



Additional Heat Pump Water Heater Resources

These tools and resources from Comfort Ready Home and the Northwest Energy Efficiency Alliance's Hot Water Solutions program will help prepare you to sell and install more heat pump water heaters.

1. Online Training Courses

Comfort Ready Home offers [two new training modules](#) focused on heat pump water heaters:

1. *Heat Pump Water Heater Opportunities*: This course is designed to outline the business case and value proposition for selling heat pump water heaters, and help you identify qualifying homes.
2. *Heat Pump Water Heater Installation Considerations*: This course provides heat pump water heater-specific technical training and considerations for installers.

Hot Water Solutions offers [three levels of installer training](#):

1. *Installer Orientation Training*: An hour-long interactive webinar introducing the tools needed to increase sales and customer satisfaction with heat pump water heaters.
2. *Sales and Technology Training*: This class provides an overview of heat pump water heater technology, the market drivers that impact product demand and sales, how to qualify prospects and installation locations, product benefits and overcoming customer objections.
3. *Brand Specific Advanced Training*: This course focuses on how to address installation barriers related to spacing and venting, managing condensate, proper sizing for households, operating modes and troubleshooting. Representatives from Rheem or Bradford White will be in attendance.

2. Heat Pump Water Heater Buyers Guide

This comprehensive guide was developed for homeowners considering purchasing a heat pump water heater. It covers:

- Reasons to invest in efficiency.
- How heat pump water heaters work.
- When to replace your water heater.
- Things to consider before you buy.
- Getting the most out of your heat pump water heater.
- Buying guidance.

Consider linking to this guide from your website, posting it on social media and sharing with customers who might be good candidates for a heat pump water heater.

Available [online](#) from Hot Water Solutions.

3. Heat Pump Water Heater Product Guide

Comfort Ready Home's heat pump water heater product guides encourage homeowners to learn about heat pump water heaters and helps them determine if they are a good fit for their home.

Available [online](#) from Comfort Ready Home.

4. Heat Pump vs. Standard Electric Water Heater Comparison Sheet

This piece outlines the benefits of heat pump water heaters compared to standard electric heaters, focusing on attributes consumers generally consider when planning to purchase a new water heater. An explanation on the back of the sheet details how heat pump water heaters work and includes a table showing estimated annual savings based on household size. There are also blank spaces for you to add utility incentives and contact information.

The Comparison Sheet is available [online](#) from Hot Water Solutions.

5. Utility Incentive Lists

These lists describe utility incentives available for heat pump water heaters in Idaho, Montana, Oregon and Washington, and specific requirements where applicable. The lists are a good resource to keep on-hand for quick lookups or sharing with customers.

Available online as printable PDFs: [Idaho & Eastern Washington](#), [Montana](#), [Oregon & SW Washington](#), [Washington](#).

6. Tax Credit Blog Post

This recent blog post explains the \$300 federal tax credit to consumers, emphasizing that to qualify, the heat pump water heater must be installed by Dec. 31, 2021. It also provides details about the state tax credit available in Montana.

Available [online](#) from Hot Water Solutions.

7. Hot Water Solutions Resources for Partners

The Hot Water Solutions [website for installers](#) has tools, information and the training you need to understand, sell and install heat pump water heaters. Categories include Sales and Marketing, Training, Tech Specs and Manufacturer Product Support, and Market Research.

8. ENERGY STAR® Marketing Presentation

This PowerPoint deck contains an overview of ENERGY STAR's 2020 water heater marketing campaign, along with links to resources, videos, fact sheets and infographics.

Available [online](#) from ENERGY STAR.