



## Don't Let Utility Bills Rise When Temperatures Drop

As fall turns to winter in Wisconsin, residents begin gearing up for cold temperatures, snow and a long season of increased heating bills. Though these bills are inevitable, Focus on Energy's Efficient Heating & Cooling Program wants to help you help your customers control their utility costs through an energy efficient furnace. After all, the more efficient a furnace is, the less energy it uses to operate, resulting in money saved on utility bills.

As an HVAC contractor, you know not all furnaces are created equal. There are many features that can determine their efficiency levels. For example, furnaces with multi-stage firing are great for all heating conditions. Unlike a furnace with single-stage firing that is either firing at full output or completely off, a furnace with multi-stage firing can selectively turn some burners off when full furnace output isn't needed. This ensures a comfortable environment, but also uses less energy.

A variable speed motor, such as an electronically commutated motor (ECM), is another feature that can save money. Homeowners will pay up to 50 percent more for furnace electricity with a standard motor compared to an ECM if they run their fan on "auto" and almost four times more if they run it on "continuous."

In addition, the Efficient Heating & Cooling Program recommends furnaces with an Annual Fuel Utilization

Efficiency (AFUE) of at least 90%, the choice of 90% of the people who buy furnaces in Wisconsin.

Even the most efficient furnace model can waste energy if not installed correctly. To ensure your customer gets the most out of a furnace, be sure to adjust the airflow so the fan setting is matched to the ductwork and other furnace characteristics.

*The Efficient Heating & Cooling Program offers a \$150 Cash-Back Reward on the purchase of high efficiency furnaces.*

In most cases, high efficiency furnaces cost more to purchase on the upfront. If this is a concern for your customers, point out that in the end, the money saved on utility bills will more than make up for the difference in the purchase price. Also, the Efficient Heating & Cooling Program offers a \$150 Cash-Back Reward on the purchase of a furnace with an AFUE rating of at least 90%, two stages of heating and a variable speed motor. This Cash-Back Reward is only available to customers if a contractor partnering with the program installs the unit.

**For more information about Focus on Energy's Efficient Heating & Cooling Program, including ways to become a partnering contractor, call 800.762.7077, or visit [focusonenergy.com/ehcp](http://focusonenergy.com/ehcp).**



## Keep the Warm Air In

Even a well-functioning furnace is worthless if the warm air it produces leaks out of the house through gaps in the infrastructure. It's not easy to pinpoint these areas of concern; however, with advances in building science, HVAC and systems technologies, as well as sophisticated diagnostic procedures, homeowners now have the opportunity to greatly increase the performance of their homes.

Recommend your customers schedule a Home Performance with ENERGY STAR® energy evaluation to assess the efficiency and safety of their homes. This comprehensive evaluation consists of an inspection of most systems in the home including ventilation capacity, heating and cooling equipment, air infiltration and insulation levels. Once the evaluation is complete, homeowners receive a report that identifies problems and recommends solutions and they may even qualify for Cash-Back Rewards if they make the suggested improvements. It's yet another way you can become a valuable resource to your customers.

For more information about the Home Performance with ENERGY STAR Program, call 800.762.7077, or visit [focusonenergy.com](http://focusonenergy.com).