

**Residential Registered Vendor
Monthly Newsletter
September 9, 2020**



1) Weatherization Top Performers (by number of rebates since July 1)

- 1st - Free Energy Maine
- 2nd - Seal It Insulation Systems
- 3rd - Accurate Insulation Upgrade, LLC

2) Heat Pump Top Performers (by number of rebates since July 1)

- 1st - Dave's World
- 2nd - Valley Home Services
- 3rd - Hometown Heat Pumps

3) Customer Satisfaction Remains Very High – Efficiency Maine gauges customer satisfaction by asking the following question: "On scale from 0 to 10, how likely are you to recommend Efficiency Maine Programs to a friend or colleague?" In a recent survey of 179 customers, the average score was 9.6.

4) 100% Increase in Heat Pump Rebate Volume – Efficiency Maine processed 4,248 heat pump indoor unit rebates in July and August, compared to 2,113 rebates during the same period last year. Volume has never been higher and is not showing any signs of letting up.

5) Heat Pump Installation Training Opportunities – The following courses are being offered by Efficiency Maine Registered Trainers. They qualify for the 1/1/2021 requirement for each heat pump installation crew.

Dates	Course Title	Location	Registration Information
9/21/2020 – 9/25/2020	Heat Pump Installation	Maine Energy Marketers Association	Click for Course Information
11/2/2020 – 11/6/2020	Heat Pump Installation	Maine Energy Marketers Association	Click for Course Information
2/22/2021 – 2/26/2021	Heat Pump Installation	Maine Energy Marketers Association	Click for Course Information

6) Cari Tillson Promoted to Field Supervisor – We are pleased to announce the recent promotion of Cari Tillson to Field Supervisor responsible for our Quality Assurance inspection program. Cari has been with us for just under a year, supporting low income programs and brings years of experience providing expert customer service.

- 7) **Fact of the Month** – Maine leads the U.S. in per capita heat pump water heater installs. The ENERGY STAR® [2019 Unit Shipment Report](#) shows 84,000 HPWHs shipped in the U.S. in 2019. Last year Efficiency Maine rebated 8,466 units. That means that one out of every 10 heat pump water heaters in the country is installed in Maine.
- 8) **Sales Tool of the Month – Weatherization Rebates Brochure** – If you're looking for a brochure to tuck in with your insulation and air sealing proposals, our free [Weatherization Rebates brochure](#) may help. It describes the benefits of weatherization, how to get up to \$3,500 in rebates, and some of the eligibility rules. Call us at 866-376-2463 for free, professionally printed copies or [download them from our website](#).
- 9) **Tip From the Field** – When there is enough open space to provide adequate airflow, locating a heat pump outdoor unit under a covered porch, addition, or overhang can be a good way to hide the unit from sight and protect it from the elements.
- 10) **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.

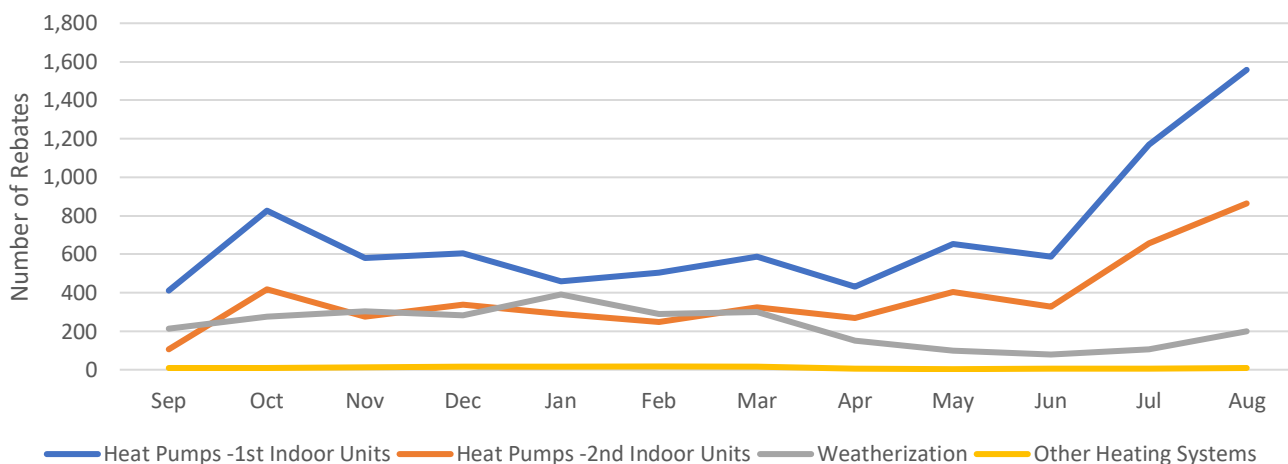
PROGRAM RESULTS

Energy Loans

August Energy Loans up 19% vs. 2019 – August's 86 loans were 19% above August of last year and fiscal year-to-date loans are up 17% 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).

Home Energy Savings Program (HESP)

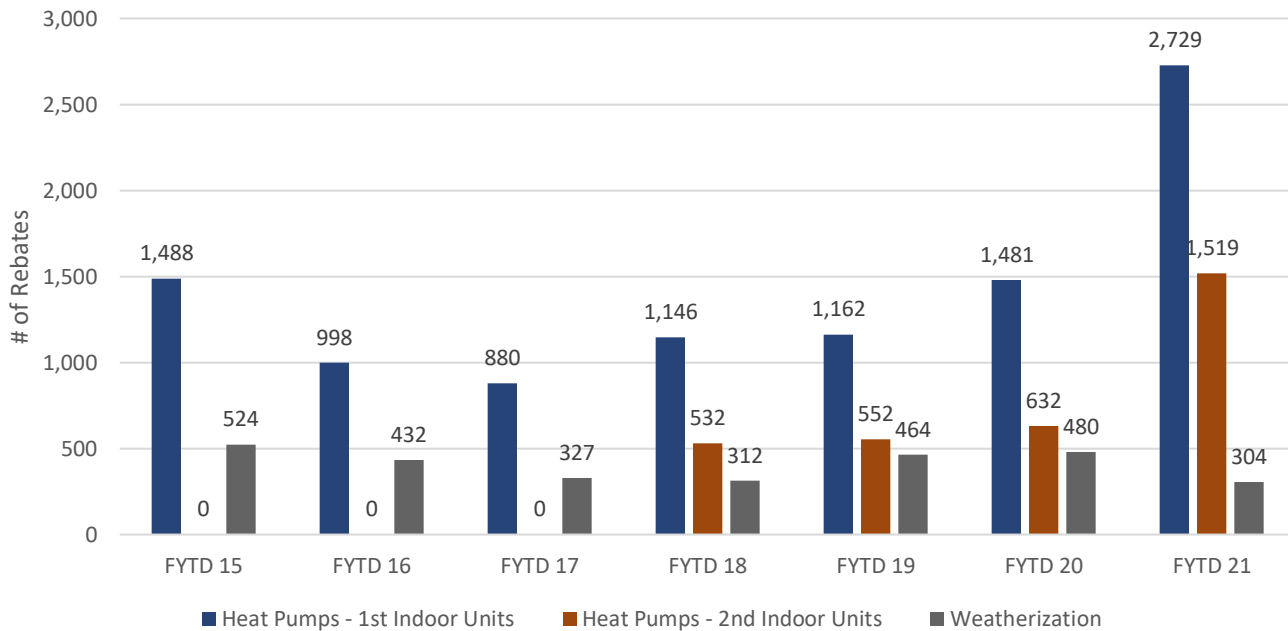
HESP Number of Rebates - Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

#	HESP Rebate Type	2019				2020								Total
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
1	Heat Pumps 1st Indoor Units	411	826	582	603	458	504	588	433	654	586	1,171	1,558	8,374
2	Heat Pumps 2nd Indoor Units	106	417	275	337	289	247	323	268	403	327	655	864	4,511
3	Air Sealing	73	94	107	114	137	109	113	46	31	20	38	67	949
4	Attic Insulation	67	81	87	86	125	92	94	49	33	26	29	67	836
5	Basement Insulation	40	69	78	63	103	62	64	34	21	22	24	41	621
6	Wall Insulation	32	31	33	20	26	27	28	22	13	11	14	24	281
7	Geothermal HP	2	1	3	2	5	5	7	4	1	1	1	1	33
8	Pellet Boiler	4	8	5	12	6	7	2	1	2	3	5	8	63
Total		735	1,527	1,170	1,237	1,149	1,053	1,219	857	1,158	996	1,937	2,630	15,668

Fiscal Year-to-Date Rebate Comparisons

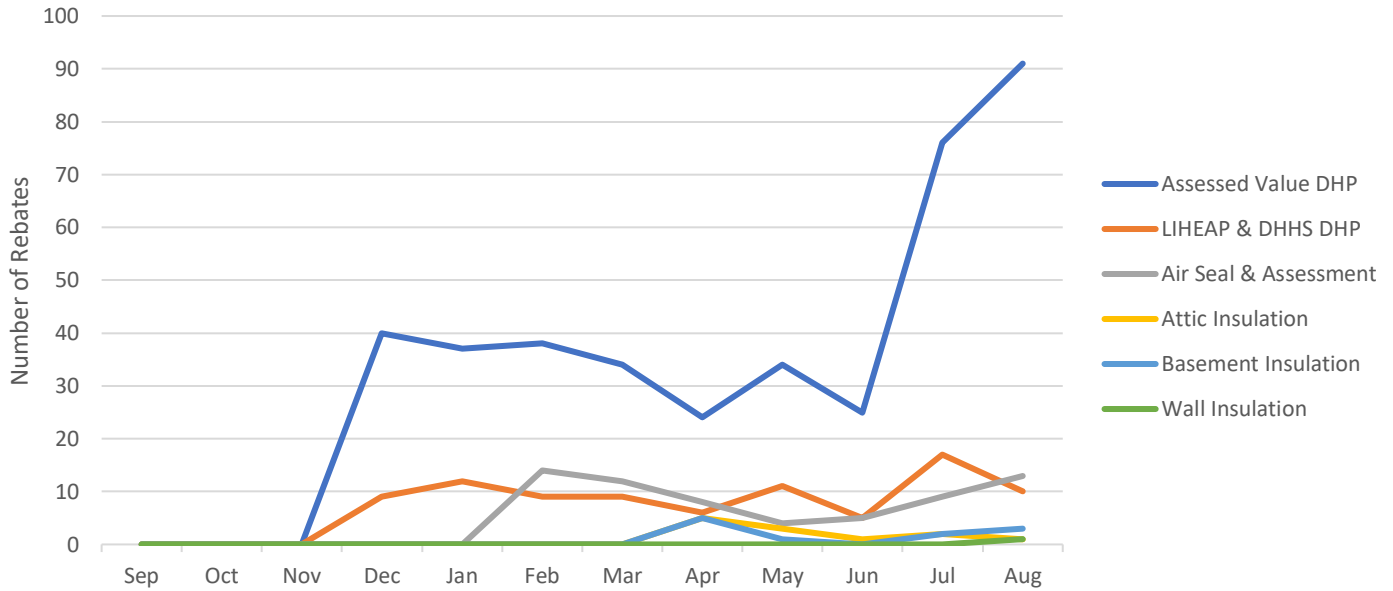


Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20	FYTD 21
1	Heat Pumps - 1st Indoor Units	1,488	998	880	1,146	1,162	1,481	2,729
2	Heat Pumps - 2nd Indoor Units	0	0	0	532	552	632	1,519
3	Air Sealing	270	218	148	144	181	175	105
4	Attic Insulation	121	126	91	97	134	143	96
5	Basement Insulation	110	68	51	44	100	128	65
6	Wall Insulation	23	20	37	27	49	34	38
7	Geothermal HP	12	13	8	3	3	3	2
8	Pellet Boiler	61	10	6	2	4	6	13
Total Measures Installed		2,085	1,453	1,221	1,995	2,185	2,602	4,567

Low Income Program

Low Income Rebates for Low- and Moderate-Income Mainers



Rebates for Low- and Moderate-Income Mainers - Last 12 Months (DETAILS - November 2019 Launch)

#	Low Income Rebate Type	2019				2020								Program Totals
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
1	Assessed Value Heat Pump (\$1,500-\$2,000)	0	0	0	40	37	38	34	24	34	25	76	91	399
2	LIHEAP/DHHS Qualified Heat Pump (\$2,000)	0	0	0	9	12	9	9	6	11	5	17	10	88
3	Low Income Air Sealing w/Assessment (\$600)	0	0	0	0	0	14	12	8	4	5	9	13	65
4	Low Income Attic Insulation (80% up to \$2,000)	0	0	0	0	0	0	0	5	3	1	2	1	12
5	Low Income Basement Insulation (80% up to \$2,000)	0	0	0	0	0	0	0	5	1	0	2	3	11
6	Low Income Wall Insulation (80% up to \$2,000)	0	0	0	0	0	0	0	0	0	0	0	1	1
Total		0	0	0	49	49	61	55	48	53	36	106	119	576