

Residential Registered Vendor Monthly Report July 8, 2020



Program Updates

1. **Summit Natural Gas to Self-Administer Rebates** – Effective July 1, 2020, Summit Natural Gas will administer their own rebate program instead of Efficiency Maine. Claims submitted after this date will need to be sent directly to Summit. The new rebate claim form will be accessible from [Summit's website](#). Summit customers will continue to be eligible for both Efficiency Maine and Summit rebates, so keep an eye on both sites to ensure your customers are maximizing their rebates.
2. **\$2,000 Low-Income Rebates Now Available for Low Assessed Value Homes** – Effective immediately, Efficiency Maine has raised heat pump incentives for low income Mainers to **\$2,000** (first heat pump unit) for property values below the caps provided in the following table. Note that property value is based on the assessed value of both the property and land before any tax exemptions.

LOW ASSESSED VALUE HOME CAPS

\$80,000 Aroostook, Somerset, Washington, Piscataquis
\$90,000 Franklin, Oxford, Penobscot
\$100,000 Androscoggin, Kennebec, Waldo, Sagadahoc, Knox, Hancock, Lincoln, York, Cumberland

3. **Heat Pumps Promoted Via Property Tax Insert** – Between June and September, Efficiency Maine's [Residential Heat Pump Rebates](#) brochure will be mailed to approximately 120,000 Maine homeowners with their property tax bills. We hope this will help to increase awareness of heat pumps as an energy-saving heating and cooling solution.
4. **Heat Pump Installer Training Required as of July 1** – Quick reminder. Starting July 1, 2020, one person on each heat pump installation crew needs to watch our free 1-hour Annual Heat Pump Basics video. [Here's the link](#).
5. **BPI Blower Door Test is Optional During COVID-19 Emergency** – Please note that Efficiency Maine is suspending the requirement for BPI blower door tests for weatherization upgrades during the governor's COVID-19 State of Civil Emergency.
6. **Oil Boiler and Furnace Instant Discount Now \$300** – Effective July 1, the instant discount for Oil Boilers and Furnaces has been reduced from \$500 to \$300. [Click here](#) to learn more.

7. ***\$249 Heat Pump Water Heaters at Home Depot*** – Maine Home Depots are now offering [qualifying heat pump water heaters for \\$249](#)—that’s less than a traditional electric resistance water heater. This is made possible by Efficiency Maine’s new \$750 instant discount plus a \$100 current promotion. Because it’s an [instant discount](#), not a mail-in rebate, there’s no waiting for a rebate check. Note that to take advantage of the instant rebate, a customer will need to fill out an [online form](#), which will generate an email with a discount barcode that can be redeemed at check-out. [Click here](#) for more details on this offer, including important restrictions.
8. ***June Energy Loans Were Down 9% vs. June 2019*** – Although June's 79 loans were 9% below June of last year, fiscal year-to-date loans are up 15% 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).

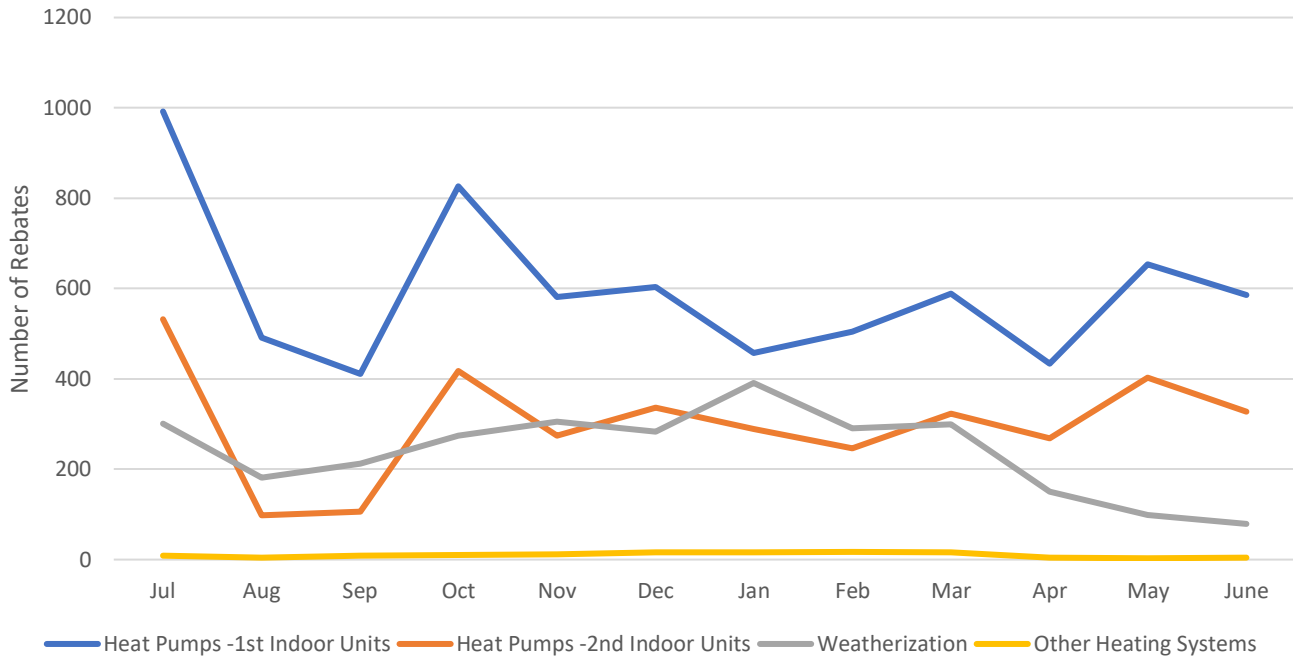
Tips

- 1) ***Fact of the Month*** – More than 10,000 heat pump indoor units have been rebated in the last 12 months.
- 2) ***Sales Tool of the Month*** – We have extended the heat pump Residential Registered Vendor Co-Op Marketing program through June 30, 2021. Since we launched the program on April 1, 2020, seven Residential Registered Vendors have taken advantage of the program. [Click here](#) to learn how heat pump Residential Registered Vendors can receive reimbursement for 50% of pre-approved marketing expenses, up to \$5,000.
- 3) ***Tip From the Field*** – Because multi-zone heat pumps send heat to all connected indoor units when any one of them calls for heat, upstairs rooms can overheat when downstairs rooms call for heat. Two ways to avoid this issue are: 1) only using one multi-zone per floor or 2) using a remote temperature sensor so that the indoor unit doesn't have to circulate air to monitor temperature. This circulation gives off heat.
- 4) ***Rebate Processing Tip*** – We have removed the requirement from all residential rebate claim forms that invoices be marked "PAID" if homeowner is the rebate recipient. We'll rely on Residential Registered Vendors to check the appropriate rebate recipient box on the claim form when signing. [Click here](#) to download the latest versions of all residential rebate claim forms.

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Home Energy Savings Program (HESP)

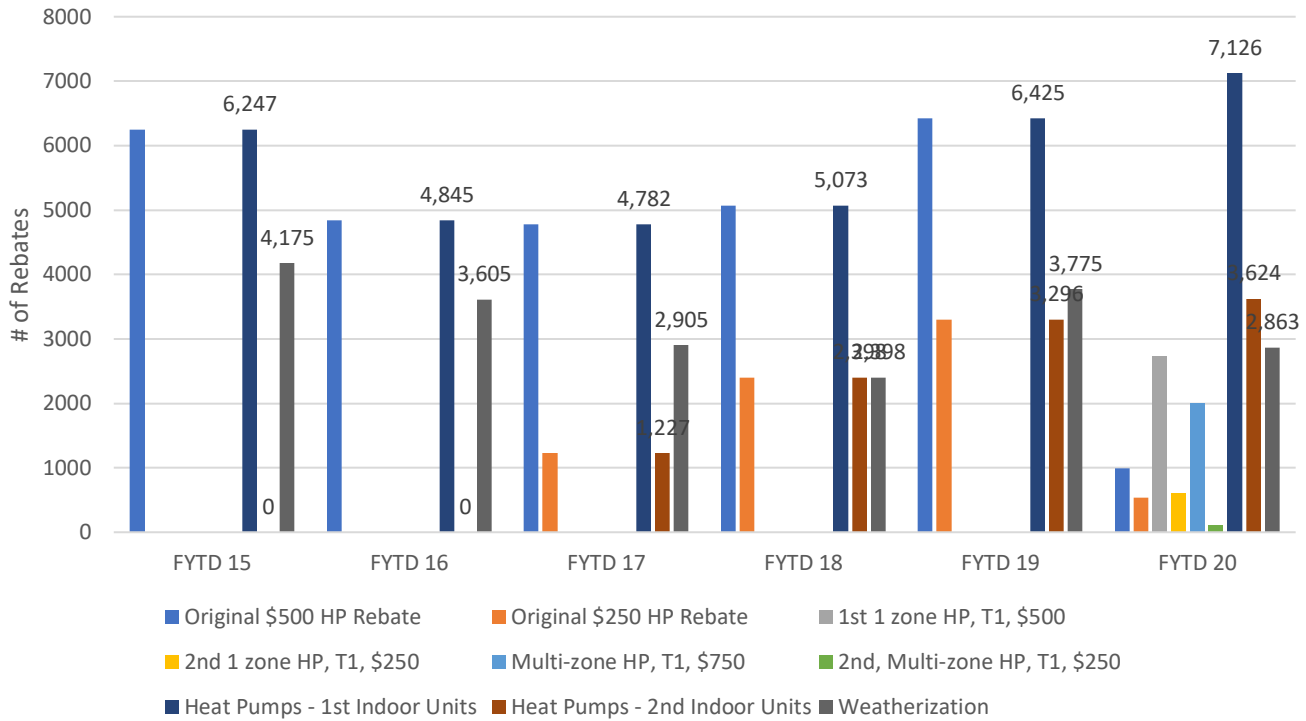
HESP Number of Rebates - Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2019						2020						Total
		Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
1	Heat Pumps - 1st Indoor Units	990	491	411	826	582	603	458	504	588	433	654	586	7,126
2	Heat Pumps - 2nd Indoor Units	534	98	106	417	275	337	289	247	323	268	403	327	3,624
3	Air Sealing	104	71	73	94	107	114	137	109	113	46	31	20	1,019
4	Attic Insulation	94	49	67	81	87	86	125	92	94	49	33	26	883
5	Basement Insulation	78	50	40	69	78	63	103	62	64	34	21	22	684
6	Wall Insulation	23	11	32	31	33	20	26	27	28	22	13	11	277
7	Geothermal HP	3	0	2	1	3	2	5	5	7	4	1	1	34
8	Pellet Boiler	2	4	4	8	5	12	6	7	2	1	2	3	56
Total		1,828	774	735	1,527	1,170	1,237	1,149	1,053	1,219	857	1,158	996	13,703

Fiscal Year-to-Date Rebate Comparisons

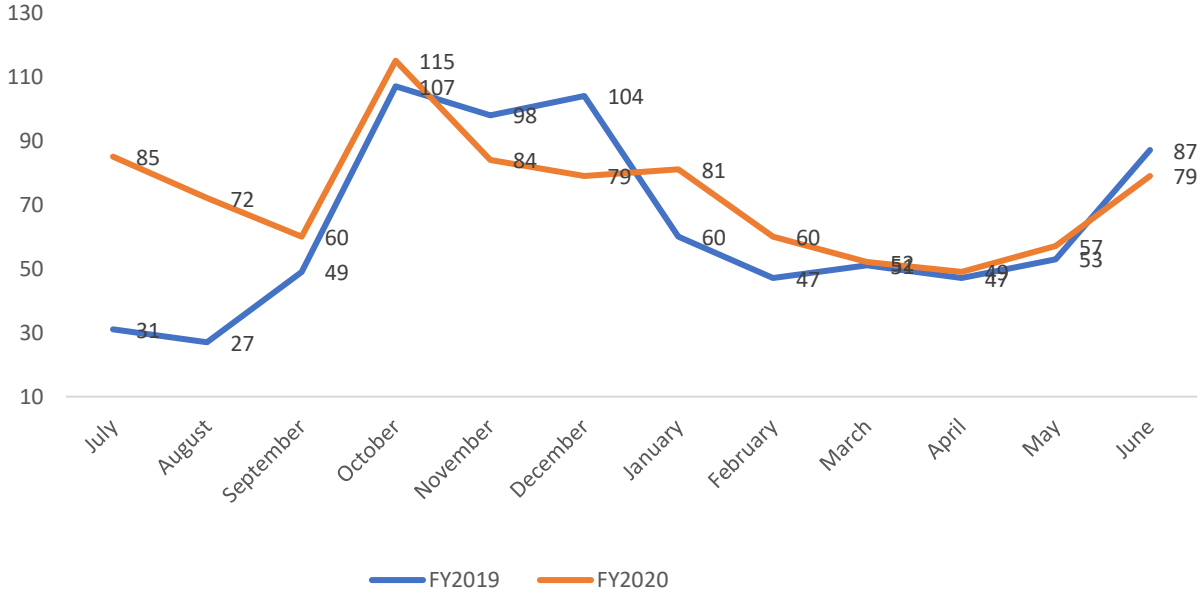


Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20
1	Heat Pumps - 1st Indoor Units	6,247	4,845	4,782	5,073	6,425	7,126
2	Heat Pumps - 2nd Indoor Units	0	0	1,227	2,398	3,296	3,624
3	Air Sealing	2,153	1,662	1,288	1,061	1,382	1,019
4	Attic Insulation	1,056	1,085	871	726	1,124	883
5	Basement Insulation	757	601	496	424	883	684
6	Wall Insulation	209	257	250	187	386	277
7	Geothermal HP	98	67	79	18	24	28
8	Pellet Boiler	98	67	79	18	24	34
Total Measures Installed		10,618	8,584	9,072	9,905	13,544	13,675

Home Energy Loans

Home Energy Loans Funded



Marketing Activities

We have been increasing our activity on [our Facebook page](#) to educate Mainers about the benefits of home energy upgrades and the incentives that we offer to reduce up-front costs. We invite you to check in regularly and share on your own social channels any of our posts that are relevant to your business.