

**Residential Registered Vendor
Monthly Newsletter
April 8, 2026**



- 1) **UPDATE: Residential Heat Pump and Weatherization Marketing** – Print, radio, and Google Search advertising for heat pump rebates that highlights the \$500 limited time offer are active throughout the state. These will run through the calendar year. Insulation advertising in print ended last month, with Google Search still running through June. We'll reassess insulation marketing print, radio, and Google Search during the summer.
- 2) **REMINDER: Weatherization Installer Virtual Discussion Group Invitation** – You're invited to join us for a virtual discussion group on Thursday, April 16 from 2 - 3 PM. We'll provide a brief program update and leave plenty of time for you to share feedback. [Click here](#) to register.
- 3) **Heat Pump Sizing Using Lowest Catalogued Temperature** – To clarify expectations, the Manufacturer-claimed Max Heating Capacity At or Below Design Temperature (Btu/hour/heat pump) is located in the Heat Pump Heating Capacities table on page two of the [Residential Heat Pump Rebate Claim Form](#). This capacity means that the Lowest Catalogued Temperature (LCT) must be less than or equal to design temperature. The LCT, and the maximum heat pump capacity at this temperature, can be found in our [List of Rebate Eligible Heat Pumps](#).
- 4) **Updated Financial Examples** – We have updated the financial examples on our website as a resource for customers to see average installed costs against average savings over the life of their efficiency project. We plan to update energy prices more regularly to account for recent volatility in available customer pricing.
- 5) **Heat Pump Installation Training Opportunities** – The following courses are being offered by Efficiency Maine Registered Trainers. [Click here](#) to apply for a scholarship covering 50% of the cost up to a \$500 scholarship per employee.

Dates	Course Title	Location	Registration Information
5/11/2026 – 5/15/2026	Heat Pump Installer	Kennebec Valley Community College	Click for course information
6/15/2026 – 6/19/2026	Heat Pump Installer	Maine Energy Marketers Association	Click for course information

6) *Weatherization Training Opportunities* – Build Green Maine is offering BPI training and testing classes. If interested, please follow this link to the [BPI course registration](#). You can request a scholarship by filling out our scholarship [form](#).

Dates	Course Title	Location	Registration Information
5/5/2026	Building Science Principles	Build Green Maine	Click for course information

7) *Top Residential Insulation Performers (past four months)**

- a. Evergreen Home Performance
- b. Free Energy Maine
- c. Mattra Inc

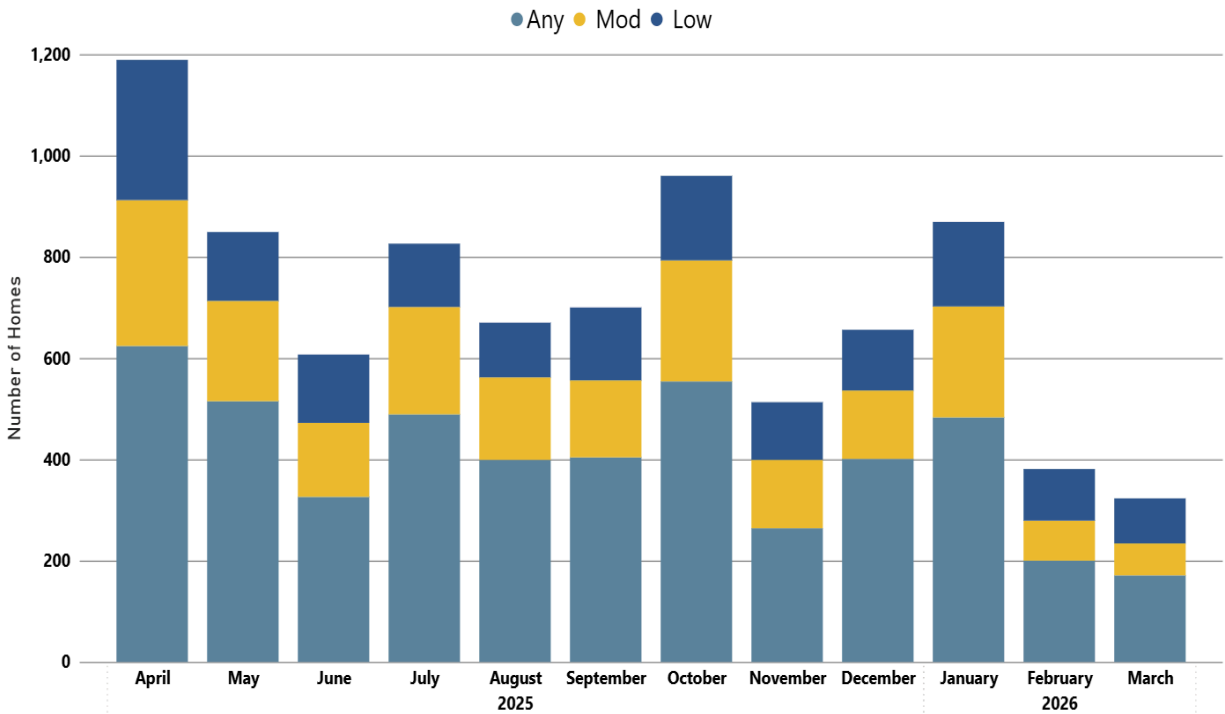
8) *Top Residential Whole-Home Heat Pump Performers (past four months)**

- a. Dave's World
- b. Northeast Heat Pumps
- c. Valley Home Services

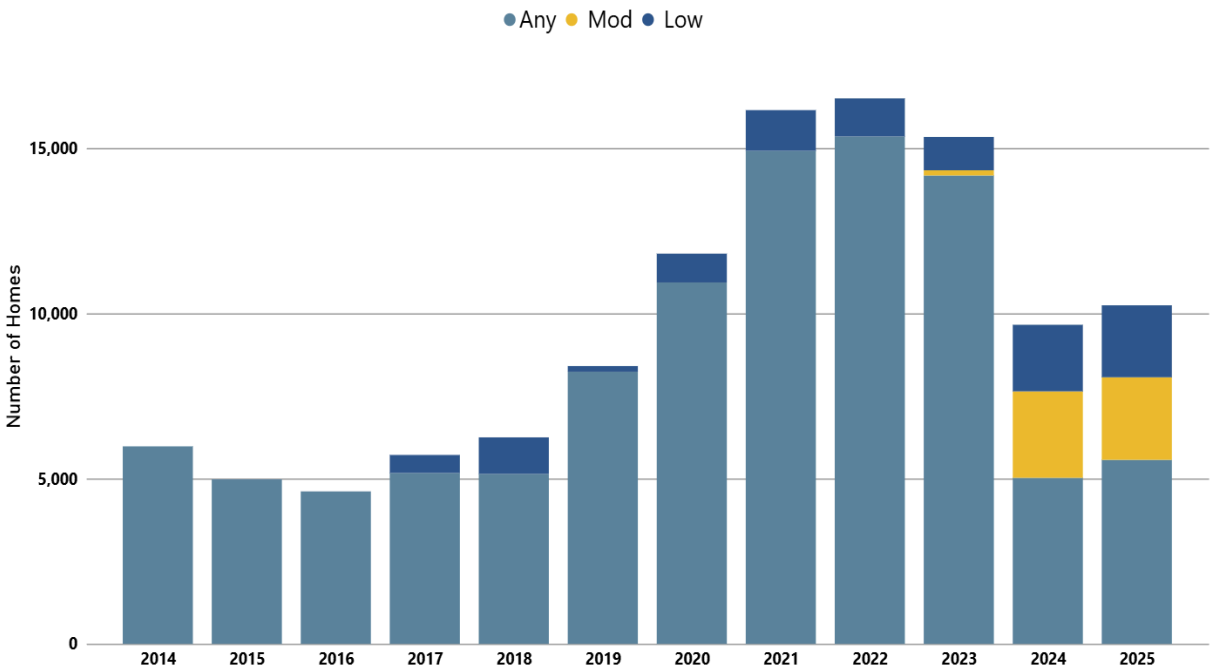
*** Based on number of rebated projects**

PROGRAM RESULTS

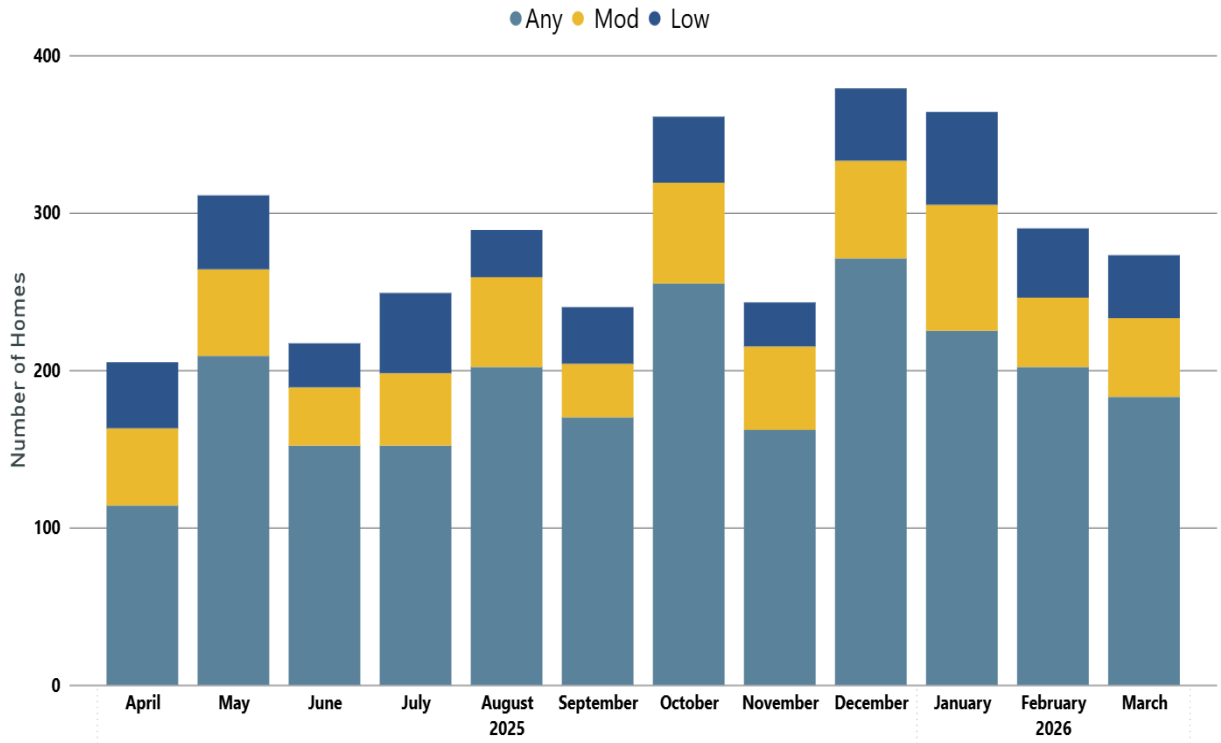
Number of Whole-Home Heat Pump Rebates by rebate category*



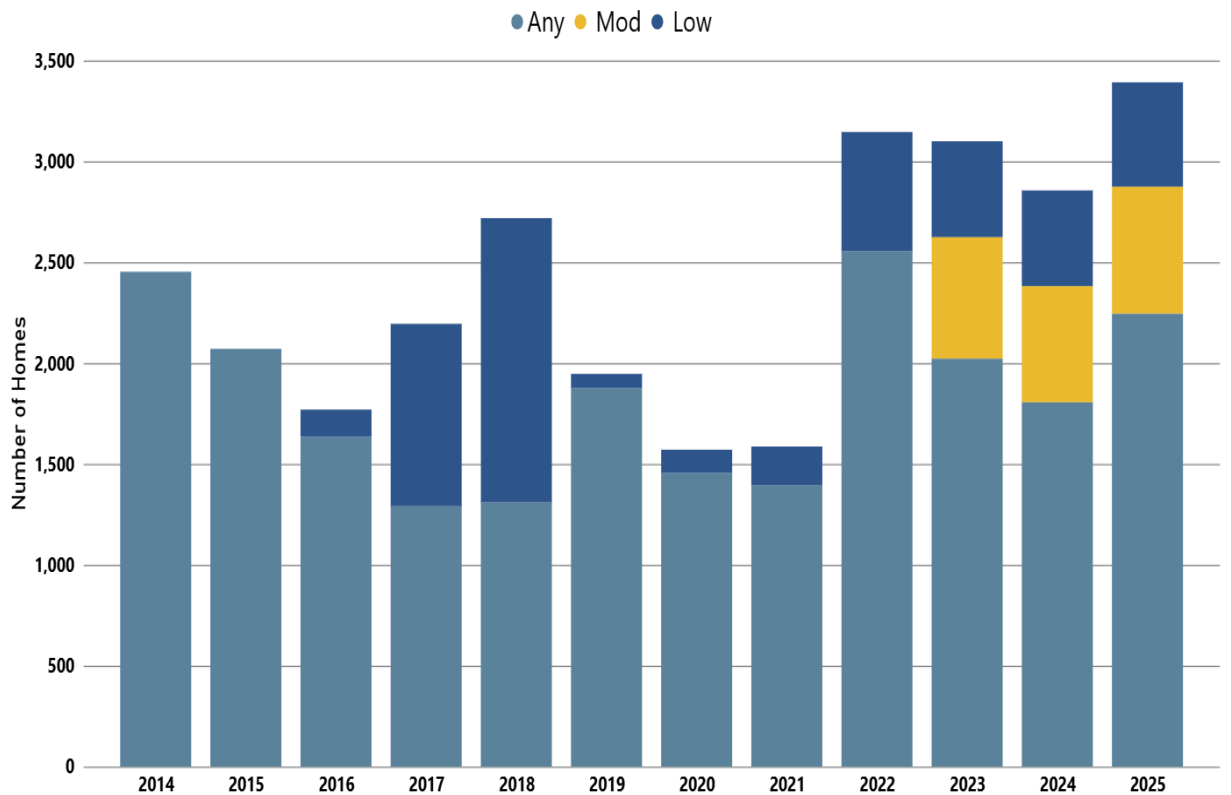
Over 100,000 Homes Have Received Heat Pump Rebates (shown by rebate category)*



Number of Insulation Rebates in Last 12 Months by rebate category*



Over 25,000 Homes Have Received Insulation Rebates (shown by rebate category)*



*Notes:

1. "Any Income" is Efficiency Maine's standard rebate available to any residential customer completing an eligible project. A portion of these rebates may include low- or moderate-income individuals who decided not to verify their income with Efficiency Maine or who do not qualify based on specific program definitions.
2. Enhanced Heat Pump "Moderate Income" rebates were launched in September 2023. Enhanced Insulation "Moderate Income" rebates were launched in January 2023.
3. The drop in November 2024 activity and a portion of the increases in December 2024 and January 2025 were due to a technical issue that prevented rebate processing in November and shifted processing that activity to subsequent months.