

# WHAT TO KNOW ABOUT HEAT PUMP MARKET TRANSFORMATION

## Essentials

- Understand Stakeholders
- Data-Driven Strategies
- Market-driven Intervention

## Incentive Strategies

- Lower price to Customer
- Change stocking strategies
- Change sales strategies
- Change components

## Often Overlooked Strategies

- Contractor Business Case
- Technology Specific Interventions
- Segment Specific Marketing
- Differing Strategies for Early vs. Late Adopters

## Energy Efficiency Landscape

- Proven record of financial and energy savings
- Utilities and States shifting focus to Green house gas reduction
- Heat Pumps offer that greatest savings potential to of any energy efficiency measure



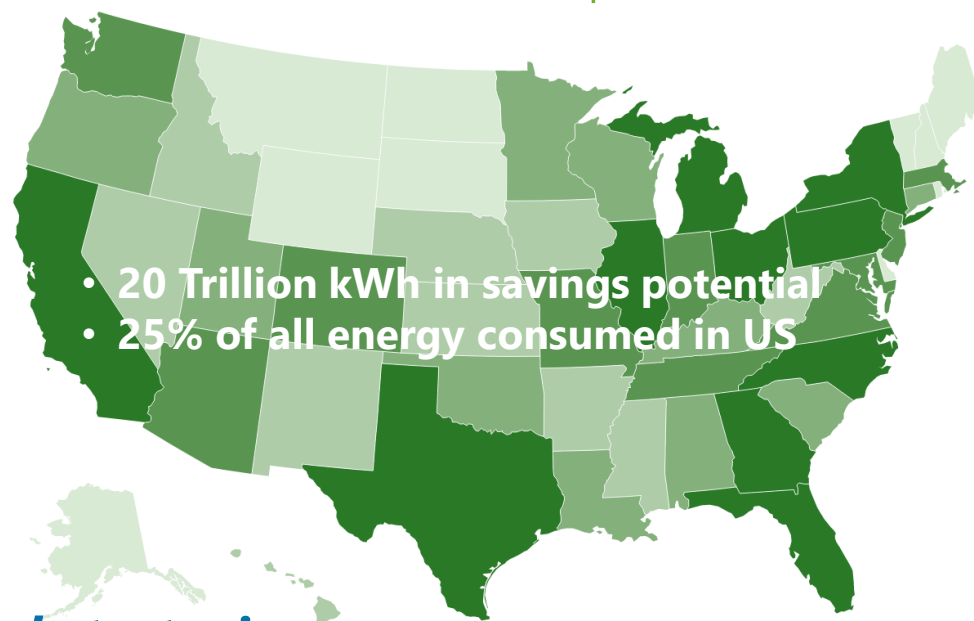
### Top Drivers

- Financial Savings
- Investment in Homes
- Environmental Impact

### Top Barriers

- Upfront cost
- Aesthetics
- System Operation Concerns

Energy Savings Potential (kWh Billions)



- 20 Trillion kWh in savings potential
- 25% of all energy consumed in US



**Successful strategies have multiple intervention levels**

