



THE LATEST ON INFLATION REDUCTION ACT REBATE ROLLOUTS—A SUMMER UPDATE

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Energy Circle Webinar Series

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What We'll Discuss

- 1 **THE LATEST ON IRA APPLICATIONS, APPROVALS AND TIMING**
- 2 **25C TAX CREDIT OPPORTUNITY**
- 3 **THE TARGET AUDIENCES FOR INCENTIVES**
- 4 **ACTIONS YOU CAN BE TAKING BETWEEN NOW AND WHEN MONEY IS AVAILABLE**



THE KEY IRA REBATE PROGRAMS



Home Efficiency Rebates "HER"

- Rebates up to **\$4,000** for home energy efficiency retrofits with modeled or measured energy savings of 35% or more (or **\$2,000** for 20-34% energy savings)
- Services can include insulation, air sealing, heat pump/HVAC upgrades, and more
- Additional rebates up to **\$8,000** available for low and moderate-income homeowners
- Depending on location, state/local rebates may stack

Home Electrification & Appliance Rebates "HEAR"

- Rebates for **low and moderate-income homeowners** for electric system/appliance purchases and energy efficiency upgrades
- Maximum rebate of **\$14,000**; individual rebates:
 - Heat pump water heaters: \$1,750
 - Heat pump HVAC systems: \$8,000
 - Electric stoves: \$840
 - Heat pump clothes dryers: \$840
 - Electrical panel upgrades: \$4,000
 - Insulation, air sealing, and ventilation: \$1,600
 - Electric wiring: \$2,500



25C—Energy Efficient Home Improvement Tax Credit

- 30% of total installation costs through 2032
- Lifetime cap of \$500 will be replaced by cap of \$600 per measure, with **\$1,200** annual total limit
- Eligible services and home improvements include:
 - Heat pumps and heat pump water heaters (**\$2,000 credit**)
 - Insulation and air sealing (up to \$1200)
 - Energy audits (\$150 credit)
 - Energy-efficient HVAC systems (including furnaces, boilers, and central AC)
 - Electrical panel upgrades
 - Energy-efficient windows and doors (\$500 credit for doors)



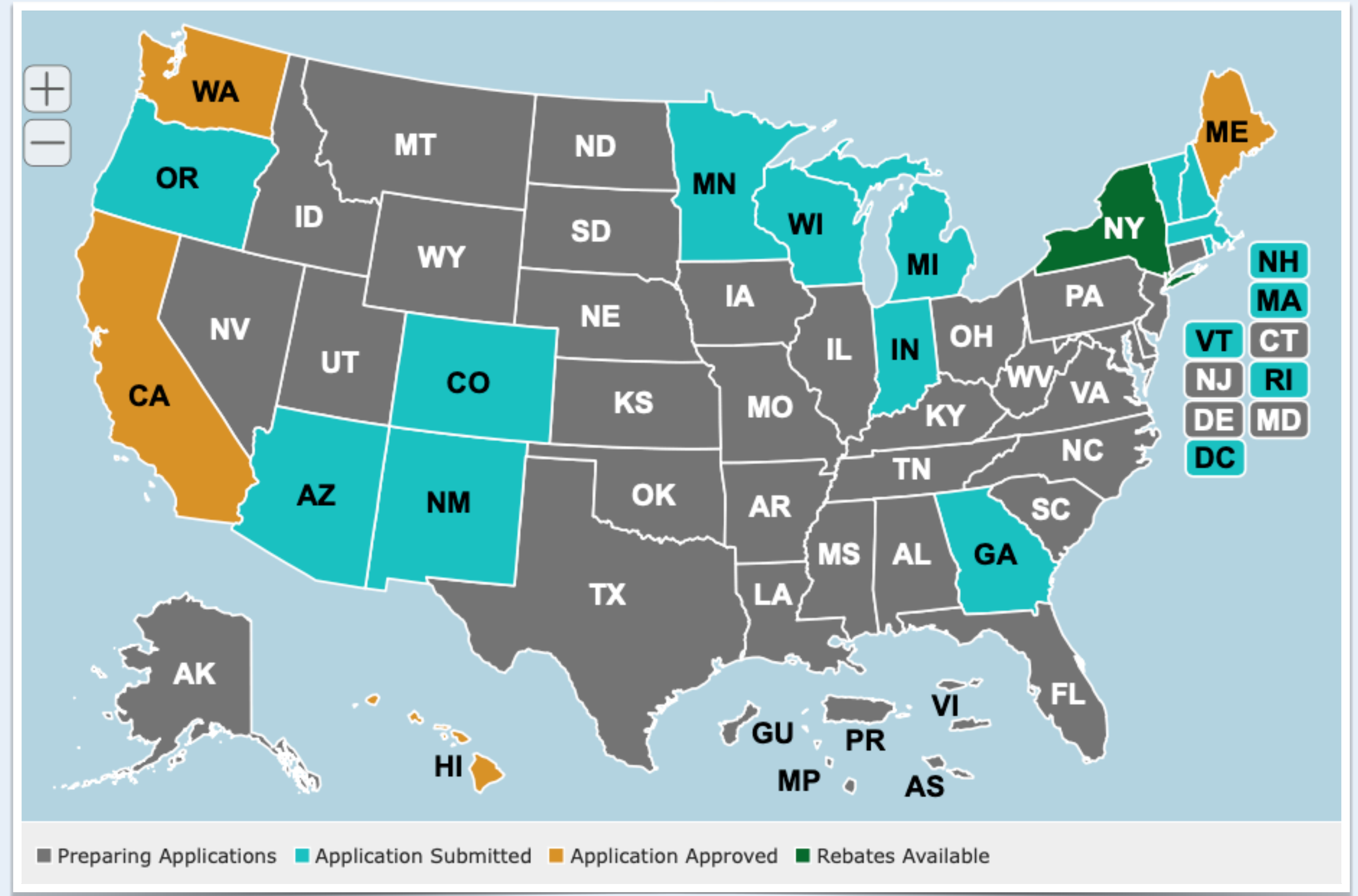
Area Median Income (AMI) Family of 4

Location	80% AMI	150% AMI
Springfield, MA	\$79,700	\$140,550
Columbus, OH	\$59,960	\$112,425
Provo, UT	\$79,300	\$148,687
Sacramento, CA	\$64,840	\$121,575
Mobile, AL	\$41,800	\$78,375
Erie, PA	\$48,000	\$90,000
Rochester, NY	\$57,400	\$107,625
Baker City, OR	\$41,200	\$77,250



Progress of Applications

- 19 States as of 6/26
- All are HEAR first
- HER Applications:
WA, OR, CO, NM, WI, MI, IN,
GA, MA, ME



<https://www.energy.gov/save/rebates>



Assessing the Market Impact in Your State

Indiana

Up to \$300 off a Central Air Conditioner

\$75 off an ENERGY STAR® Room Air Conditioner w/o Reverse Cycle

\$100 off an ENERGY STAR® Pool Pump (Variable Speed Motor)

Up to \$50 off an ENERGY STAR® Room Air Purifier

Up to \$50 off an ENERGY STAR® Portable Dehumidifier

Up to \$60 off a Ductless Mini-Split Heat Pump 17.1+SEER2 & 8.6+ HSPF2

\$30 off an ENERGY STAR® Electric Ceiling Fan

\$350 off an ENERGY STAR® Heat Pump Water Heater ≥ 2.0 UEF

Maine

Incentives up to \$10,600

- Efficiency Maine rebates up to \$8,000
 - **Low income** – 80% of project cost up to an \$8,000 lifetime rebate limit
 - **Moderate income** – 60% of project cost up to a \$6,000 lifetime rebate limit
 - **Any income** – 40% of project cost up to a \$4,000 lifetime rebate limit
 - Lifetime rebate limits are per housing unit. A housing unit is defined as having a dedicated kitchen, sleeping area, and bathroom.
- **Federal Tax Credit up to \$2,600 – [Click here for details.](#)**
 - Heat pumps up to \$2,000
 - 200+ amp circuit panels up to \$600



25C TAX CREDIT AVAILABLE NOW



Free Marketing Support for Insulation Contractors

The 25C tax credit is a national incentive available to EVERY household in the United States. *25CMeansBusiness*, an initiative of NAIMA and the Insulation Institute, gives you the tools to take full advantage of insulation tax credits and use them to grow your residential retrofit business.

Insulation Institute[™]
KNOWLEDGE. LEADERSHIP. CONFIDENCE.

25C MEANS BUSINESS

Using Tax Credits to Close More Contracts

Free Marketing Support for Insulation Contractors

- Homeowner marketing package
- Sales training
- Concierge support

Insulation Institute.
KNOWLEDGE. LEADERSHIP. CONFIDENCE.

Homeowner Marketing Kit—FREE

All contractors enrolled in the *25C MeansBusiness* program will have access to a wide variety of marketing and sales materials designed to position you as a trusted expert in insulation tax credits.



Landing pages, blog articles, infographics, and videos about the 25C tax credit that can easily be added to your website.



Copy and design templates for 25C email, paid search advertising, direct mail, and social media campaigns.



Third-party-branded educational material like sales sheets and pamphlets to print out and bring to sales calls.



Contractor badges & truck decals that show homeowners what sets you apart from competitors.



Hands-on Support Services

Contractors can receive free additional support and resources, including custom-branded content, assistance from our partner marketing team in up dating your website, and more



**Get free Marketing support for your
insulation business!**

Easy Signup: 25CMeansBusiness.org

for more details and to enroll in the program

**BETWEEN NOW & REBATES:
GETTING READY TO SEIZE FIRST
MOVER ADVANTAGE**



3 Phases of Preparation

July
August
September
October
November
December
January
February
March
April

**Foundation Work,
Audience Building &
Planning Support**

**Campaign Creation
and Setup**

**Campaigns in Full
Swing, Testing &
Iteration**



Be First—Qualified Contractor Networks

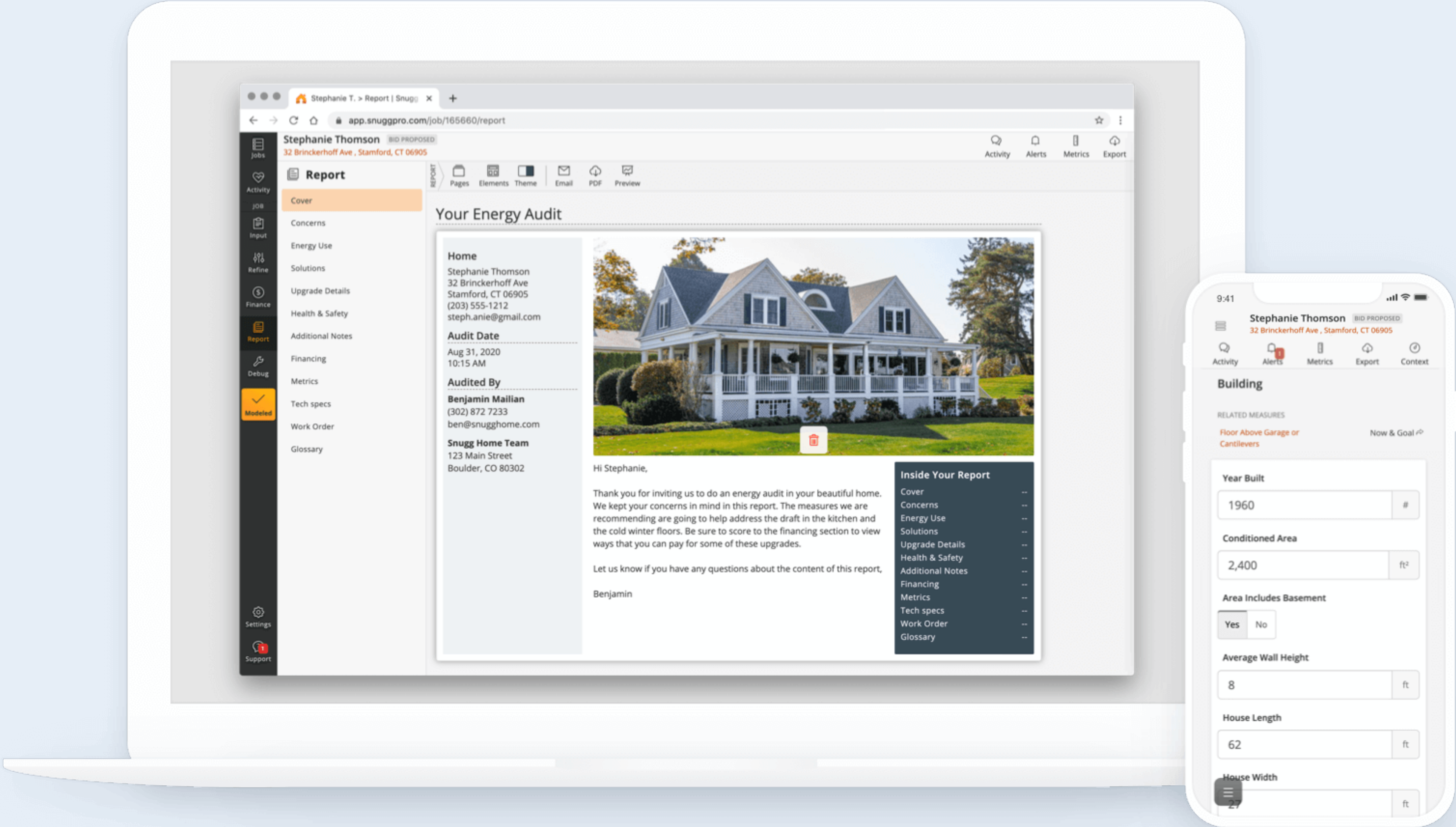
Contractors and other partners

A **qualified contractor** list is a required element of a State's Consumer Protection Plan. States must:

- Describe how the program will initially develop the qualified contractor list.
- Describe which qualification(s) that contractors will be held to, potentially including but not limited to home performance industry credentials, training requirements, business insurance and licensure, skills standards, and labor standards.
- Describe the process by which contractors will be added to the qualified contractor list, including how implementers will review and consider contractors trained under IRA 50123.
- Describe the conditions that would lead to a contractor being delisted and the process by which a contractor would be delisted.



Adjust Processes for Home Assessments & Modeling Software



Core Principles for Marketing with Uncertain Timing

- **Don't Create Project Delays**
- **Narrow Focus on Audiences That Won't Buy Without Incentive**
- **Lean on Tactics with Lesser Buying Intent**
- **Gather Soft Leads That Can Be Nurtured While Waiting for Timing Certainty**
- **Build Custom Audiences That Can Be Activated Later**



**Keep in Mind:
We're Confused
About the IRA;
Homeowners are
VERY Confused**

"Rebates"

"Electrification"

"Heat Pumps"

"Tax Credits"



Incentive Programs Bring Out Unscrupulous Contractors



TARGET AUDIENCES



Target Audiences

LMI

*First Home
Young Families
Retirees*



Electrification

*Super Greens
EV Owners*



Heat Pumps

*Everyone
Problem Houses*



Understanding the Incentive Buyer Persona

Rhonda and Roger Rebate

Overall Goal: To take advantage of rebate programs.

Level of knowledge: Relatively low.

What they want: To take advantage of the deal.

Mindset: Searching for and trying to understand what incentives and rebates are available.

Buying Intent: Unlikely to close without an incentive.



Evergreen Home Performance - Get Up To \$8,000 In Incentives

Contact our team of specialists for high-performance insulation, and start saving. We'll help you save on insulating your home, with incentives up to \$8,000! Service catalog: Home Energy Audits, Custom Energy Plans, Insulation Experts, Basement Encapsulation. Highlights: Newsletter Available, Case Studies Available, Using Expert Energy Audit Diagnostics. Local Maine Business. Check Case Studies. Efficiency Thought Leader. Financing Available. Custo...



Engage the Moderate Income Audience

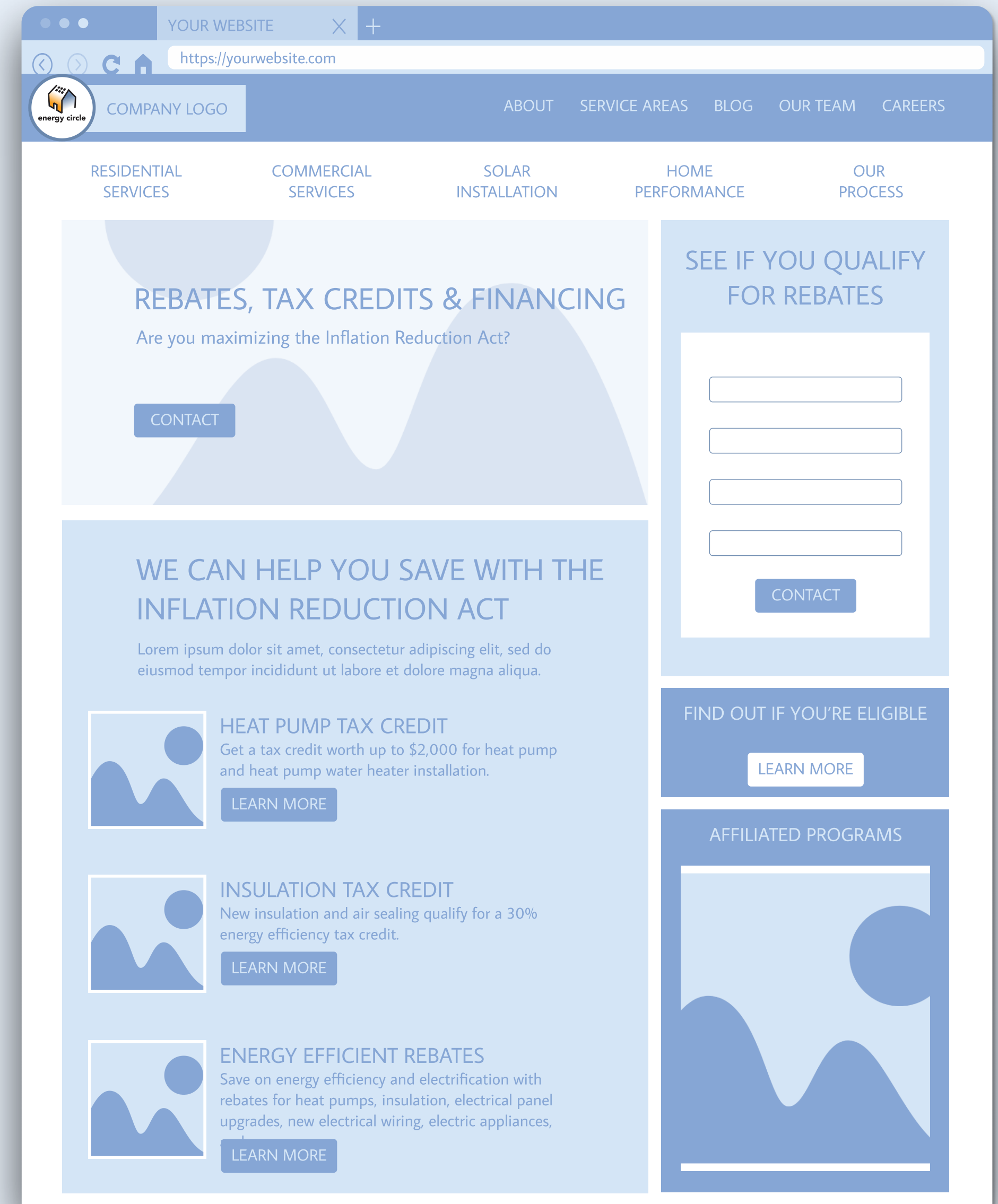


- **Reducing Energy Costs**
- **Fixing Comfort Problems**
- **Adding Home Value**
- **Getting Rebates**
- *Climate/Environment*

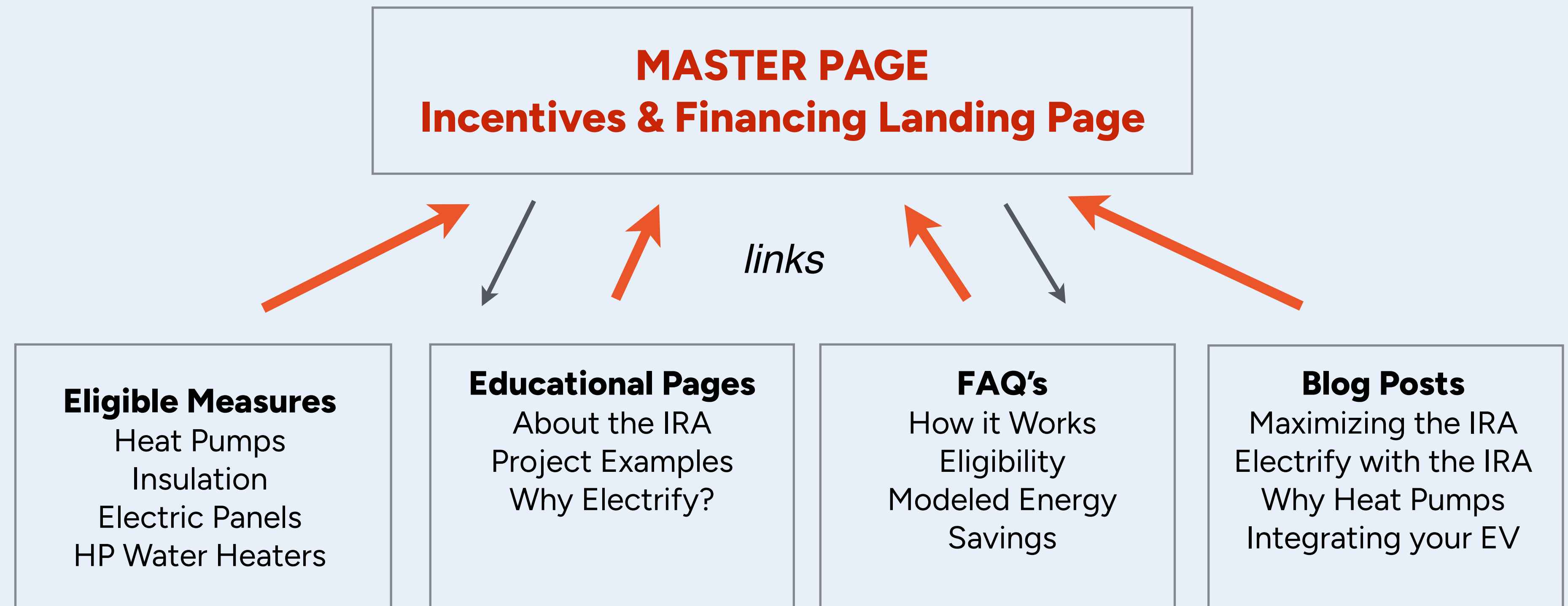


Key Content Elements for your Website:

1. Incentives & Financing Landing Page
2. Home Page Hero Image or Banner*
3. Incentive Info on Each Service Page*



Ideal Content Approach



Keyword Focus:

Content

Education

Search Engine

Optimization

Products/Services First:

HEAT PUMPS

HEAT PUMP REBATES

INSULATION REBATES

ELECTRIFICATION REBATES

Program Names:

HOME ENERGY REBATES

YOUR STATE REBATES

YOUR PROGRAM REBATES

IRA REBATES



FAQ's

HEAT PUMP FUNCTION/BENEFIT

- How do heat pumps/mini splits work?
- Are heat pumps the same as mini splits?
- What is the lifespan of a heat pump?
- How is a heat pump different from an air conditioner?
- Do heat pumps provide ventilation?
- Do heat pumps work in the (GEO) climate?
- Are heat pumps quiet?
- What is a heat pump?
- How energy efficient are heat pumps?
- Do heat pumps need ductwork?
- What are the benefits of heat pumps?
- What size heat pump do I need?
- For ductless mini splits, how many heads do I need?
- Can I cool my house with a heat pump?
- Are new heat pumps more efficient?
- What are the best places in a home for mini splits?
- Do mini splits have to be mounted on the wall?
- Can I really eliminate the need for gas or oil?

INFLATION REDUCTION ACT UNDERSTANDING

- What measures have IRA rebates?
- How does energy modeling work?
- What happens if we don't hit the modeled savings?
- Can you combine rebates?
- Can you combine tax credits and rebates?
- Can tax credits be used over multiple years?
- What are the qualifications for High Efficiency Elect Home?

ELECTRIFICATION

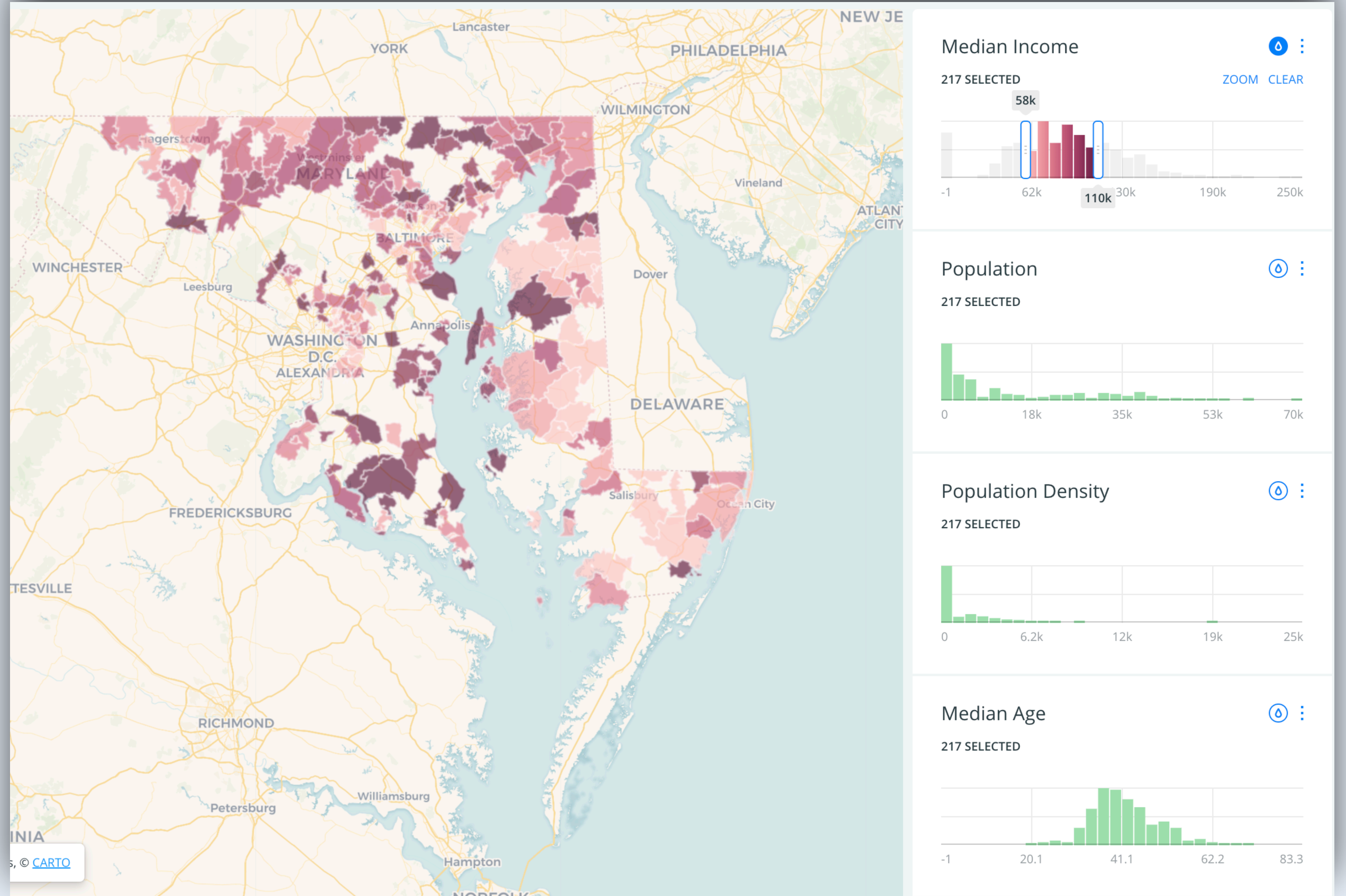
- Why is an all electric home better for the climate?
- What if my grid still has fossil fuels?
- Is induction really better than gas?
- What will my energy bill be given high electric rates?

HEATING

- Do heat pumps provide heat at low outside temperatures?
- Do heat pumps work in cold weather?
- Can a heat pump replace your boiler or furnace?
- Why does a heat pump blow cool air while in heating mode?
- Can you prevent HP's from going in to strip heat mode?



Start with Income Targeting by Zip



www.incomebyzipcode.com



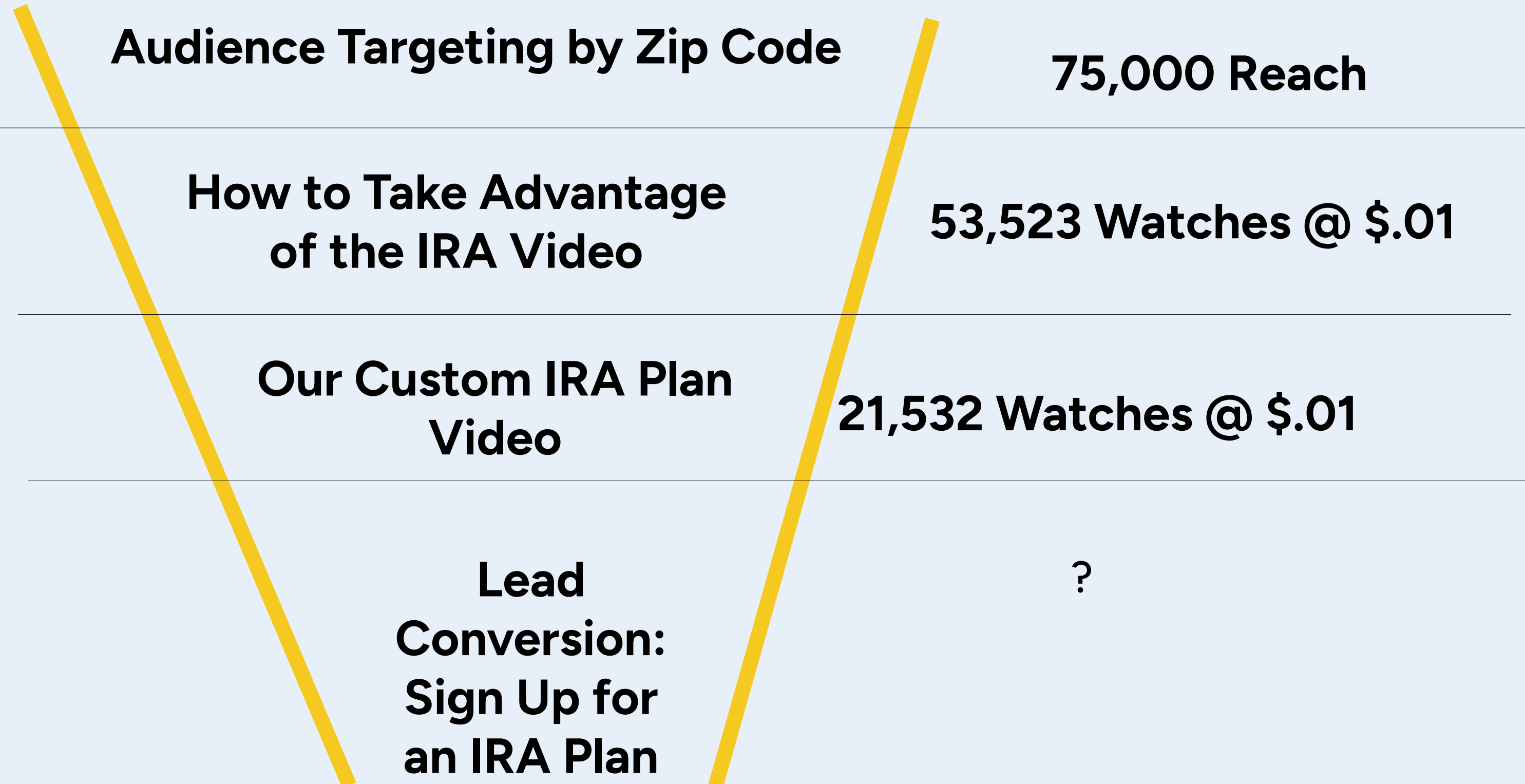
How to Start Building Custom Audiences

How to Take Advantage of Inflation Reduction Act Rebates

[</> Embed & Share](#)



Custom Audience Building: Early Results



An Endless Array of Planning Tools

CANOPY Homeowners & renters Communities Companies [Get started](#) [Sign in](#)

Electrification 101

Imagine a more reliable home

Canopy is your personalized guide to buying all the things you need for a reliable home. From rooftop solar to heat pumps, le

[Get your guide](#) [Learn more](#)


REWRIRING AMERICA [My plan](#) [Settings](#) [Exit planner](#)

My electrification plan

I'm electrifying to:


- MAXIMIZE GOVERNMENT INCENTIVES
- LOWER MY CLIMATE IMPACT

[EDIT](#)





[HOW TO READ MY PLAN](#) [HOW THE DATA WORKS](#)

Prework

<input type="checkbox"/>  Pre-wire your home to get it ready	INCENTIVES BILL IMPACT UPFRONT COST	\$6,500 None \$4,900 - \$7,800	View project
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Project list

<input type="checkbox"/>  Install solar panels	INCENTIVES BILL IMPACT UPFRONT COST	\$9,600 ~-\$1,600/yr \$28,500 - \$42,000	View project
<input type="checkbox"/>  Install a heat pump and weatherize	INCENTIVES BILL IMPACT UPFRONT COST	\$12,800 ~-\$1,500/yr \$31,000 - \$38,400	View project



An IRA Planning Process Doesn't Have to Be Fancy

ELECTRIFY MY HOME We Design and Install Heat Pumps The Right Way Financing FAQs Contact Us No-Visit Energy Assessment 844.637.3733

HOME ELECTRIFICATION SERVICES BENEFITS OF ELECTRIFICATION INSULATION SERVICES OUR UNIQUE PROCESS THE STORY OF OUR COMPANY

Tell Us About You

Name Email

Phone

Address

Address 1

Address 2

City - State * - ZIP code

Tell Us About Your Home

How large is your home? - Select a value -

General square footage of your home

How many stories? - Select a value -

My house was built... - None -

Number and Size of bedrooms



Summary

- **Promote tax credits NOW**
- **Push existing incentives (if you got em)**
- **Build your organic foundation**
- **Start building custom audiences now**
- **Determine your LMI strategy & targeting**
- **Campaigns ready as funds get to market**
- **Get engaged with your state**



Get Involved with Your State Energy Office



BUILDING
PERFORMANCE
ASSOCIATION



END

