

Residential Registered Vendor Monthly Report March 2019



Program Updates

1. ***\$250 Heat Pump Water Heaters*** – Heat pump water heaters are now available for \$250 or less with new instant discounts. That means you pay \$250 when you pick it up from a participating distributor. There's no paperwork and no waiting for a rebate check to arrive. Here are the best prices available today:
 - a. Webber Supply \$248
 - b. Ferguson \$249
 - c. FW Webb \$249
 - d. P&E Supply \$249.99 and
 - e. Johnstone Supply \$250We keep an updated Best Price Listing on our [website](#).

2. ***Home Energy Loan Update*** – February's forty-seven loans were 2% below February of last year and fiscal year-to-date loans are up 43% over last year. If you don't already have a loan portal ID and password, you can reach our financial services provider (NEIF) by calling our Call Center (866-376-2463).

Reminders/Clarifications

1. The [HESP rebate claim form](#) and web pages now clarify that insulation rebates from Until, Bangor Natural Gas, and Maine Natural Gas are only available to customers who heat their homes with natural gas. Similarly, natural gas water heating rebates are only available to customers who heat their water with natural gas.
2. The [HESP rebate claim form](#) now clarifies that a blower door test out is required for insulation and air sealing rebates, "unless BPI recommends against (mold, asbestos, vermiculite, etc.)" In the case of these exceptions, please state the safety concern on the claim form.
3. The [home energy loan webpage](#) now clarifies that in order to qualify for a home energy loan, the borrower must be a Maine resident.

Tips

1. ***Sales Tool of the Month*** – [Introduction To Heat Pumps Brochure](#) - We have dozens of sales tools available to Residential Registered Vendors at no charge. Our newest is "Introduction to Heat Pumps." It has pictures of an outdoor unit, a line set, a wall unit, a floor unit, a ceiling cassette, and a mini duct. It highlights the benefits, functions (heat, AC, dehumidification, etc.) and typical costs (\$3,750 install price or \$34/month loan payment). It also has a graph comparing typical annual costs

of heating with heat pumps and a dozen other options. Note: though it briefly mentions a \$500 rebate, it doesn't cover any rebate details. This is intended to be used together with the [Heat Pump Rebate brochure](#). Hopefully this tool will help you help your customers. If you'd like us to send you free, professionally printed copies, please call 866-376-2463 or you can download them from the [web](#).

2. **Rebate Processing Tip** – Providing the customer's email address and phone number helps us to contact them directly if there are issues with the claim. This helps us expedite payment.

3. **Tip from the Field** – Our inspectors have noticed that the largest reductions in air leakage are often associated with thorough attic air sealing. Accordingly, we recommend prioritizing the large leaks that are typically found around chimneys and over kitchens and bathrooms when evaluating homes for air sealing potential. Mapping out these locations before entering the attic can help focus efforts and maximize the benefits of an air sealing upgrade.

Fact of the Month:

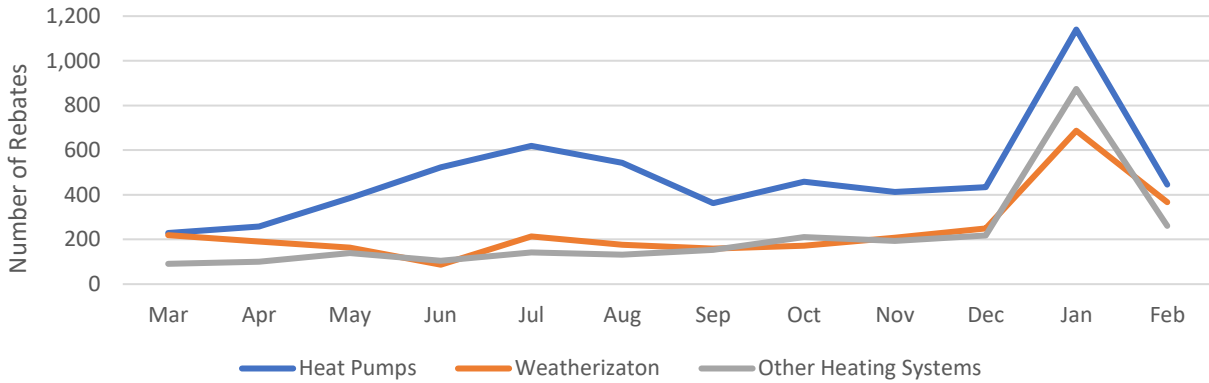
1. According to [ENERGY STAR®](#), switching from an electric water heater to a heat pump water heater could save a four-person household more than \$3,000 over ten years.

Home Energy Savings Program (HESP)

HESP Rebates – Last 12 Months

Year:	2018	2018	2018	2018	2018	2018	2018	2018	2018	2018	2018	2019	2019
HESP Rebate Type	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Feb
Ductless Heat Pump	229	258	385	523	619	543	362	458	413	434	1,140	446	
Boiler	66	68	100	80	106	79	97	86	102	98	431	171	
Air Sealing	99	85	86	73	91	70	70	63	81	89	248	135	
Attic Insulation	67	54	47	6	59	52	41	50	62	72	228	112	
Basement Insulation	34	40	25	5	45	37	28	38	40	65	153	89	
Furnace	15	22	23	15	18	32	29	53	23	27	126	48	
Wall Insulation	20	12	5	3	18	18	20	21	25	24	58	31	
Pellet Boiler	2	3	3	1	2	2	2	6	6	3	10	5	
Pellet Stove	7	6	9	4	10	8	10	35	48	22	208	24	
Wood Stove	0	2	3	2	5	9	15	31	13	68	99	11	
Geothermal HP	1	0	1	2	1	2	0	0	2	0	0	2	
Total Measures Installed	540	550	687	714	974	852	674	841	815	902	2,701	1,074	

HESP Rebates – Last 12 Months

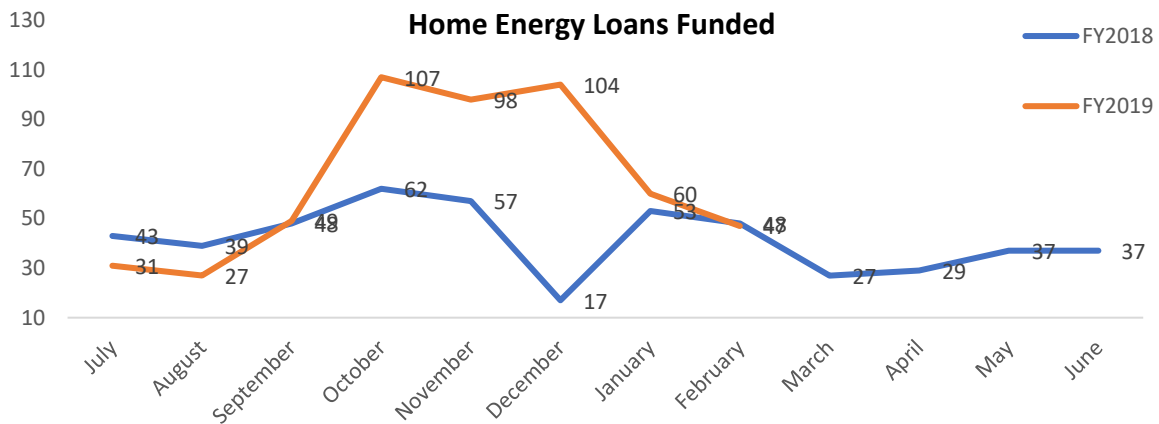


HESP Year-Over-Year Comparison

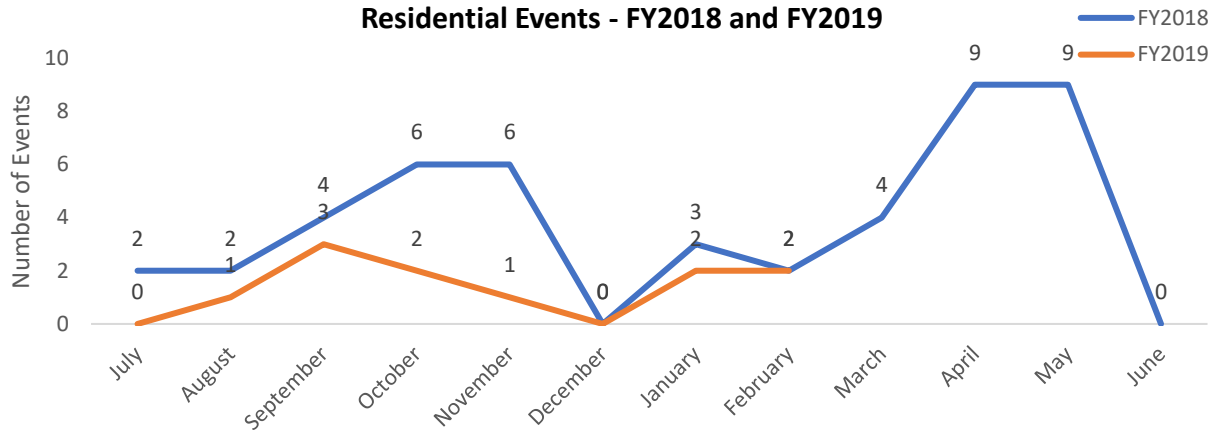
(July 1 – February 28; EXCLUDED 2nd zone mini-split and whole house heat pumps)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19
1	Ductless Heat Pump	4,847	3,732	3,477	3,678	4,492
2	Air Sealing	1,512	1,225	903	718	851
3	Boiler	634	538	629	604	1,181
4	Attic Insulation	703	767	608	485	682
5	Basement Insulation	557	437	351	270	500
6	Furnace	159	124	130	159	357
7	Wall Insulation	135	170	173	125	218
8	Pellet Boiler	244	62	63	46	37
9	Pellet Stove	62	147	86	48	416
10	Geothermal HP	65	43	56	14	16
11	Wood Stove	8	39	41	8	205
	Total Measures Installed	8,926	7,284	6,517	6,155	8,955

Home Energy Loans



Marketing Activities



Upcoming Events

Efficiency Maine will be participating in the following events. If you are interested in participating, reach out with the contact information mentioned in the table below.

Date	Name	Location	Contact Name	Contact Phone	Contact Email
3/22	Plumbing, Heating, and Cooling Contractors (PHCC) Show	Augusta Civic Center	Alice Ames	(207) 829-5055	aames2@maine.rr.com
3/30-3/31	2019 Old House Trade Show	Holiday Inn by the Bay (Portland)	Maggie Perkins	(207) 774-5561	mperkins@portlandlandmarks.org