

Northwest Ductless Heat Pump Project



Valuable Tools For Program Participation

Presented by **ERICA THOMPSON**

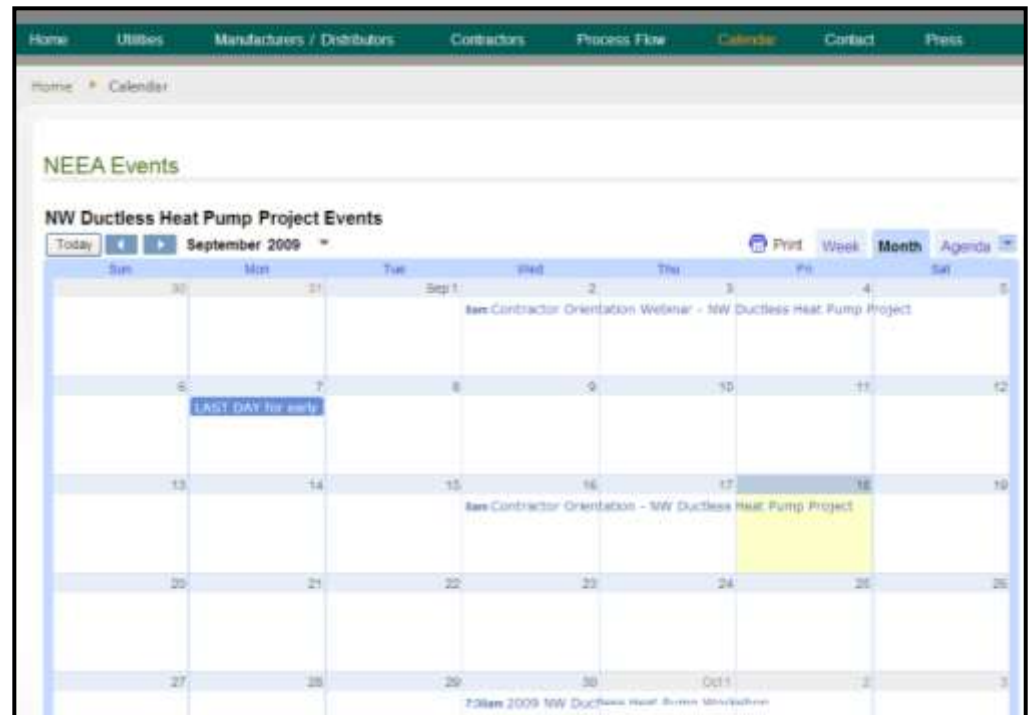
Overview of Presentation

- Things to know before you install
- Connecting with your customers
- Forms approval process
- Staying in the loop
- Post-installation opportunities
- Questions and feedback from you

Getting started

Contractor participation:

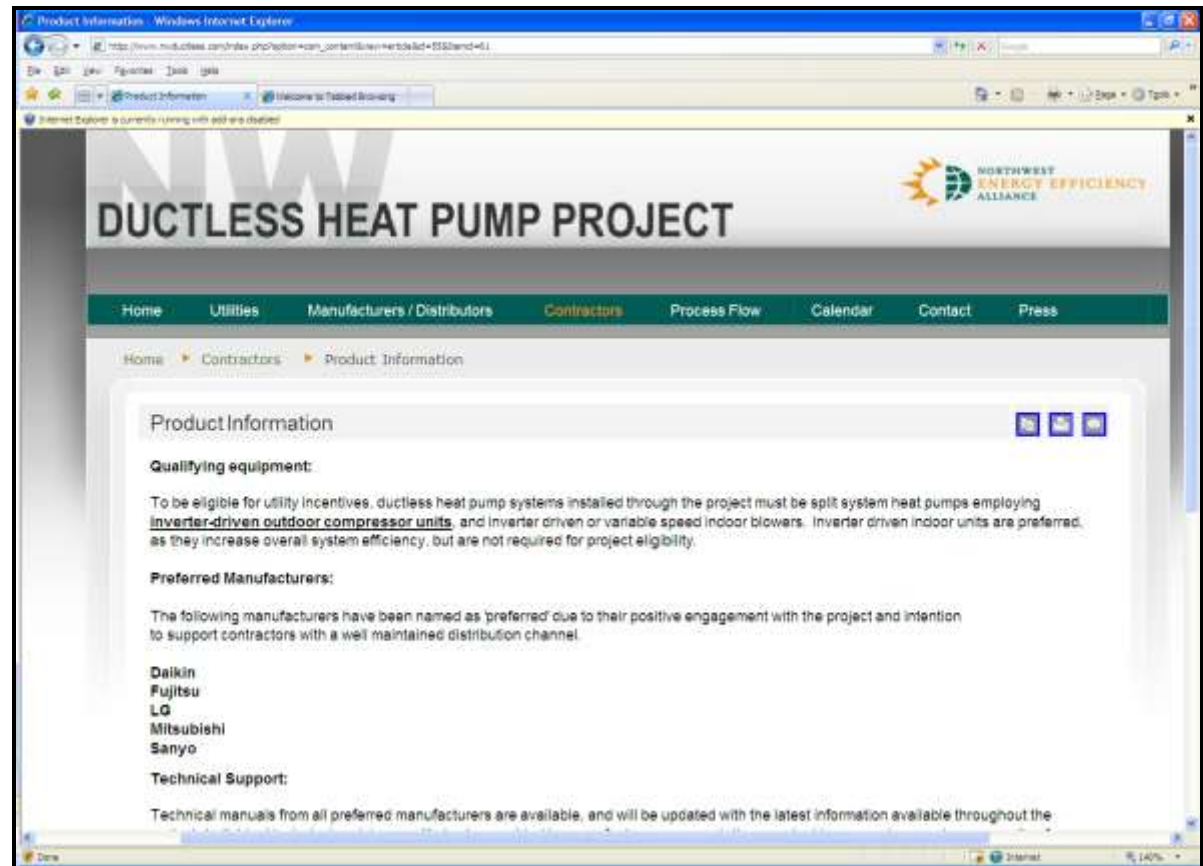
- Program orientation
 - Webinar 2x month
- Technical trainings



Getting started

Manufacturers and Distributors:

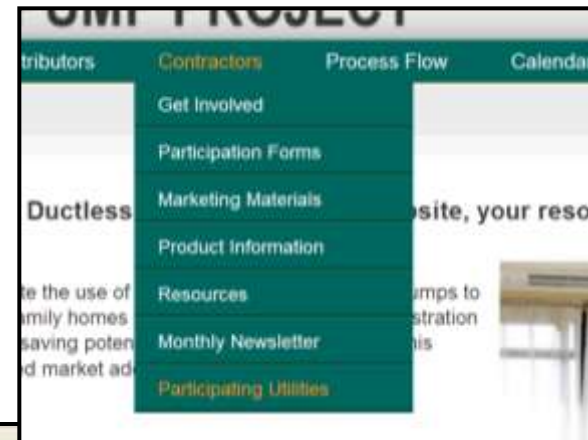
- Equipment
- Training



Know your territory

Utility participation list

- Eligible applications
- Incentive amounts
- Loans
- Unique requirements

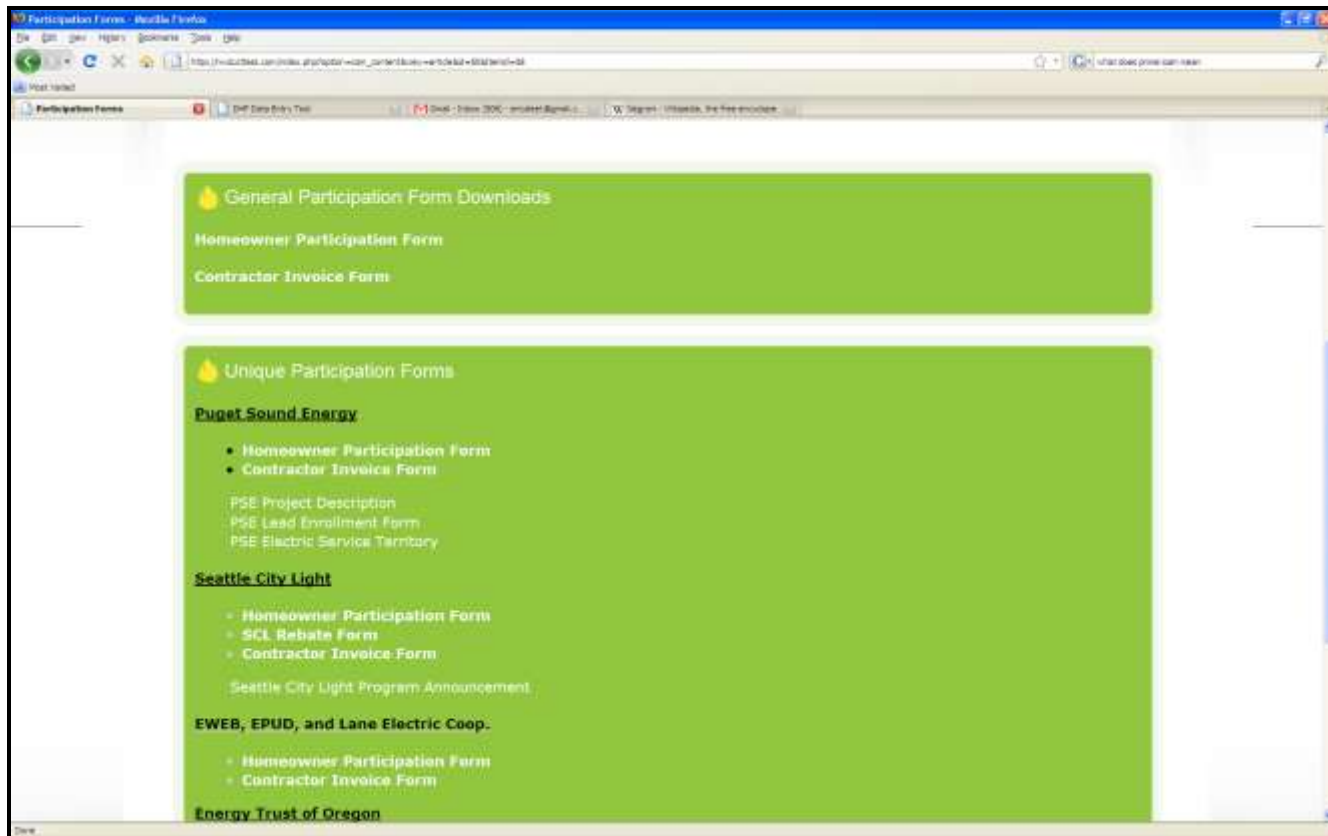


	B	D	E	F	G				
1	Utilities	Permitted Project Applications	SF Zonal Incentive	SF Furnace Incentive	Mfg Zonal Incentive	MF Zonal Incentive	Loan	Interest Rate	Pre R
8	Blackly Lane Electric Coop	SF Zonal only SF Zonal, SF Furnace, Mfg Zonal,	\$750	NA	NA	NA	up to \$3,000	2% above prime	
11	Central Electric Coop	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	No	NA	
14	Clallam Co. PUD	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	Yes	2% above prime	
15	Clark	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	Yes	5.25%	
17	Clearwater Power & Light	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	No	NA	
18	Columbia River PUD	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	No	NA	
21	Coos County Electric Coop	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	No	NA	
22	Cowlitz Co. PUD	MF Zonal SF Zonal, SF Furnace, Mfg Zonal,	\$1,500	\$1,500	\$1,500	\$1,000	No	NA	
34	Idaho Falls Power	SF Zonal, Mfg Zonal, MF Zonal, SF Zonal, Mfg Zonal,	\$1,250	NA	\$1,250	\$850	up to \$5,000	0%	

Know your territory

Participation forms

- Generic vs. customized



Marketing and sales tools

Resources for utilities:

- Templates
- Sales sheets
- Manage your response rates



The screenshot shows the website for Ductless Heating and Cooling Systems. The header is dark red with the company name in white. Below the header is a navigation bar with links: HOME, ABOUT DUCTLESS SYSTEMS, WHERE CAN I GET ONE?, FAQ, PRESS, TESTIMONIALS. The main content area has a search form titled "Find an Installation Contractor in Your Area". The search form has two dropdown menus: "State" set to "Washington" and "Region" set to "Washington - Eastern". A "Find Installers" button is below the search form. To the right of the search form, it says "Installers found: 40". Below the search form is a table listing five installers. Each row contains the company name, contact information, and a "Washington - Eastern" link.

Company Name	Contact Information	Region
Adornex Heating + A/C	Contact for a quote Colley, WA 99111 509.387.2622	Washington - Eastern
Air Central Inc.	Contact for a quote Spokane, WA 99212 (509) 524.2018	Washington - Eastern
Air Care Mechanical	Contact for a quote Spokane Valley, WA 99214 509.236.2358	Washington - Eastern
Aire Serv of Spokane	Contact for a quote Spokane, WA 99202 (509) 424.5777	Washington - Eastern
American Exotic Heating and Air	Contact for a quote Newport, WA 99156 509.871.8862	Washington - Eastern

Marketing and sales tools

Resources for contractors:

- Lead generation
 - GoingDuctless
 - Utility driven programs
- Templates
- Sales sheets

Attention Homeowners with Electric Heat!

Save money & energy every month
Install a new ductless heating/cooling system!

- **Save Energy & Money**
Install a ductless system and use 20% to 30% less energy to heat your home.
- **Have a More Comfortable Home**
An ultra-quiet fan evenly circulates air throughout the room, eliminating hot and cold spots.
- **Low-Cost Easy Installation**
Installation is quick, simple and inexpensive, which means little or no disruption to your home.
- **Get Air Conditioning**
Systems come standard with air conditioning, so you can get rid of those window units!
- **Get up to \$1,500 in utility rebates!**
Your local utility might help you pay for the upgrade, call them to find out if you qualify!

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How a Ductless System works.
And why it works better!

Ductless Systems Have 3 Main Parts.

1. An indoor unit, installed on a wall.
2. An outdoor unit, installed on the ground.
3. A remote control that controls the unit.

The indoor and outdoor units are connected by a small bundle of cables including a refrigerant line. These cables only require a 3-inch hole in the wall by installation.

How a Heat Pump Works.
A heat pump transfers heat using refrigerant expansion and compression within a cycle. What does that mean?

It means it takes cold air and makes it warm, and takes warm air and makes it cool, when you want it and where you want it!

More Efficient.
The diagram below shows how a Ductless System compares with other heating systems. It uses less energy and provides more heat for every dollar you spend - that's technology!

More Comfortable.
Ductless Systems allow you to control the heat in each room. Through a remote control, eliminating hot and cold spots.

More Flexible.
In addition to heating, your heating air conditioning air conditioning, adding a cooling system increases the flexibility of your air conditioning system. You can have a Ductless System even if you're using ducts and have an existing heating system or plan to remove your radiators and components, which is the easiest, temperature even in the coldest winter.

Heating Fuel Type	Annual Heating Cost*
Gas Oil	\$1,200
Propane	\$2,000
Wood	\$600
Resistance Electric Heat	\$1000
Electric Baseboard	\$711
Ductless Heat Pump system	5200

*Cost estimates based on average equipment prices. Fuel prices estimated as of 2009.

Marketing and sales tools

Resources for contractors:

- Cost of heat worksheet

Cost of Heat in the Northwest

<i>Heating System Type</i>	<i>Unit</i>	<i>BTUs Per Unit</i>	<i>Cost Per Unit</i>	<i>Unit Cost (per million btu's)</i>	<i>System Efficiency</i>	<i>Distribution Efficiency</i>	<i>Combined Efficiency</i>	<i>Delivered Cost (per million btus)</i>	<i>BTUs produced (per dollar spent)</i>
Electric Resistance Heat	kWh	3,413	\$0.07	\$20.51	100.00%	100.00%	100%	\$20.51	4,875,714
Ductless Heat Pump	kWh	3,413	\$0.07	\$20.51	250.00%	100.00%	250%	\$8.20	12,189,286

Directions for use: Using the information provided within your monthly utility billing statement to edit the "Cost Per Unit" value that your utility charges for fuel/power.

Data provide with this sheet is an average cost for the region and may not accurately reflect your local utility costs

Connecting with the homeowner

<input type="checkbox"/> No You are <u>NOT</u> eligible to participate in this project.
<input type="checkbox"/> Electric furnace If you have a furnace, you may or may not qualify for project participation. Verify your eligibility with your contractor and utility.
Please note Secondary heating systems are allowed only if electric resistance heating is used as primary heating system.
<input type="checkbox"/> Yes If you have a natural gas meter at your house, you are <u>NOT</u> eligible to participate in this project.
<input type="checkbox"/> Manufactured If the home was manufactured, you <u>MAY</u> or <u>MAY NOT</u> qualify for this project. Verify your eligibility with your contractor and utility.
<input type="checkbox"/> Multi-family If you live in a building with five or more dwelling units, you are <u>NOT</u> eligible to participate in this project.

- Identify target homes
- Walk homeowner through eligibility process
 - Ensure forms are complete
- Submit forms to the project

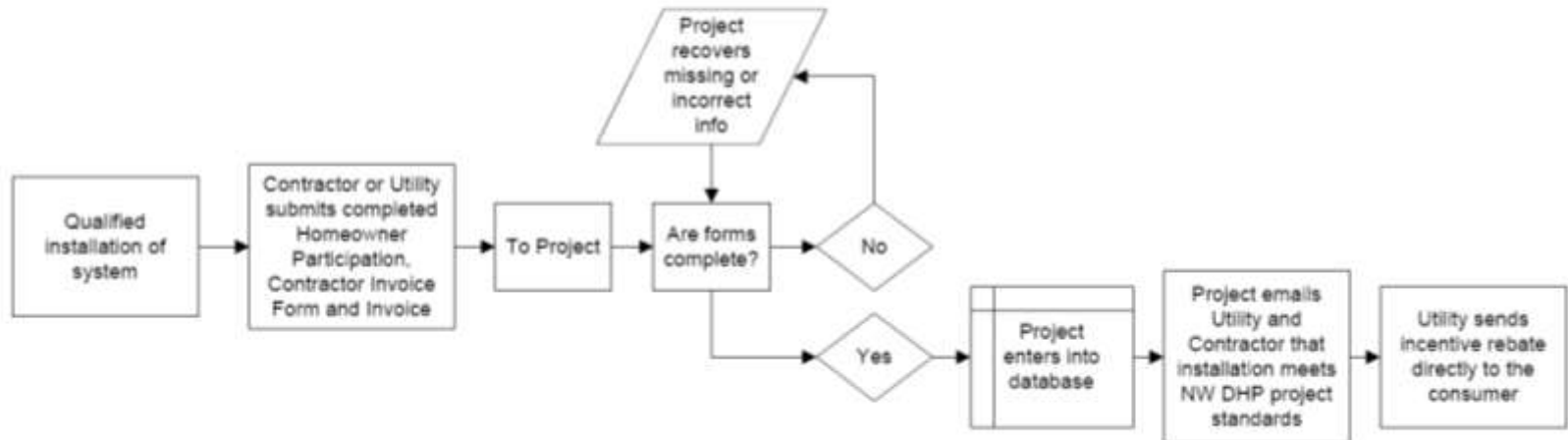
Billing Release To be filled out by the electrical utility account holder. Note: If the home is occupied by a tenant, or the account holder is different from the homeowner listed in the contact information, the billing release must be signed by the person whose name appears on the electric utility account.		
<small>INFORMATION TO BE RELEASED: The undersigned utility customer requests and authorizes the specified utility to release billing and usage information for the account listed below to the Northwest Ductless Heat Pump Project. With this authorization, the Ductless Heat Pump Project can request billing information for up to two years pre-installation and two years post-installation. The utility customer also hereby releases the utility company from any and all liability arising from or connected with providing this information.</small>		
26. Electric utility name:	27. Electric utility account number:	
28. Account holder signature:	29. Account holder name:	30. Date:

Approval Processing

Process flows:

- Available on www.nwductless.com

Installation Approval Process



Approval Processing

Utilities:

- Secure database
 - Monitor status of each application
 - Download data
- Receive email updates and electronic copies of applications



Utility Login

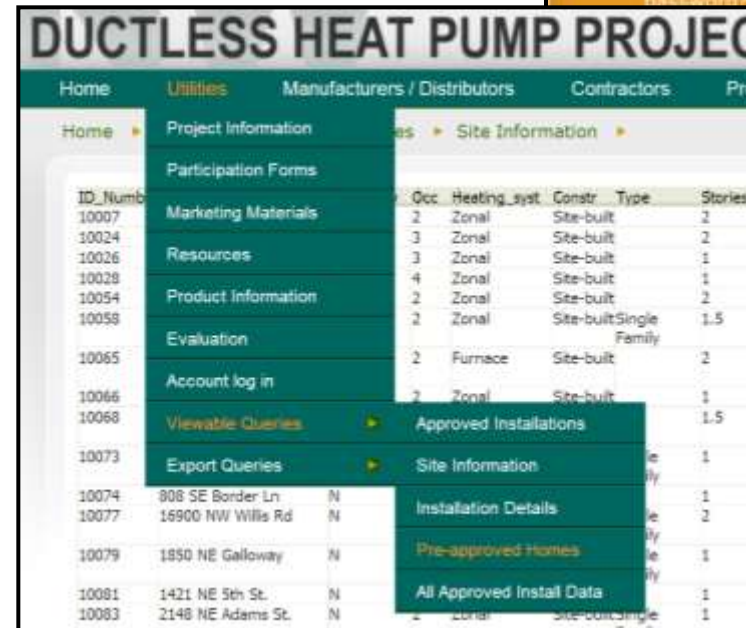
Username

Password

Remember Me

Login

[Forgot your password?](#)



DUCTLESS HEAT PUMP PROJECT

Home Utilities Manufacturers / Distributors Contractors Pro

Home Project Information Participation Forms Marketing Materials Resources Product Information Evaluation Account log in Viewable Queries Export Queries

ID_Num	Occ	Heating_sys	Constr	Type	Stories
10007	2	Zonal	Site-built		2
10024	3	Zonal	Site-built		2
10026	3	Zonal	Site-built		1
10028	4	Zonal	Site-built		1
10054	2	Zonal	Site-built		2
10058	2	Zonal	Site-built	Single Family	1.5
10065	2	Furnace	Site-built		2
10066	2	Zonal	Site-built		1
10068	2	Zonal	Site-built		1.5
10073					1
10074	808 SE Border Ln	N			1
10077	16900 NW Willis Rd	N			2
10079	1850 NE Galloway	N			1
10081	1421 NE 5th St.	N			1
10083	2148 NE Adams St.	N			1

Approved Installations Site Information Installation Details Pre-approved Homes All Approved Install Data

Approval Processing

Contractors:

- Establish DHP contact person
- Receive email updates and electronic copies of applications

Program communications

DUCTLESS HEAT PUMP PROJECT

Dear contractors,

Welcome to the second installment of the NW Ductless Heat Pump Project contractor newsletter. This month we are very excited to announce the 2009 NW Ductless Heat Pump Workshop, which will be held September 30th in Portland, OR. Please see further details about this event below. This newsletter will be posted along with previous issues at <http://www.nwductless.com/newsletters.aspx>

2009 NW DUCTLESS HEAT PUMP WORKSHOP

This one day workshop in Portland, OR is an exciting opportunity for contractors, manufacturers, distributors, HVAC associations, unions, and energy efficiency organizations to build relationships and develop strategies in a collaborative forum. Many of the most influential utilities will be at the workshop discussing their plans for growing the ductless heat pump market, while leading DHP manufacturers will be present to showcase their products. We encourage contractors to come share their experiences, expand their sales potential, and enhance their knowledge of this technology.

Wednesday, Sept. 30th, 2009
The Astoridge Grand Center
Portland, OR

Register now at <http://www.nwductless.com/workshop>

*Last day to register at the early-bird rate is September 1st

NOTES FROM THE FIELD:

We are pleased to see that the growing number of ductless heat pump installations across generally high quality and reveal great workmanship. Additionally, we appreciate every contract the installer enters of the project and to follow reporting protocols. The following tips are to be used and ensure your installations pass quality assurance site visits.

Refrigerant line set adapters

Two quality contractor respondents this month revealed a unique adapter on the refrigerant line set that comes standard with the Danco models. While flare fittings are required for the metal seen this type of adapter on any other units. This is how Danco deals with a multitude of compatibility between outdoor and indoor configurations.



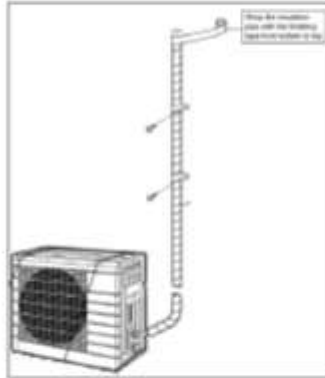
DUCTLESS HEAT PUMP PROJECT

Reporting line set and refrigerant quantities

Accuracy regarding the amount of line set installed and the quantity of refrigerant added (when needed) is critical to our quality assurance process. When completing your Contractor Invoice Form, please be specific and report the quantities you actually installed. If you include the gross line set size (L²), we will be using that number to determine whether you have added the correct amount of refrigerant. If the numbers don't match up, we will deny the contractor's invoice approval until the issue is resolved.

Line set covers and caps

In response to our last newsletter, and to questions we have been receiving in the field, we would like to provide additional information on requirements for refrigerant line protection. As per manufacturer instructions, any outdoor refrigerant lines must be covered in insulation and, at a minimum, wrapped with UV tape. Insulators including this wrap are the #1 reason for disapproval on our inspections; here are examples of diagrams from manufacturer manuals indicating the requirement of properly wrapping insulation jobs.



Newsletters:

- Program updates
- Notes from the field
- Highlight contractors and installation numbers

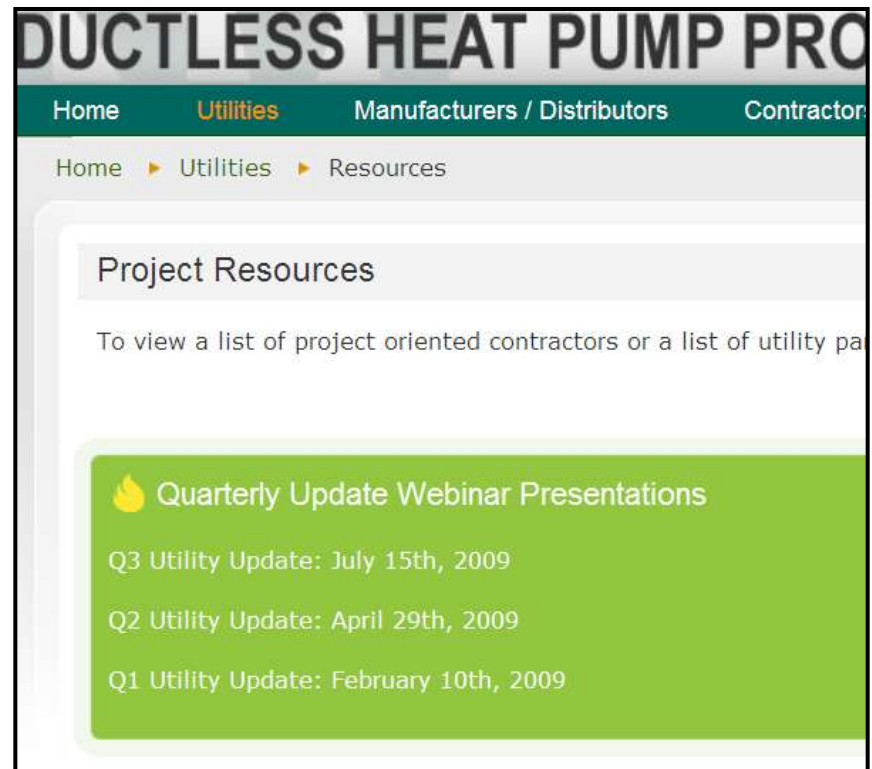
Project emails

Program communications

Utilities:

- Quarterly Webinars

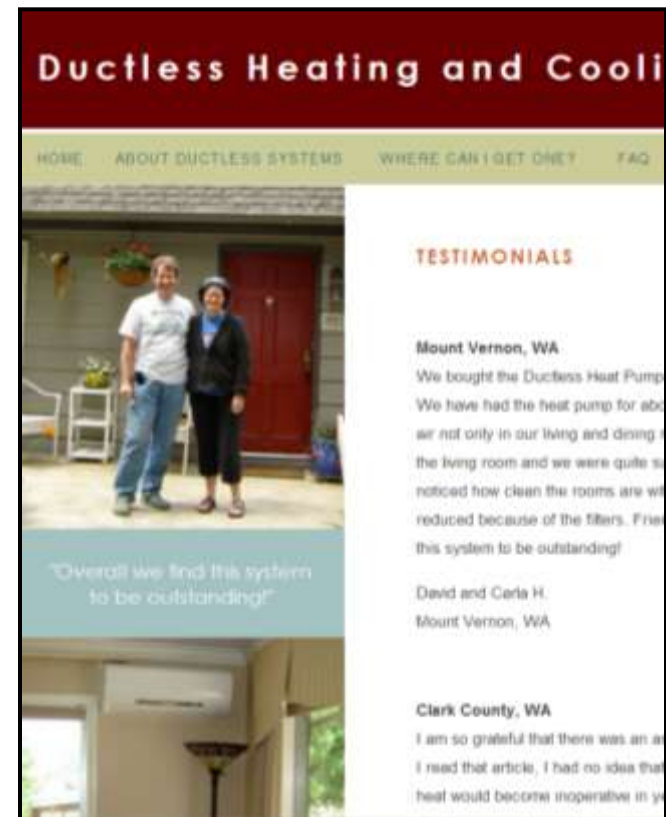
- October 7th, 2009
11:30am-12:30pm



Customer satisfaction

Customer testimonials/installation photos

- Use in marketing materials
- Send to project
 - GoingDuctless.com
 - Monthly newsletters



Questions and suggestions

- What types of tools would YOU like to see?
- Experiences you'd like to share?
- Questions?

Contact information

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Thank you for your participation in the NW
Ductless Heat Pump Project!!!