

Residential Registered Vendor Monthly Newsletter February 9, 2022



1) **Top Weatherization Performers (past four months)**

1. Free Energy Maine
2. Evergreen Home Performance
3. Horizon Residential Energy Services

2) **Top Heat Pump Performers (past four months)**

1. Dave's World
2. Valley Home Services
3. Royal River Heat Pumps

3) **Top Low-Income Weatherization Performers (past four months)**

1. Sealed Envelope
2. Healthy Home Results
3. New England Spray Foam Insulation

4) **Top Low-Income Heat Pump Performers (past four months)**

1. Valley Home Services – Hermon
2. Hometown Heat Pumps
3. Dave's World – Dover Foxcroft

5) **Unprecedented Level of Heat Pump and Weatherization Marketing** – We're investing in heat pump and weatherization marketing at a rate of approximately \$2 million/year, and we're not planning to slow down. We hope the increased demand gives you confidence to invest in your companies so you can weatherize even more homes.

6) **Virtual Discussion Group for Weatherization RRVs** – You're invited to join us for a virtual discussion group on Thursday, February 24 from 3:00 to 5:00 PM. We'll start with a short program update, then we'll ask for your input on how we can more effectively collaborate and weatherize more homes.

Click [here](#) or call (646) 876-9923 (Webinar ID: 872 9144 4805) to join the Virtual Discussion Group.

We look forward to meeting with you.

7) **Weatherization Focus Group Results** – We held focus groups with customers who had finished recent insulation projects. Here is some of their feedback: customers are motivated most by comfort; customers prefer the terms energy assessment over energy audit, insulation over weatherization, and installer over vendor; and newer homebuyers are very motivated to upgrade.

8) **Missing Signatures** – Missing signatures is one of the leading causes of rebate processing delays. Please make sure all rebate claim forms are signed by both the homeowner and someone from your company.

9) **Tip from the Field** – To protect heat pump water heaters when spray foam insulation is applied in basements: 1. Turn water heater to electric mode, 2. Cover tank, 3. Apply insulation, 4. Wait for particulates to clear, 5. Remove cover, and 6. Return water heater to original setting.

10) **Sales Tool of the Month** – Weatherization Myths & Facts – We have dozens of free brochures for Residential Registered Vendors. We’ve got one intended to help dispel weatherization myths like: "The solution for ice dams is to call a roofer" and “Making your house too airtight is dangerous. Houses have to breathe.” 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](#).

11) **Fact of the Month** – Efficiency Maine has rebated over 75,000 heat pumps, making heat pumps the most popular rebate.

12) **Heat Pump Installation Training Opportunities** – The following courses are being offered by Efficiency Maine Registered Trainers.

Dates	Course Title	Location	Registration Information
3/7/2022 – 3/11/2022	Heat Pump Installer*	Kennebec Valley Community College	Click for course information
3/21/2022 – 3/25/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
5/2/2022 – 5/6/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
7/18/2022 – 7/22/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
8/8/2022 – 8/12/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
9/26/2022 – 9/30/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information
12/19/2022 – 12/23/2022	Heat Pump Installer*	Maine Energy Marketer’s Association	Click for course information

* Eligible for [Efficiency Maine scholarship](#) (50% up to \$500)

13) **Exhibiting Opportunities** – We are exhibiting at the following events and invite you to do the same.

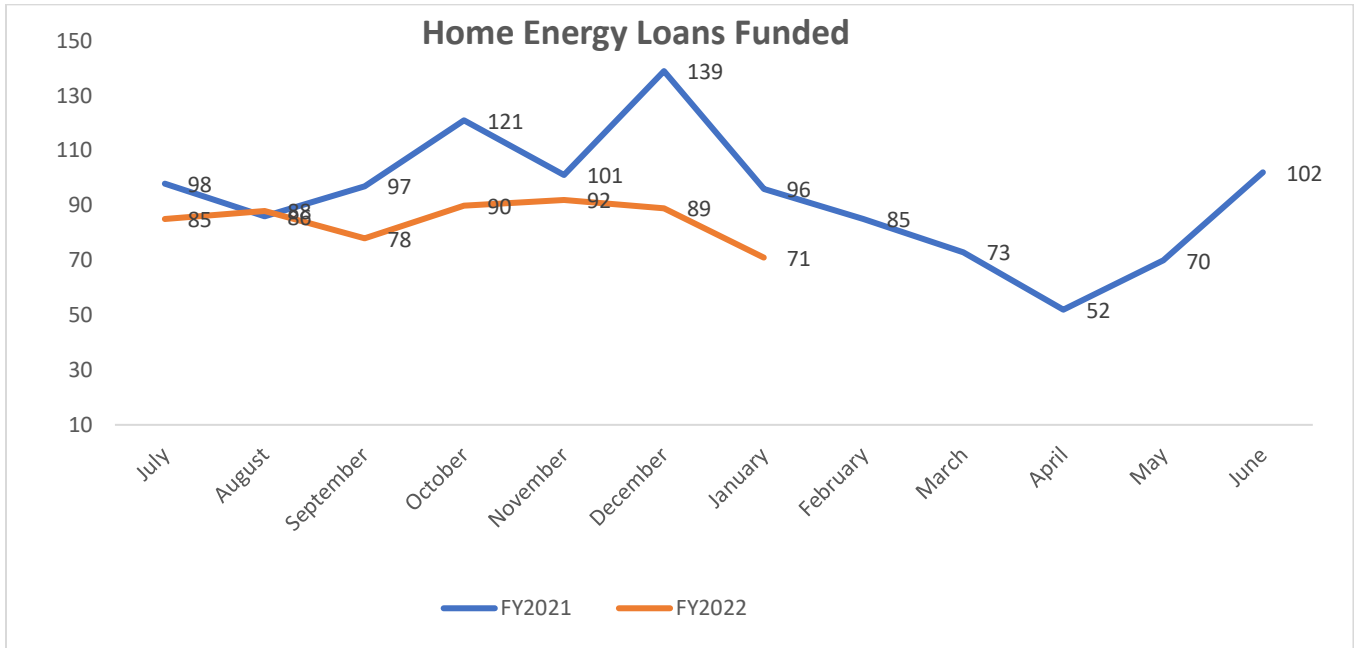
Dates	Event	Location	Registration Information
3/26/2022 – 3/27/2022	Maine Home Show	Cross Insurance Center, Bangor	Brian Stackpole bryan@mainehomeshows.com
5/20/2022 – 5/22/2022	Home Garden Flower Show	Fryeburg Fairgrounds	Barbara Brown Hgfs@conwaydailysun.com

14) **January’s 71 loans were down 26% from January of last year and fiscal year-to-date loans are down 20% 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).

(Program Results follow on next page)

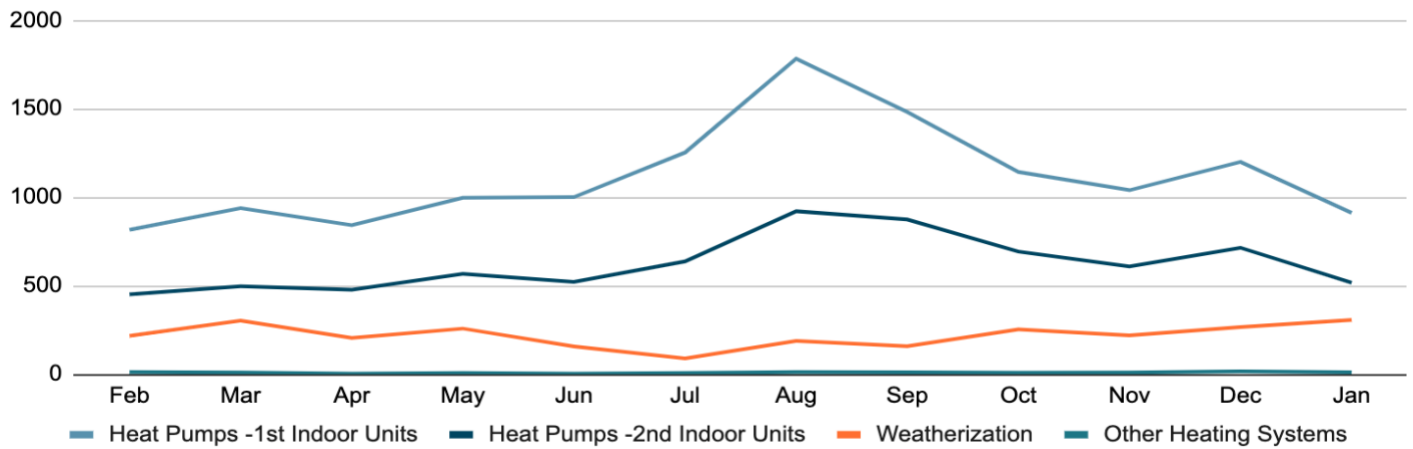
PROGRAM RESULTS

Energy Loans



Home Energy Savings Program (HESP)

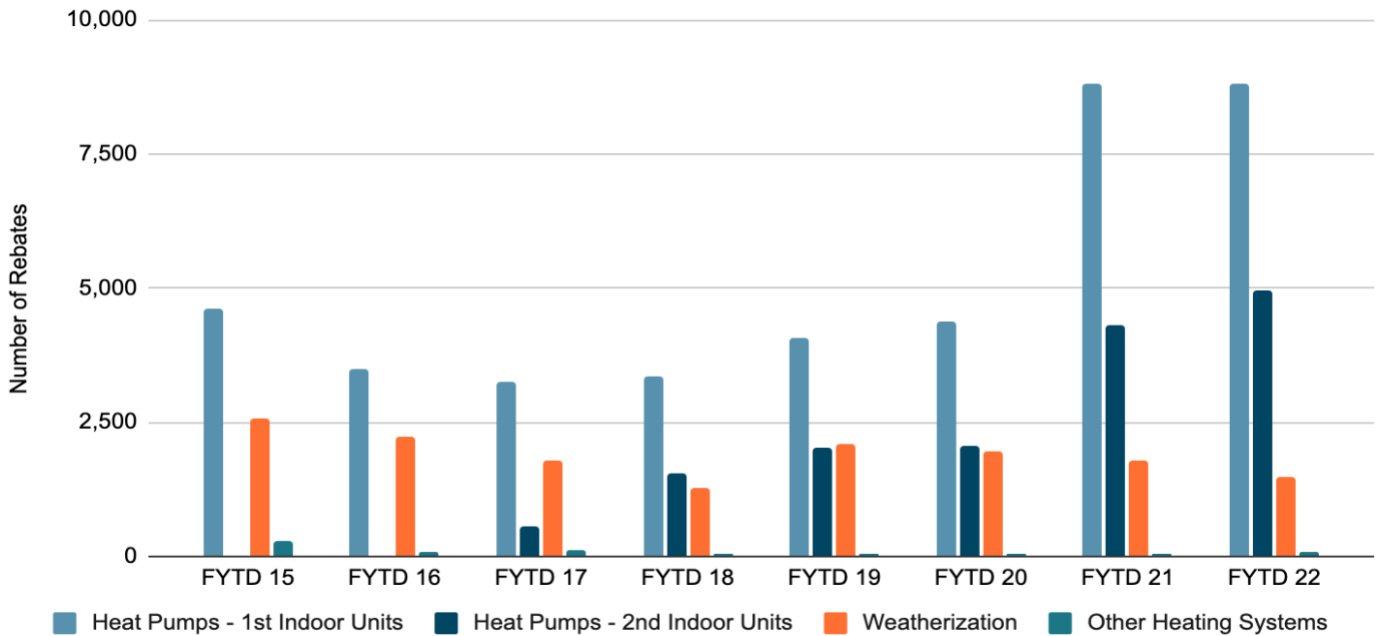
HESP Number of Rebates – Last 12 Months



HESP Number of Rebates – Last 12 Months (DETAILS)

HESP Rebate Type		2021											2022	Total
		Feb	Mar	Apr	May	June	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
1	Heat Pumps - 1st Indoor Units	816	939	843	997	1,001	1,253	1,783	1,482	1,143	1,040	1,200	912	13,409
2	Heat Pumps - 2nd Indoor Units	451	497	477	567	522	638	921	875	693	609	715	517	7,482
3	Air Sealing	75	93	71	89	45	28	58	48	70	53	76	97	803
4	Attic Insulation	67	100	63	92	45	28	65	50	85	80	94	107	876
5	Basement Insulation	57	77	50	54	50	25	47	41	72	59	73	78	683
6	Wall Insulation	18	33	21	23	17	9	18	20	27	28	23	25	262
7	Geothermal HP	5	4	0	1	0	3	2	1	2	1	4	3	26
8	Pellet Boiler	8	6	4	6	3	5	10	10	7	9	12	8	88
Total		1,497	1,749	1,529	1,829	1,683	1,989	2,904	2,527	2,099	1,879	2,197	1,747	23,629

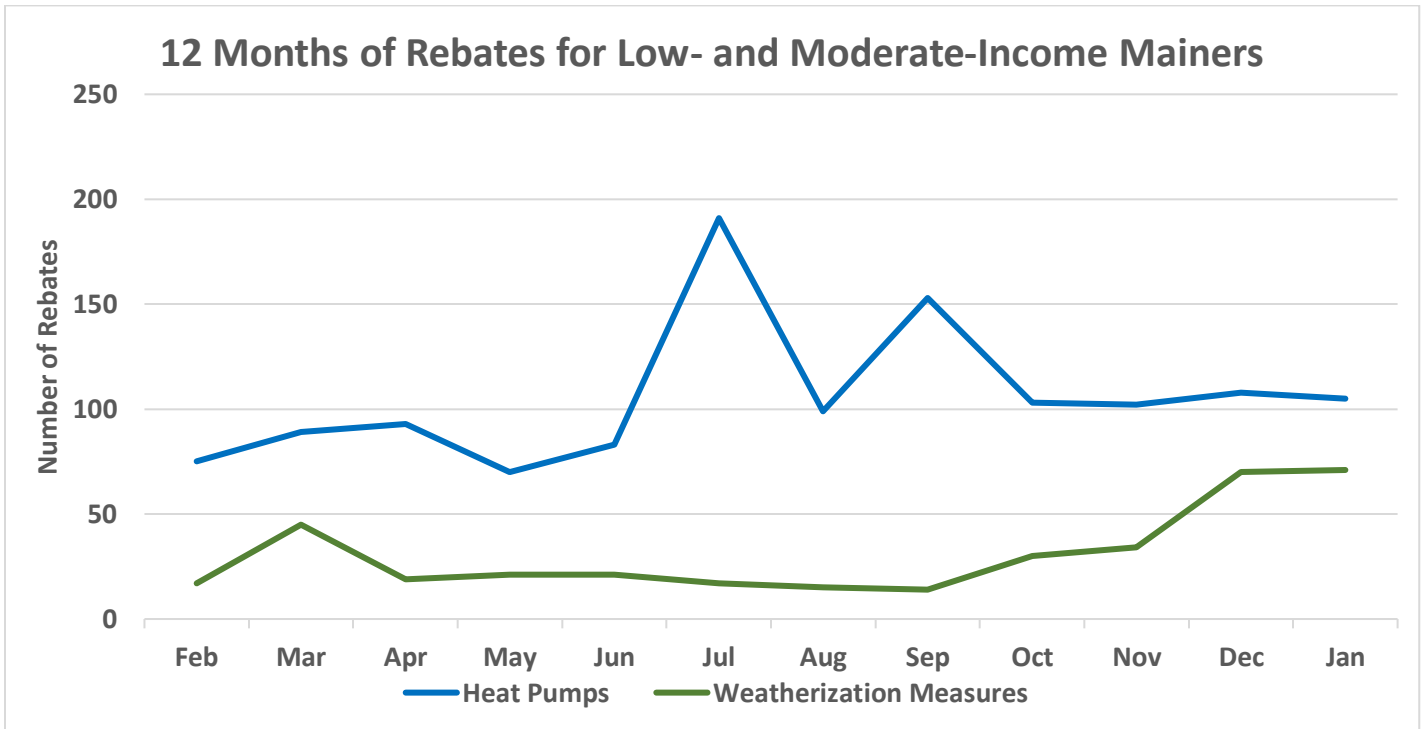
Fiscal Year-to-Date Rebate Comparisons



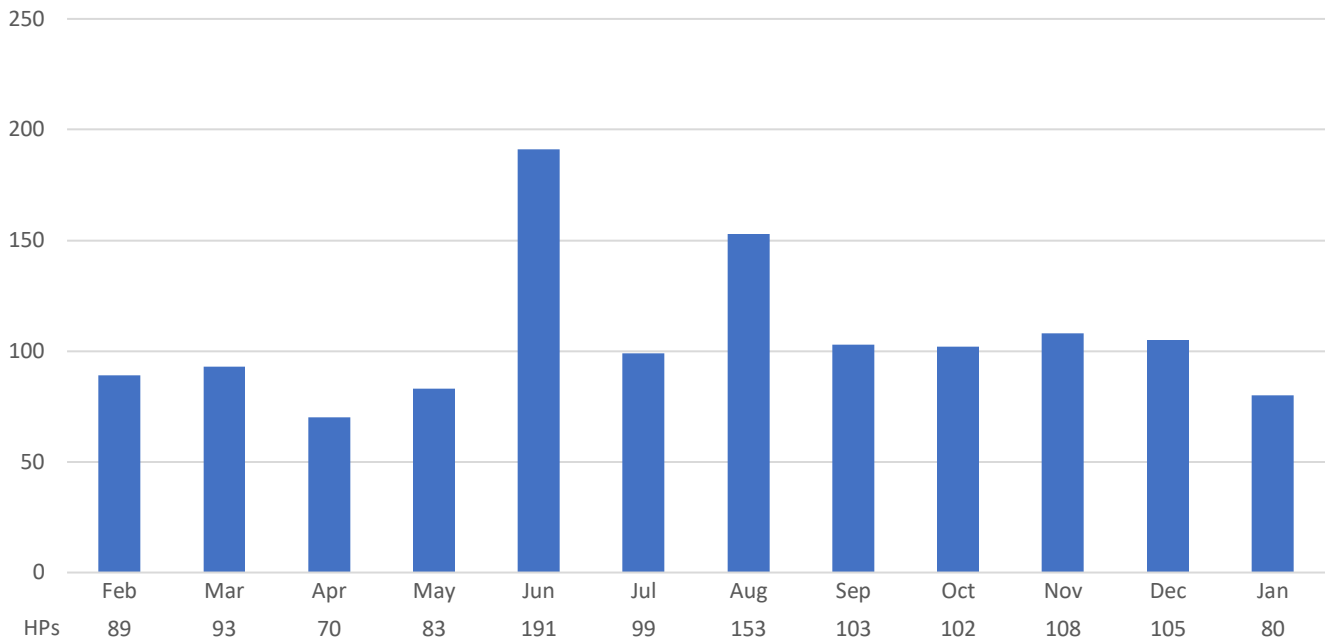
Fiscal Year-to-Date Rebate Comparisons (DETAILS)

#	HESP Rebate Type	FYTD 15	FYTD 16	FYTD 17	FYTD 18	FYTD 19	FYTD 20	FYTD 21	FYTD 22
1	Heat Pumps - 1st Indoor Units	4,628	3,499	3,265	3,348	4,052	4,361	8,812	8,813
2	Heat Pumps - 2nd Indoor Units	0	0	565	1,529	2,013	2,056	4,314	4,968
3	Air Sealing	1,341	1,075	791	564	779	700	598	430
4	Attic Insulation	606	644	542	387	634	589	550	509
5	Basement Insulation	494	369	302	208	473	481	461	395
6	Wall Insulation	116	141	153	103	218	176	192	150
7	Geothermal HP	57	34	50	13	14	16	15	16
8	Pellet Boiler	230	58	56	39	32	41	47	61
Total Measures Installed		7,472	5,820	5,724	6,191	8,215	8,420	14,989	15,342

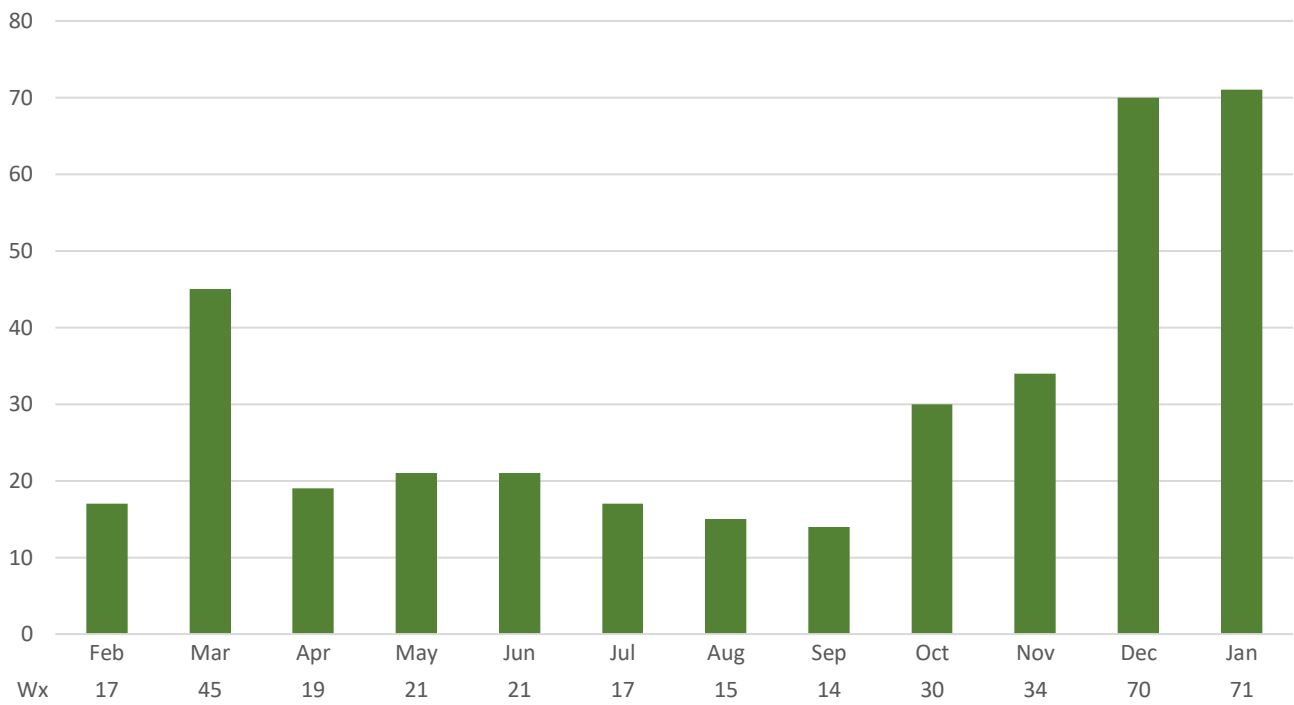
Low Income Program



12 Months of LMI Heat Pumps



12 Months of LMI Weatherization Measures



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

Low- and Moderate-Income Rebate Type	2021											2022	Total
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Last 12 Months
Heat Pumps	89	93	70	83	191	99	153	103	102	108	105	80	1,276
LMI Air Sealing w/Assessment (\$600)	7	28	13	11	10	7	9	6	16	22	39	30	198
LMI Attic Insulation (currently 90% up to \$9,000)	4	9	2	7	7	5	3	2	7	6	13	16	81
LMI Basement Insulation (currently 90% up to \$9,000)	5	7	4	1	4	4	3	4	6	4	12	19	73
LMI Wall Insulation (currently 90% up to \$9,000)	1	1	0	2	0	1	0	2	1	2	6	6	22
Weatherization Measures	17	45	19	21	21	17	15	14	30	34	70	71	374
Total LMI Measures	106	138	89	104	212	116	168	117	132	142	175	151	1,650