAR certified water heaters. Take advantage of a $300 federal tax credit, utility rebates of more than $350 in some areas and more than $300 in annual energy savings.

# Other Key Messaging

* Water heaters that earn the ENERGY STAR label are independently certified to save energy and money, and help protect the climate.
* Water heaters are the second largest energy use in your home – around 12% of home energy consumption – costing a family of four up to $630 annually.
* There are more than 40 million water heaters nationwide that are at least 10 years old. If your water heater is 10 years old or older, chances are it is heating water inconsistently, or worse – going to altogether fail and flood your home. Avoid the hassle, stress and extra costs of water heater failure by planning ahead and replacing your old water heater, before disaster strikes, with a new ENERGY STAR certified water heater.
* If all residential water heaters sold in the United States were ENERGY STAR certified, the energy cost savings would grow to nearly $13.4 billion each year, and more than 155 billion pounds of annual greenhouse gas emissions would be prevented, equivalent to the emissions from nearly 15 million vehicles.

# ENERGY STAR Electric Water Heaters

* Electric water heaters that earn the ENERGY STAR (known as heat pump water heaters) are independently certified to save energy, save you money, and protect the environment. In fact, they:
	+ Use less than half of the energy of standard electric water heater models
	+ Can save a family of four more than $300 in annual energy savings and more than $3,500 over the product’s lifetime.
* Heat pump water heaters use advanced technology to do the job with significantly less energy, making them the best choice for your home. And in most homes, they can be installed right where your current water heater sits.
* ENERGY STAR certified electric heat pump water heaters save energy by transferring heat from the surrounding air to the water in the storage tank – essentially a refrigerator run in reverse. It takes much less power to move heat from one place to another than generate heat (like a typical electric water heater does via hot electric resistance coils).
* If all residential electric water heaters less than 55 gallons sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to almost $12 billion each year preventing more than 140 billion lbs. of greenhouse gas emissions—equal to the emissions from more than 13 million vehicles, every year!

# ENERGY STAR Gas Water Heaters

* Gas water heaters that have earned the ENERGY STAR are independently certified to save energy, save you money, and protect the environment.
	+ Gas storage models that have earned the ENERGY STAR use 8% less energy compared to standard gas water heaters.
	+ Tankless models that have earned the ENERGY STAR can save a four-person household about $1,700 over its lifetime compared to a standard gas storage model.
* ENERGY STAR certified gas water heaters integrate the latest in energy-efficiency technologies to save energy:
	+ Storage water heaters use better insulation, heat traps, and more efficient combustion systems.
	+ Tankless water heaters employ a secondary heat exchanger to extract more heat from the combustion process.
* If every gas water heater sold in the United States was ENERGY STAR certified, energy savings would grow to almost $1.2 billion annually. These savings are equivalent to preventing about 10 billion pounds of greenhouse gas or the emissions of 900 thousand cars annually.

# Signs of Imminent Water Heater Failure

If your water heater is 10 years old or older, chances are it is heating water inconsistently, or worse going to altogether fail and flood your home. Some common signs that can indicate water heater failure are:

* **Visible corrosion** – look for corrosion around water lines coming in and out of the unit, or on the unit itself.
* **Water leaking** - water leaking from any joint, seals or seams of your hot water heater is usually an indication there is a problem.
* **Rust in your water** - rust in the water is usually a sign that the interior of the water heating system is corroding and breaking down.
* **Lack of available hot water** – as hot water tanks age, sediment can build up in a way that reduces capacity of the tank.
* **Rumbling noises** - water heaters are designed to operate consistently, quietly and reliably.  If your water heater is making unusual noises, rumblings or vibrations, that may indicate sediment buildup or other problems.

Avoid the hassle, stress, and extra costs of water heater failure by planning ahead and replacing your old water heater before disaster strikes, with a new ENERGY STAR certified water heater.

# Planned water heater replacement offers several benefits, such as:

* Avoiding the consequences of sudden water heater failure:
* Stress-free time to:
	+ Determine the right ENERGY STAR certified water heater for your household.
	+ Find out about any incentives available on ENERGY STAR certified water heaters or special pricing from contractors due to utility rebate programs.
	+ Look for manufacturer and retailer discounts on ENERGY STAR certified water heaters.

# ENERGY STAR Electric Water Heater Online Tools

**Water Heater Replacement Guide.** ENERGY STAR now makes it easy to determine whether an electric heat pump water heater is the best choice for your home with our new, mobile-friendly, Water Heater Replacement Guide at energystar.gov/waterheaterguide. The guide examines the following factors:

* **Electric Supply:** Your current water heater is electric, not gas.
* **Access to Air:** You have a location for your new water heater that is greater than 40°F and well ventilated.
* **Head Room:** You have the necessary space (electric heat pump water heaters are taller).
* **Water Drainage:** You have an area for drainage, like a nearby floor drain, or other outlets via a small condensate pump.

**Water Heater Product Finder – Complete with Installers.** Despite their enormous savings and large utility incentives in some areas, it can be hard to find installers familiar with electric heat pump water heaters. Luckily, ENERGY STAR has established a searchable list of installers experienced with electric heat pump water heater installation and operation. Visit energystar.gov/waterheaters to not only find the right model, but also a local installer who can set it up and get it working when you need it!