



THE STATE OF THE PASSIVE HOUSE MARKET & WHAT IT MEANS FOR RETROFIT CONTRACTORS.

**With James Ortega, Certification
Manager, PHIUS**

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 11, 2021



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VIDEO: Overcoming Customer Heat Pump Objections



By Jake VP | June 30, 2021

Does your sales team know how to respond when a customer brings up common objections to heat pump upgrades? Watch in our latest video as the Energy Circle team reenacts some of the most familiar myths and misconceptions about this energy efficient technology, giving you actual examples your business can use to overcome homeowner hesitancy and successfully market and sell heat pumps.

1 Current furnace needs electricity

2 Stability of electricity prices

LOCAL UTILITY GRIEVANCES

3:12

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