



Losing Heat Means Losing Money

You've heard it before—customer complaints that their houses are cold or drafty despite their heating systems being on. As a professional, you realize in many cases, it's not the heating equipment that's the problem; rather, leaks in a home's infrastructure cause drafts and heat loss, forcing the heating equipment to work harder to heat the home. With a little advice from Focus on Energy's Efficient Heating & Cooling Program, you can help your customers address the real problem—heat loss—and the high energy costs associated with it.

You can help your customers eliminate heat loss through the chimney by upgrading all of their equipment to direct or power-vented units. Closing the flue or completely eliminating a chimney can save a homeowner more than \$65 per year in energy costs. When a customer upgrades to a high efficiency furnace, the only appliance venting through the chimney may be the water heater. Encourage homeowners to upgrade their natural venting water heater to a power-vent unit with an energy factor of .64 or greater, and they may qualify for \$125 in Cash-Back Rewards.

By making these upgrades, your customers will not only benefit from the reduced heat loss from the

Here are examples of Cash-Back Rewards customers may qualify for:

Gas Furnace = \$150
Central Air Conditioner (SEER 15+) = \$100
Power-vented natural gas water heater = \$50
Flue Closure = \$75
TOTAL Cash-Back Rewards = \$375

Natural Gas Hot Water Boiler = \$400
Indirect Water Heater = \$200
Flue Closure = \$75
TOTAL Cash-Back Rewards = \$675

closed flue, they will also recognize the benefits of higher efficiency HVAC equipment. It all adds up to tremendous savings on utility bills for years to come.

Your customers aren't the only ones who benefit. The Efficient Heating & Cooling Program's Cash-Back Rewards are only available to customers through contractors who participate in the program. This gives participating contractors a competitive edge since they can offer additional cost savings to their customers.

For more information about Focus on Energy's Efficient Heating & Cooling Program, including ways to become a participating contractor, call 800.762.7077, or visit focusonenergy.com/ehcp.



Keep the Warm Air In

Sealing air leaks is usually the most cost-effective enhancement to increase a home's energy efficiency; however, pinpointing these areas of concern can be difficult. 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 air infiltration, insulation levels, ventilation capacity and heating and cooling equipment. Once the evaluation is complete, homeowners receive a report that identifies problems and recommends solutions. They may even qualify for Cash-Back Rewards if they make the suggested improvements.

For more information about the Home Performance with ENERGY STAR Program, call 800.762.7077, or visit focusonenergy.com.