



BOOST YOUR BUSINESS WITH HEAT PUMP WATER HEATERS

WHAT IS A HEAT PUMP WATER HEATER?

An ENERGY STAR® hybrid electric heat pump water heater (HPWH) is an energy efficient electric tank water heater which uses electricity to transfer heat from the surrounding air into the water, essentially the reverse process of your household refrigerator. HPWHs are referred to as hybrid, because they have the capacity to shift between standard electric and heat pump settings.

BENEFITS

EARN MORE PER JOB

Many customers are concerned about energy costs but don't realize how much savings they could get from a HPWH. Promote products that save up to 70%, have a longer warranty, and charge more per job.

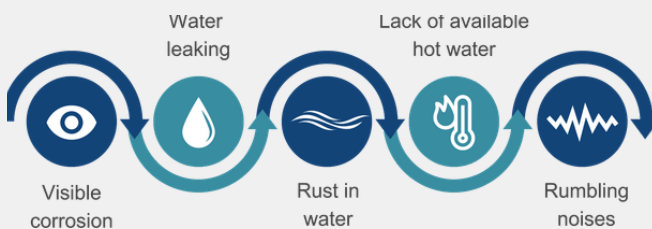
INSTALL QUICKLY, LIKE A STANDARD TANK

HPWHs use standard electric hookups (240V, 30A) and existing plumbing – installs averaging 4–8 hrs.

POSITION YOUR COMPANY AS THE EXPERT

By 2029, equipment standards are scheduled to require new electric units to be HPWHs—first installers gain the advantage.

REPLACE AGING EQUIPMENT NOW



REBATES & CREDITS

STATE

Depending on the state and project type (new or retrofit), you or your customers may qualify for additional incentives.

UTILITY

Check your local utility for available rebate offerings on the purchase of a HPWH. Additionally, if you install compatible equipment, you may qualify for Smart Metering and could be eligible for additional credits.



CONTACT

info@seealliance.org
100 Peachtree St, Suite 2090,
Atlanta GA 30303

UPSELLING STRATEGIES



THEY PAY FOR THEMSELVES

Position HPWHs as the smart, code-ready choice. Incentives can offset the higher upfront cost, and ongoing savings ~\$350/year make it a clear winner over traditional tanks. It's a savvy upsell that can enhance your profit margins.



NO ELECTRICAL PANEL UPGRADES

HPWHs use the same circuit as standard electric tanks in most homes. Panel upgrades are rarely required.



GOOD FOR INDOOR INSTALLS

These units require around 450–1,000 cubic feet of air space and produce about 49–55 dB of sound – similar to a refrigerator. Most Southeast homes have suitable garages or utility rooms. No ducting is needed. New models are quieter than many air handlers. *Refer to Manufacturer Requirements.

Install Spec Snapshot	
Electrical	240V / 30A standard
Plumbing	Compatible with existing
Install time	4–8 hours average
Ideal location	Garage or utility room
Air space required	400 - 1,000 cubic ft

SCAN FOR MORE INFORMATION



ENERGY STAR
Rebate Finder



HPWH Savings
Calculator



Customer HPWH
Handout