Contractor Intro to Heating with Air Source Heat Pumps

ASHPs: a win-win for you and your customers

Air Source Heat Pumps (ASHPs) are now a proven energy-saving technology for heating, tested through years of practical application and multiple studies.

KEEPING UP WITH THE MARKET

1. **Widespread adoption**
   A recent study shows ASHPs as one of the primary ways our region will reach its energy efficiency goals by 2029.
2. **Large market in the Midwest**
   ASHPs are a good fit for households heated with electricity and propane.
3. **Significant utility rebates**
   Most electric utilities offer rebates for ducted and ductless ASHPs—from $250-$2,000+.
4. **Quality installation**
   Trained and certified contractors will be best positioned to take advantage of this growing market.

GET TRAINING

Pursue technical training and certification.

Contractor Training: hvacredu.net

Contractor Certification: natex.org

Equipment Certification: ahrinet.org

Some electric utilities and manufacturers may offer their own training. Some utilities require you become a qualified contractor to be eligible for rebates.

Developed in partnership with:
CERTs CLEAN ENERGY RESOURCE TEAMS

Provide customers with a proven energy-saving technology

CONSUMER BENEFITS & SATISFACTION

- **ASHPs offer cost-effective heating** for customers heating with electricity or propane.
- **Heat homes up to three times more efficiently** than forced air and electric resistance heating systems.
- **Works for homes with and without ductwork.**
- **Set it and forget it.** ASHPs operate most efficiently without thermostat setbacks.
- **Great option when adding or upgrading air conditioning.**

> **There's no question whether customers are going to reap the benefits—these units have proven their efficiency over electric baseboard and propane.**
>
> MITCH MINARDI, BRENT'S HEATING AND COOLING IN DULUTH, MN

HEAT WITH COLD CLIMATE ASHPS

When a customer wants to use an ASHP as their primary heating system, install a cold-climate ASHP and ensure back-up heating is operational.

What makes it a ccASHP?

- Variable capacity (inverter) compressor
- Coefficient of performance (COP) at 5°F ≥ 1.75 at maximum capacity
- Heating season performance factor (HSPF) ≥ 9 (ductless) or ≥ 10 (ducted)
- Sized to meet 100% of the home's heating load at outdoor temperatures ≤ 10°F

Source: Northwest Energy Efficiency Alliance and Center for Energy and Environment

FIND MORE TIPS & RESOURCES

CleanEnergyResourceTeams.org/ASHP