We will be starting soon!

Thanks for joining us

Getting Past Heat Pump Objections

Larry Waters – Electrify My Home

December 15, 2023

3C-REN: Tri-County Regional Energy Network

- Three counties working together to improve energy efficiency in the region
- Services for –
  - **Building Professionals:** industry events, training, and energy code compliance support
  - **Households:** free and discounted home upgrades
- Funded by ratepayer dollars that 3C-REN returns to the region

3C REN ENERGY CODE CONNECT

3C REN BUILDING PERFORMANCE TRAINING

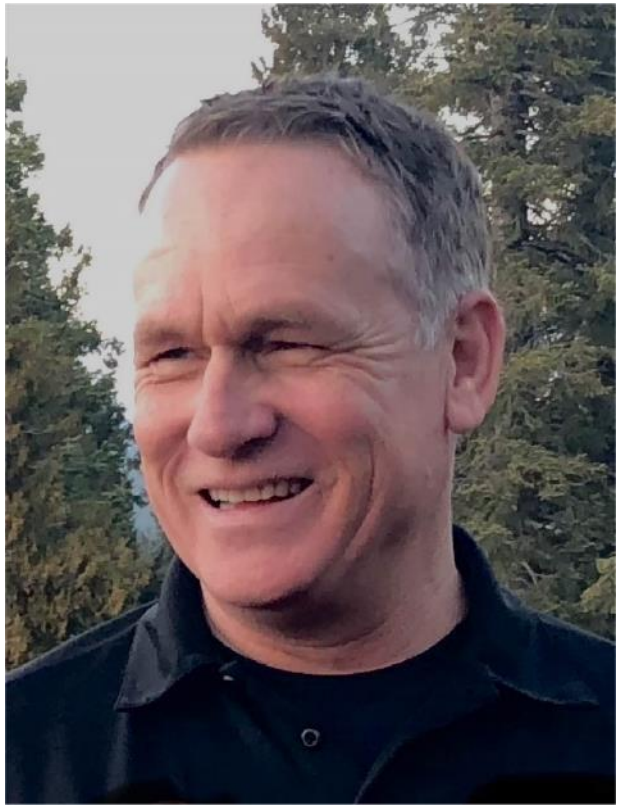
3C REN HOME ENERGY SAVINGS

3C-REN Programs

- Energy Code Connect (ECC)
  - Industry Trainings and Regional Forums
  - Energy Code Coach: Title 24 Compliance Support Hotline (805) 220-9991
- Building Performance Training (BPT)
  - Industry Trainings & Certification for current and perspective building professionals
  - Helps workers thrive in an evolving industry
- Home Energy Savings (HES)
  - Flexible Home Energy Upgrades
  - Multifamily (5+ units) & Single Family (up to 4 units)

About Larry Waters

- HVAC trade from UTI in 1982
- In the trade before the first cordless drill 
- Nate certified
- 2009/ 2010 BPI certification
- Installing only heat pumps since 2015 
- Founded Electrify My Home in 2020



Electrify My Home – Electrification Pioneers

Our Mission:

*To provide the **most efficient** cost-effective electrification solutions to California homeowners, to practice **good stewardship** of the electrical panel, and to **train and influence** other contractors to do the same.*

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Agenda

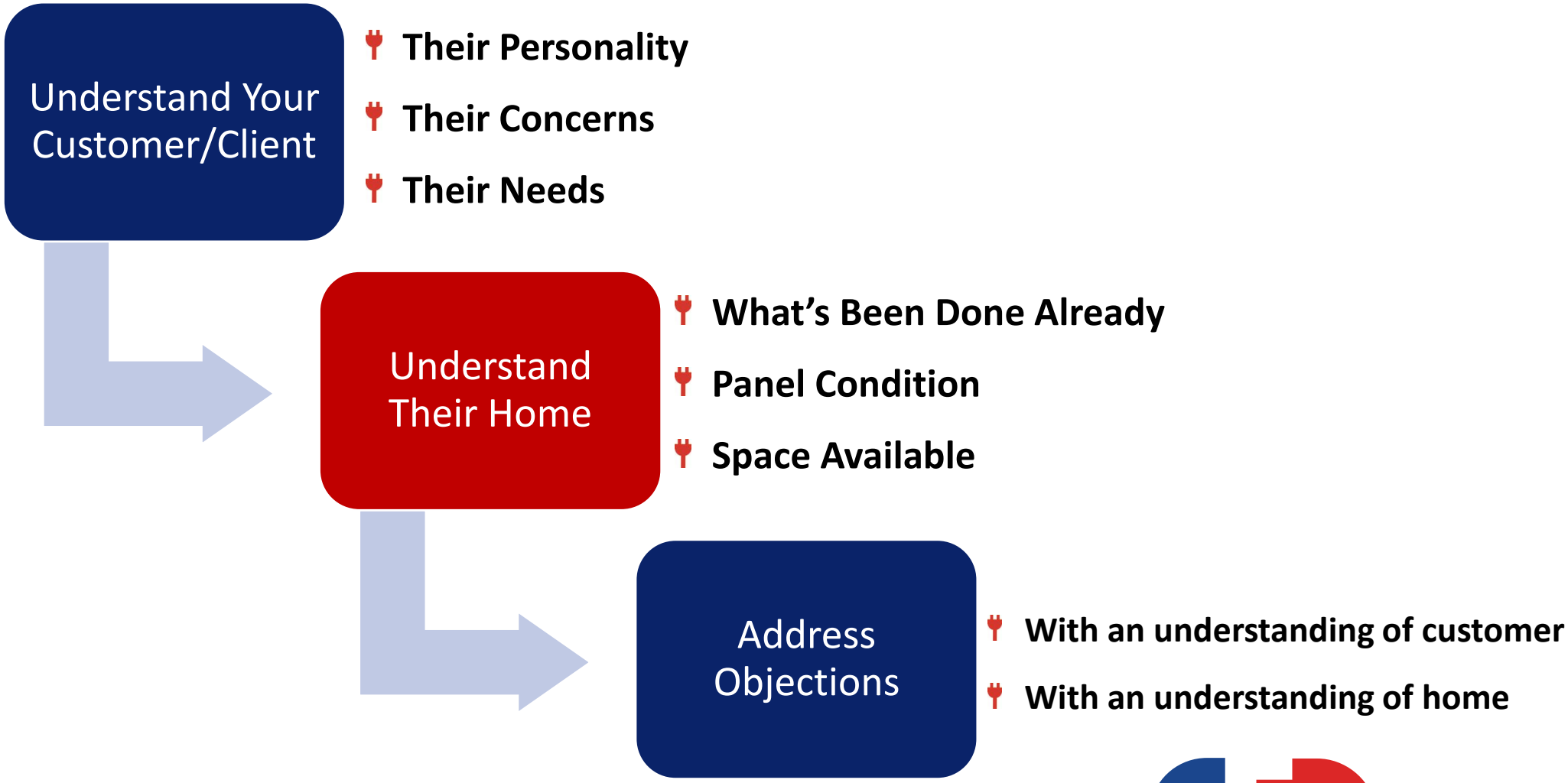
- Introductions
- Consultative approaches to identifying needs & matching solutions
- Common objections to heat pumps and sample responses
- Closing and Wrap up

Consultative Approaches to Identifying Needs & Matching Solutions

6 steps to get started

The Best Way to Handle Objections is Foreseeing & Addressing Them Ahead of Time

Before We Jump Into Addressing Objections…



#1 Come Prepared!

- Use content from #ElectrifyEfficiently trainings program to “load your gun”
- Get your facts straight
- Practice your opening question/statement
- Understand your products
- Have faith in your solutions backed by building science

#2. Approach, Observe Your Environment

Step 1: Check out the house online before you go out. Redfin, Zillow or Trulia are good sources

Step 2: Be observant as you approach the customer's home; look for clues that could help guide you

- Electric or hybrid car?
- Solar panels?
- Modern home design?
- Drought-tolerant landscape?

#3. Take Some Time to Chat, Build Rapport, and Gather Clues to Guide Your Approach

- **Listen for clues from your customer**
- **Be observant and complimentary of your customer's home**
- **Look for conversation starters**
- **Try to pinpoint personality type: Analytical, Empathetic, Influencer, Alpha, or Driver**

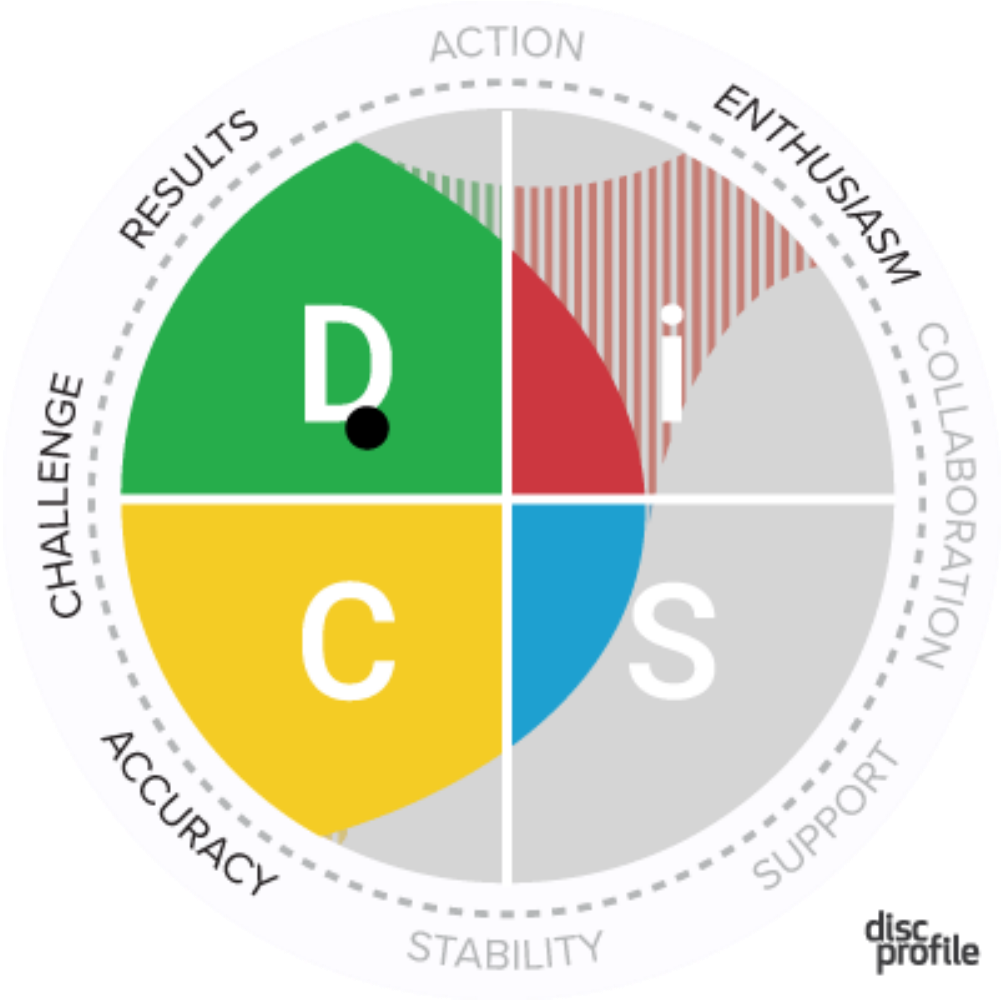
Know Your Customer (or Client/Neighbor/etc.)

D

Driver

I

Influencer



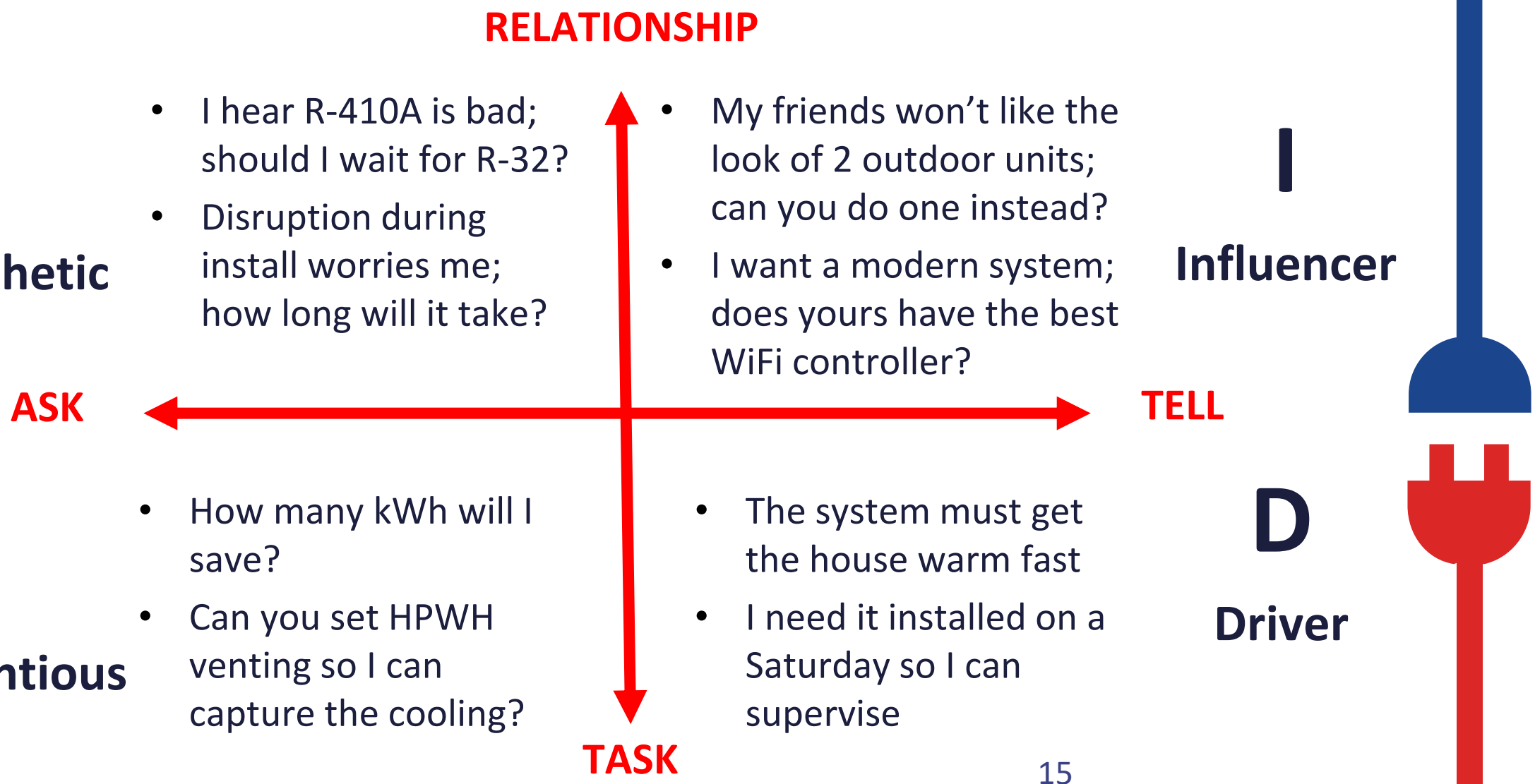
C

Conscientious

S

Sympathetic

Sample Questions You Might Get



#4 Understanding Your Customer's Needs

- We have two ears and one mouth; use them in that order
- Ask open-ended questions and listen to the whole answer
- Ask follow-up probing question
- Make notes regarding your customer’s most important needs

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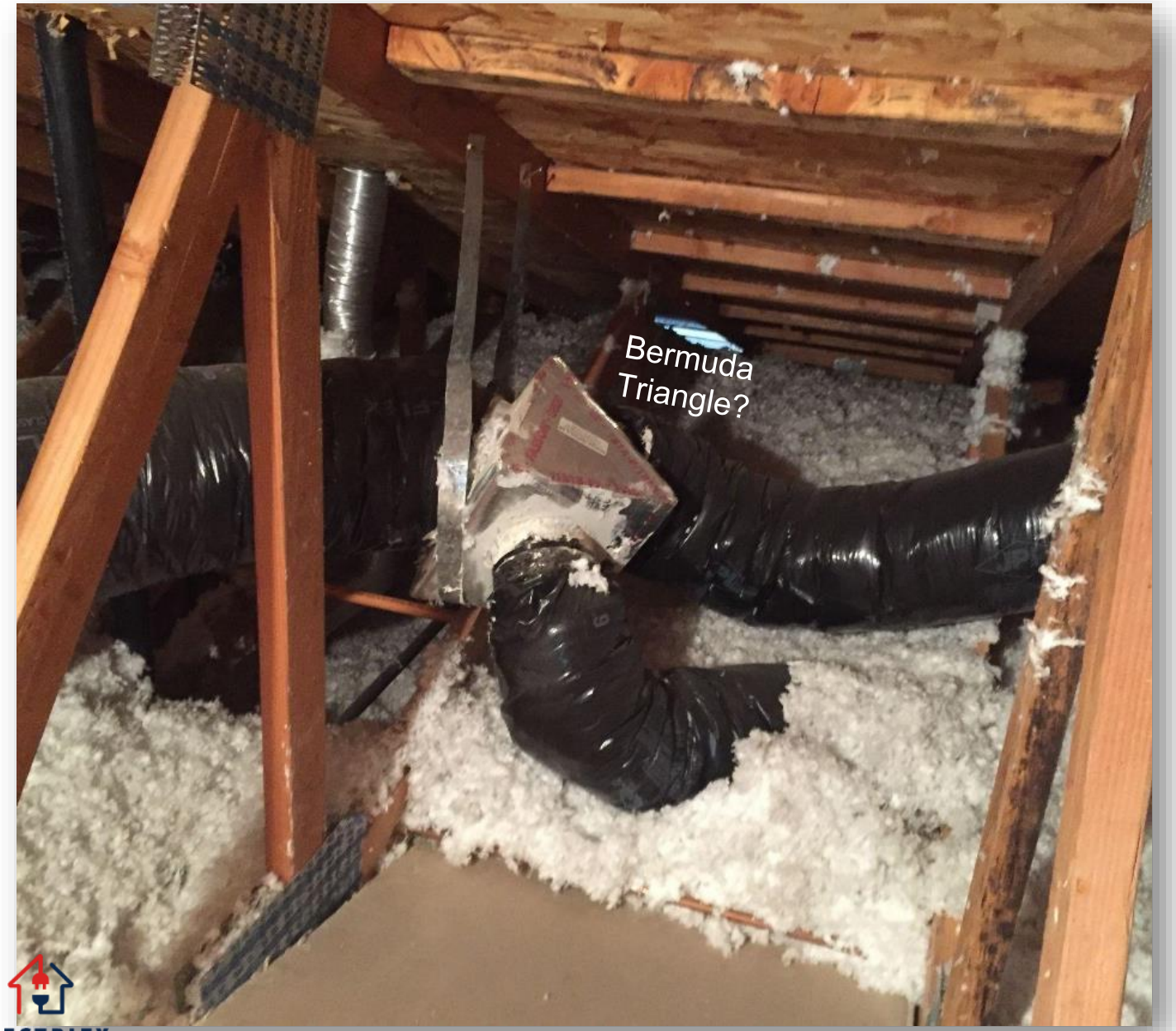

#5. Site Evaluation, Pre-Full Assessment

- Attic evaluation is very important
- Give special attention to the Ducts
- Inspect insulation: quality + R-value
- Looking for interstitial wall cavities air leaks and bald spots, light cans, bath fans
- Note all gas appliances
- Size up the floorplan, locations for appliances, count the registers
- Take lots of pictures

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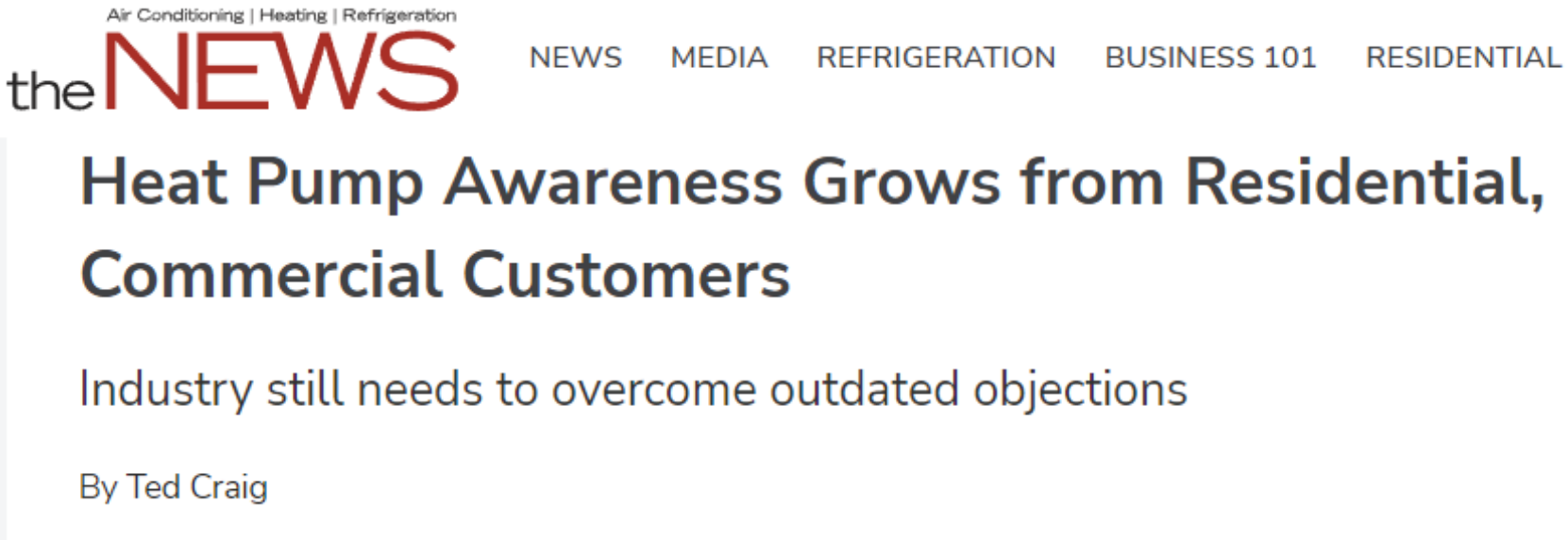
#6. Present Your Findings

- Presentation of discoveries
- Share the images to push impact
- Discuss the deficiencies and best methods of correction
- Share their electrification opportunities
- Inform them of future needs (e.g., battery, EV charger etc.)
- Solution for today's need

Common Objections to Heat Pumps

How to Overcome Objections

Misconceptions & Lack of Training
We Still Have a Lot To Learn About Heat Pumps


Air Conditioning | Heating | Refrigeration

the NEWS

NEWS MEDIA REFRIGERATION BUSINESS 101 RESIDENTIAL

Heat Pump Awareness Grows from Residential, Commercial Customers

Industry still needs to overcome outdated objections

By Ted Craig

https://www.achrnews.com/articles/146156-heat-pump-awareness-grows-from-residential-commercial-customers

Trust Your Product
Right-sized Heat Pumps Bring BIG Benefits

1) Better Comfort
2) Quiet
3) Enviro. Friendly
4) Safer
5) Indoor Air Quality

Objection #1: It'll Cost Too Much

- Justify the *incremental cost* vs gas
- What's improved health, safety, comfort, productivity, and environmental benefits worth to you?
- Rebates/incentives are (or will be) at an all-time high
- Several financing options
- What was the ROI on your car? I-Pad?

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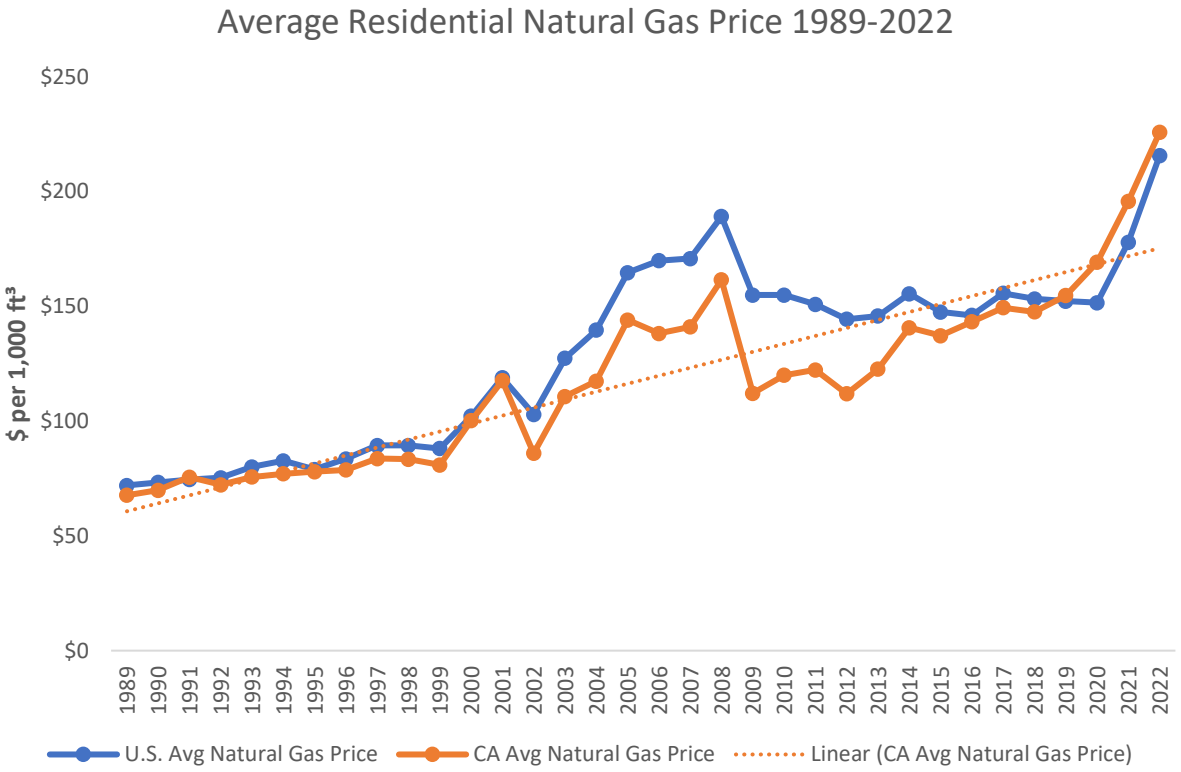
Electricity Is More Expensive Than Gas



Source: Energy Information Administration (EIA), 2023

- Natural gas prices are on the rise
- Likely to continue as fewer pay to maintain infrastructure

- Solar + heat pumps = very attractive
- $0 marginal cost of operation for solar

I Won't Have Heat If The Power Goes Out

- Modern gas appliances use electric ignition
- Small inverter systems can be backed up on batteries or generators
- How often does power go out in winter vs summer?
- New technologies like battery-integrated appliances will help

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The Grid Can't Handle More Electric Appliances

- The grid has a lot of capacity. We need to be more mindful about how we utilize our "new" electric appliances. AKA #ElectrifyEfficiently.
- Resiliency is top of mind for utilities and failures are a political nightmare. So, major investments in the grid will continue to be prioritized.
- Technologies that support time-based consumption are improving.

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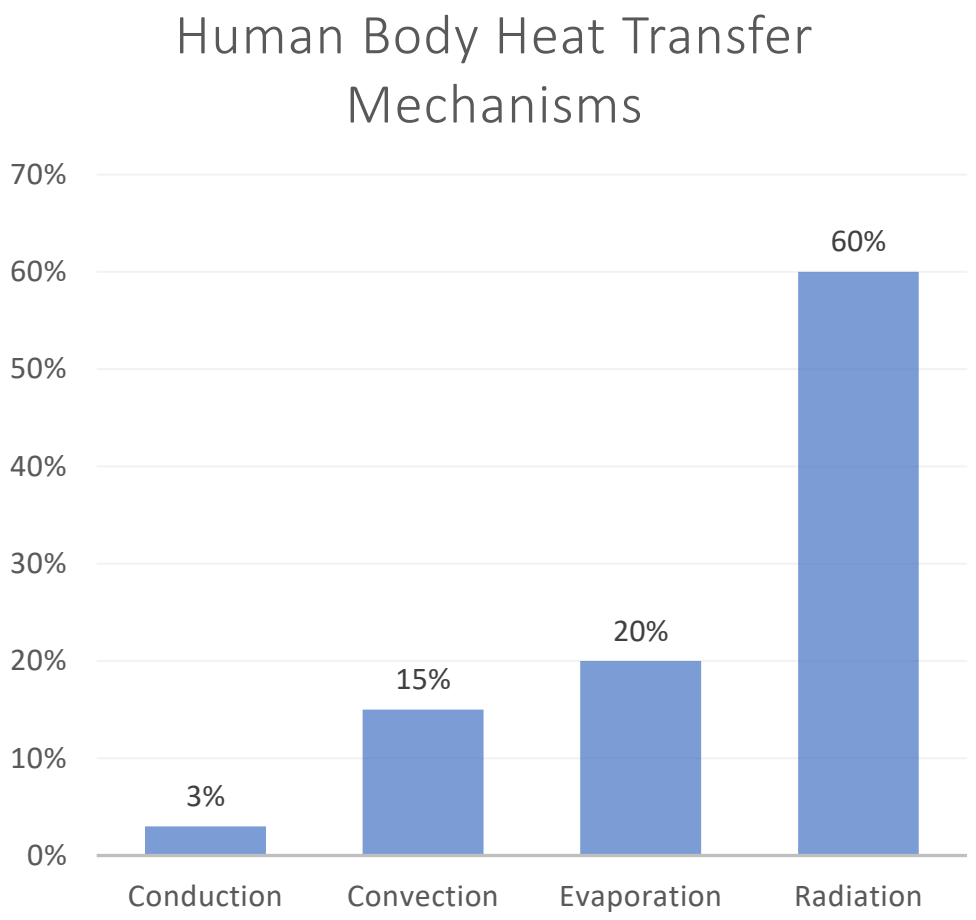
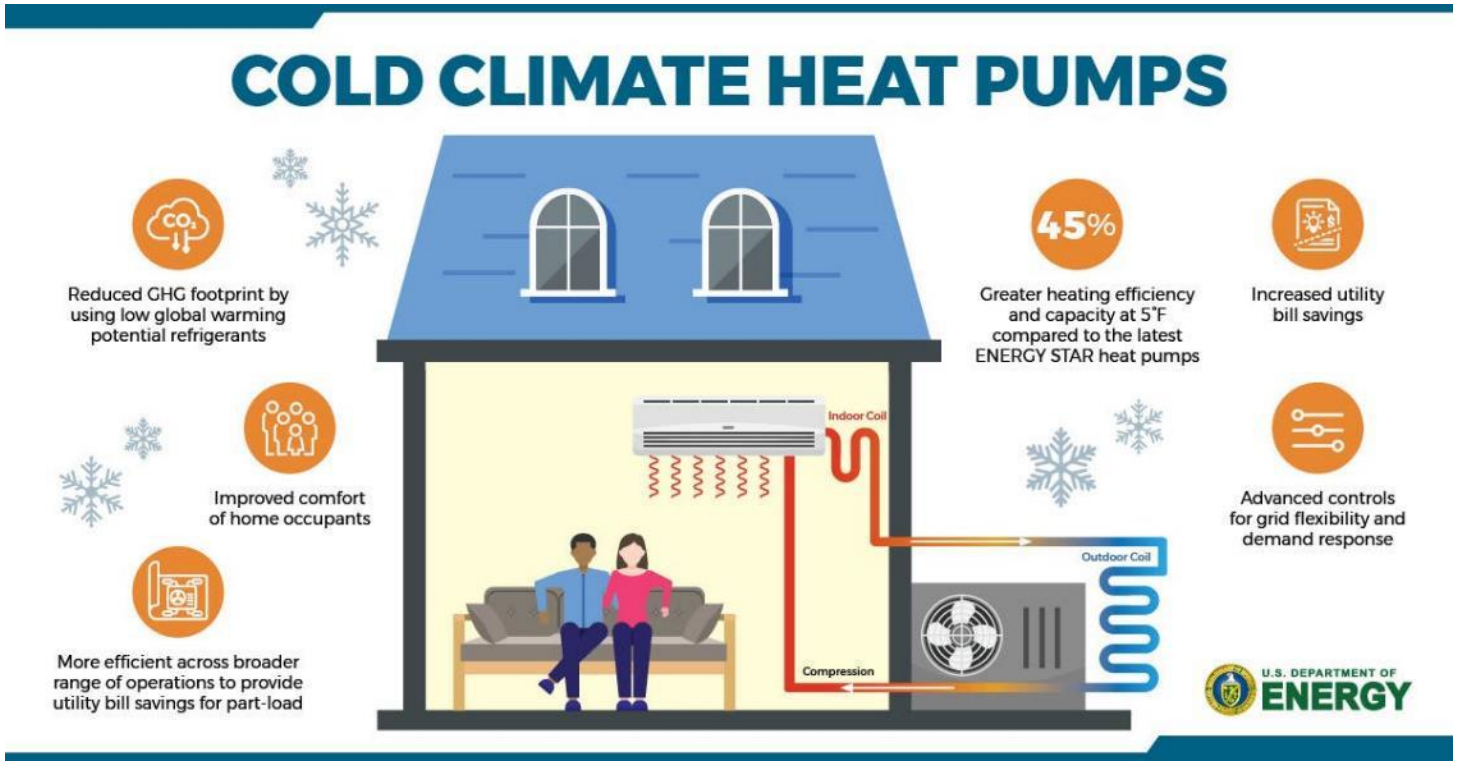
Heat Pumps Don’t Put Out Hot Air

- **Correct, heat pumps work differently**
- **The goal is to keep your living spaces warm rather than blowing air on you**
- **Mean Radiant Temperature (MRT) accounts for more than half of comfort**



Source: https://hvacrschool.com/mean-radiant-temperature-what-it-is-and-why-we-should-care/

Heat Pumps Don't Work In The Cold



- BTUs exist all around us
- Right-sized heat pumps work in all California Climate Zones
  - Key words = <u>right-sized</u>
- Yes, the system will work a little harder on coldest days of the year
- Cold Climate heat pumps provide heat down to subzero temps

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There's No Way I'm Putting That On My Wall

- **Designed covers**
- **Ceiling-mounted cassettes**
- **Go ducted!**

I've Heated My Homes With Gas for 50 Years
Why Change?

- **Reminder – what's their driver?**
- **Use analogies!**

Pollution

Safety Issues

Rising Costs

Clean

Zero gas leak or CO issues

Comfortable

How Do I Know It Will Be Reliable?

- Despite being new in the US, heat pumps have been around for decades
- Most systems have 10-12 year warranties
- If installed properly, point to how your quality procedures better ensure longevity
- Discuss your maintenance program
- Discuss any extended warranty options

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They're Too Loud

- Heat pumps are not all created equal
- Dozens of models that run far quieter than your existing A/C (if you have one)

74 dBA

54 dBA

I Don’t Have Space For the Outdoor Unit!

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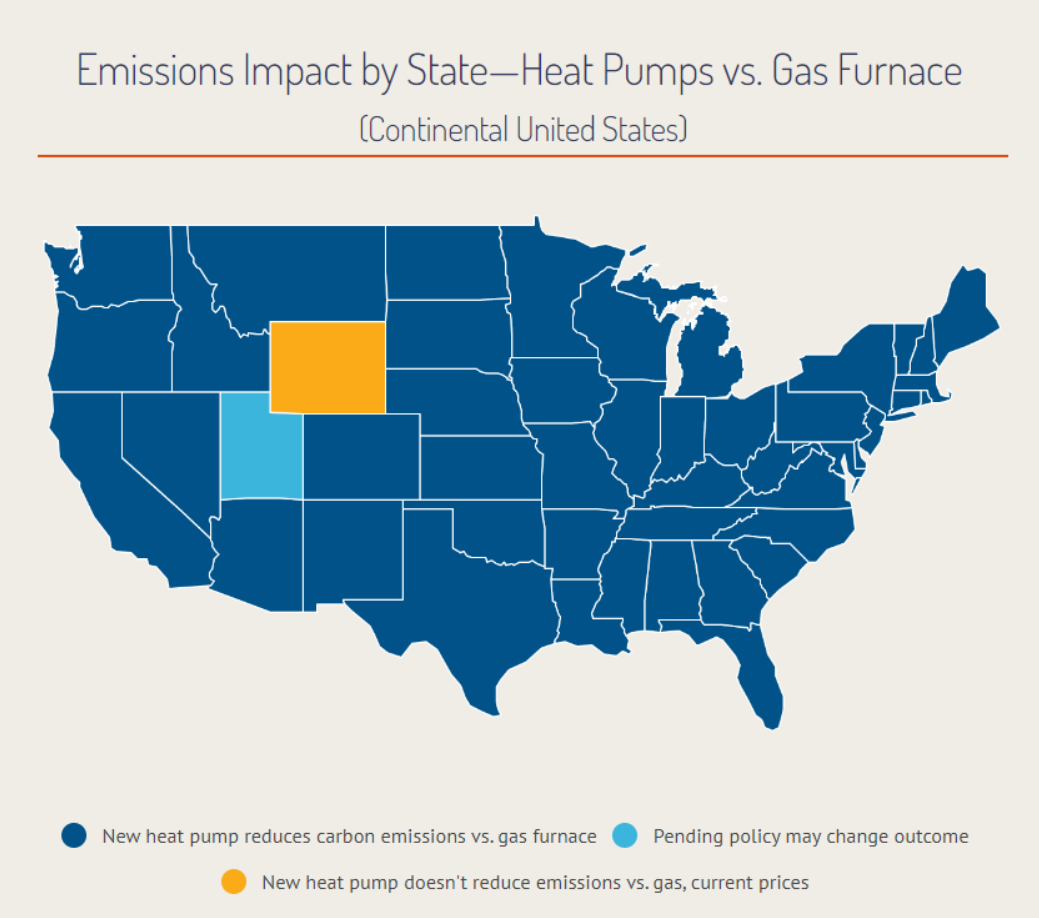
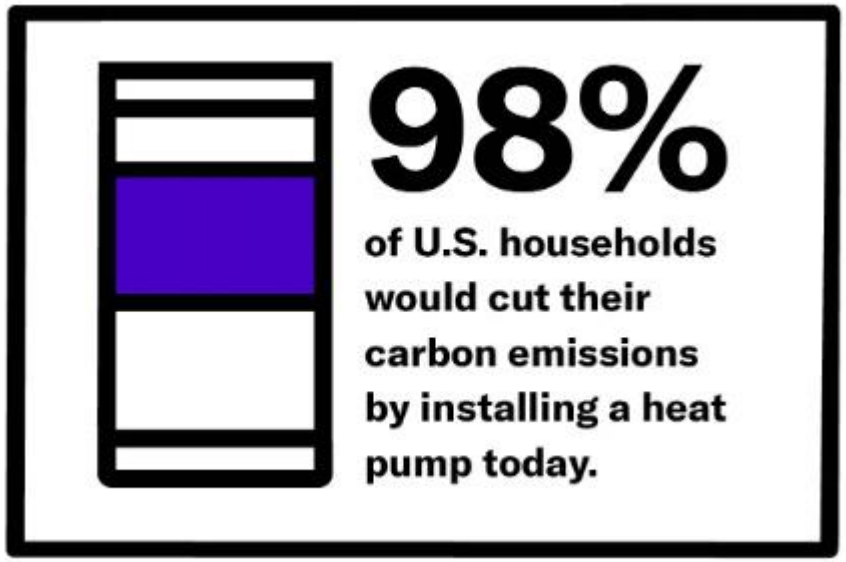
It's Not Carbon Friendly Because Electricity Comes From Fossil Fuels



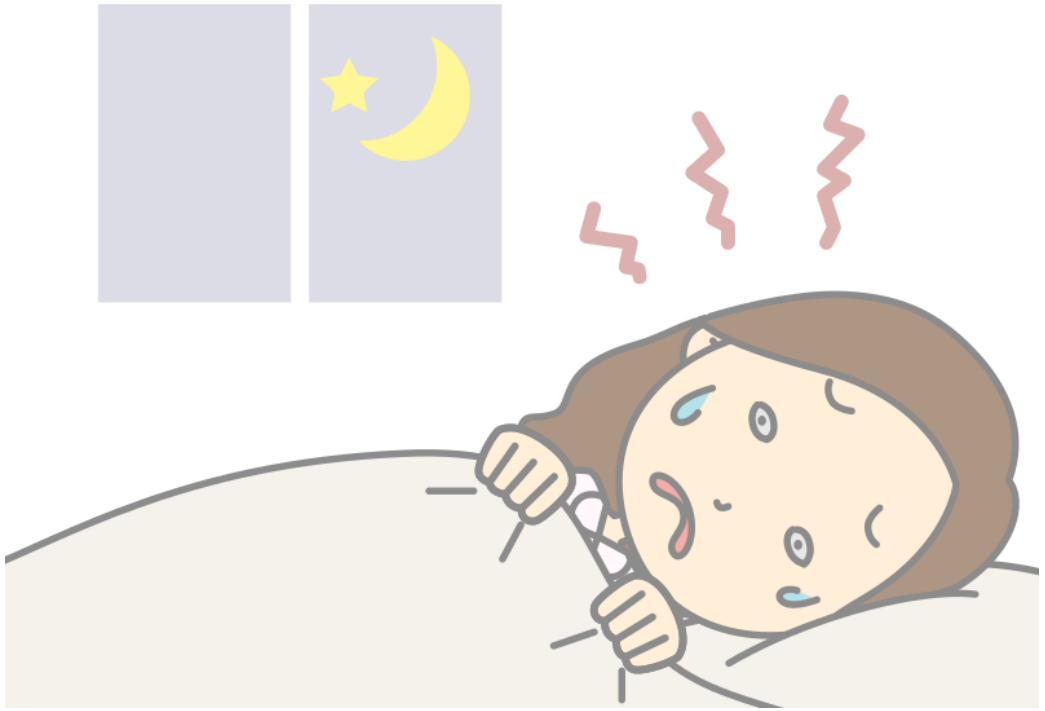
Source: Rocky Mountain Institute, 2020



Source: Rewiring America

I Prefer To Sleep Cool But You Said to Keep the Thermostat The Same?

- Small tstat setbacks are ok, large setbacks must be done very carefully (or never)
  - Be mindful of cold snaps & heat waves
- Crack a window but keep rest of house tempered
- Add a zoned solution if warranted



Questions?

Join us Next Year for More Good Electrification!

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Closing

- Continuing Education Units Available
  - Contact ian.logan@ventura.org for AIA & ICC LUs
- Coming to Your Inbox Soon!
  - Slides & Survey – Please Take It and Help Us Out!

- 1/11 Introduction to the Energy Code
- 1/18 Using LCA and Embodied Carbon Calculators to Mark Design and Product Choices
- 1/24 Batteries: Options and Implementation for a Building's Energy Storage System
- 1/30 Intro to Residential HVAC Systems
- 2/13 Retaining Profit – Minimize Call Backs on Heat Pump Installs

- For more information about upcoming events please visit: https://www.3c-ren.org/events

Thank you!

For more info:
3c-ren.org

For questions:
info@3c-ren.org

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TRI-COUNTY REGIONAL ENERGY NETWORK

SAN LUIS OBISPO • SANTA BARBARA • VENTURA