

# Sacramento Municipal Utility District Home Performance Program



## **From HVAC to HPP**

**Moe Srifi**

**HOME PERFORMANCE PROGRAM TEAM (HPP)**

**EFFICIENCY FIRST CALIFORNIA**

**MOE@EFFICIENCYFIRSTCA.ORG**

**(510) 926 8058**

**January 21, 2015**



## From HVAC to Home Performance

2

- Make homes better
- Make customers happy and their lives better
- Make more money - bigger contracts
- Reduce callbacks
- Reduce seasonality
- Attractive cash rebates and financing options
- Increase energy independence
- Reduce pollution/fight climate change
- It's **THE RIGHT THING TO DO** –explain to your customers the options they have!



## More Reasons to Do Home Performance

3

- Your customers call for their reasons, not yours
- Comfort and efficiency are multidimensional
- Perform 2<sup>nd</sup> phase of HPP
- It's **THE RIGHT THING TO DO**



## SMUD HPP is Sexy!

4

- Easy to use – menu based
- Less paperwork
- Less time spent on paperwork
- Contractor support - ALWAYS
- Quick project approval
- Faster rebate processing
- Can be combined with PG&E AHU or HU



## Standalone vs. HPP

5

		HPP	Standalone
Replace HVAC	Split central AC ≥ 14.5 SEER, ≥ 12 EER	\$500	\$400
	Split central AC ≥ 15 SEER, ≥ 12.5 EER	\$650	\$500
	Split central AC ≥ 16 SEER, ≥ 13 EER	\$850	\$650
	Split central AC ≥ 14.5 EER	\$1,100	\$1,100
	Split central AC ≥ 14.5 EER - Aqua Chill	\$2,000	\$2,000
	Packaged central AC ≥ 14 SEER, ≥ 11 EER	\$500	\$400
	Packaged central AC ≥ 14 SEER, ≥ 12 EER	\$650	\$500
	Split heat pump ≥ 14.5 SEER, ≥ 12 EER, ≥ 8.5 HSPF	\$500	\$400
	Split heat pump ≥ 15 SEER, ≥ 12.5 EER, ≥ 8.5 HSPF	\$650	\$500
	Packaged heat pump ≥ 14 SEER, ≥ 11 EER, ≥ 8 HSPF	\$500	\$400
	Packaged heat pump ≥ 14 SEER, ≥ 12 EER, ≥ 8 HSPF	\$650	\$500
	Mini-split heat pump ≥ 15 SEER, ≥ 8.5 HSPF With DC inverter technology - Up to <b>Four</b> heads	\$250	\$200



# Home Performance Growth

6

## The Carrier® 360° Program



## Green Home America



## Beyond Box Change-Out

7

### HVAC Change-Out

- **38%-45%** gross margin  
(OmStout Consulting)
- **\$6,126** average project  
COST (Home Advisor data)

### HVAC + HP

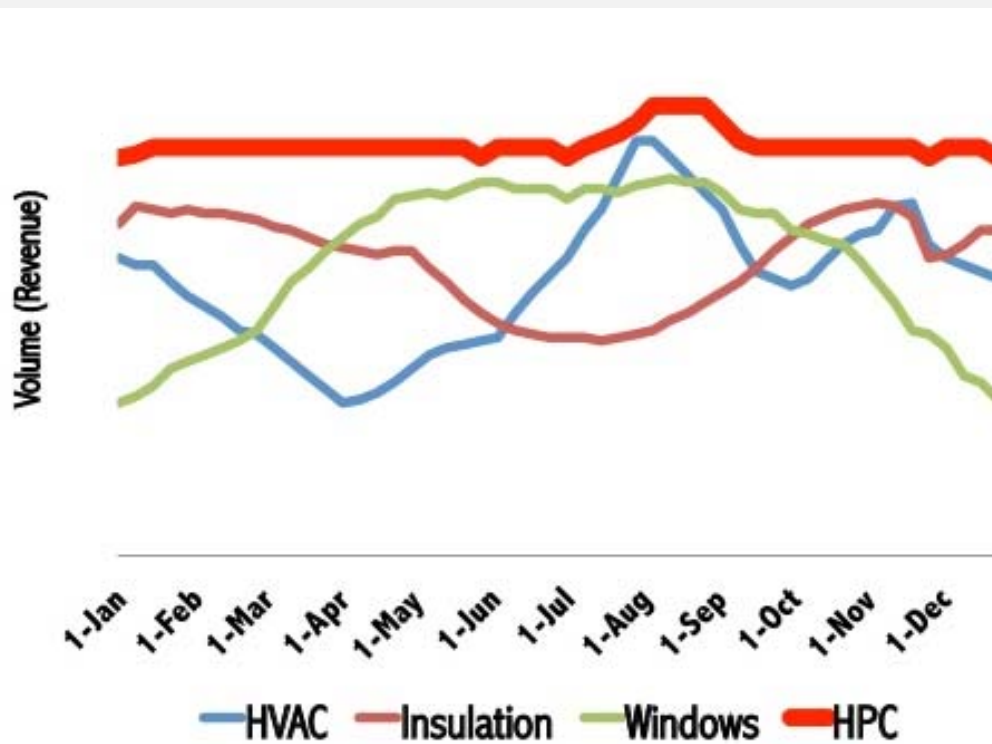
- **45%-50%** gross margin  
(OmStout Consulting)
- **\$17,000** average project  
COST (SMUD HPP)

You have a special advantage:  
close rate for both is **35%** or better  
(OmStoutConsulting)



# Home Performance - Reduce Seasonality

8



Source: OmStout Consulting





## SMUD Helps You Take Control

9

Taking control means:

- Tight, well-insulated enclosure
- Tight ducts
- Efficient lighting & appliances
- High-performing windows
- Efficient, well-designed and installed HVAC



## Become More Aggressive

10

- Start thinking of homes as one system
- Take advantage of a larger customer base
- Train your sales team and technicians
- Hire subcontractors to test this
- Take advantage of SMUD HPP
  - Simplicity and flexibility (2nd phase)
  - Higher rebates
- Ask for references from you customers!



# Sacramento Municipal Utility District Home Performance Program



**ANY QUESTIONS?**

