



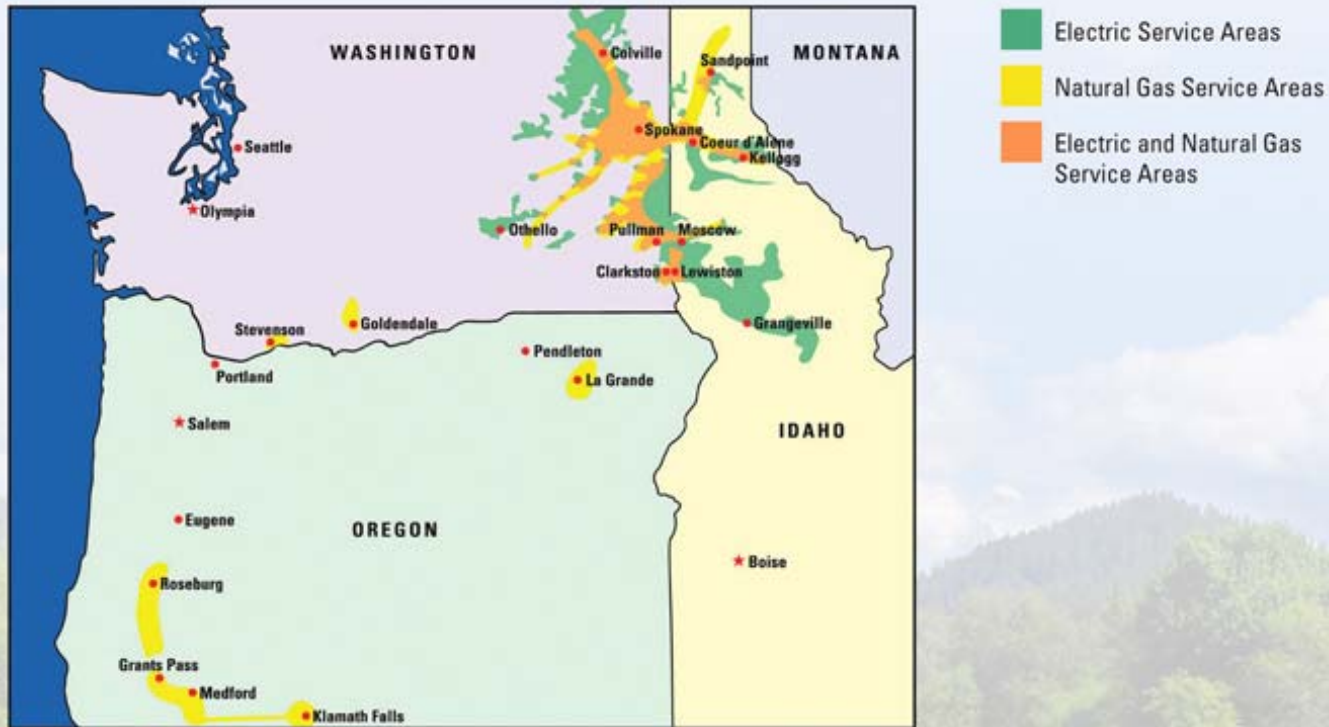
# Retail Water Heater Initiative

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## Avista's Electric and Natural Gas Service Areas



**355,000 Electric Customers in Washington and Idaho**

**314,000 Natural Gas Customers in Washington, Idaho and Oregon (95,000)**

# Problem

How do we increase program activity without adversely affecting program cost effectiveness?



# Solution

Hire a Trade Ally Specialist to strengthen our relationships with:

- HVAC Dealers
- Plumbers
- Builders
- Retailers
- Associations



# Retailer Initiative

- Increase the Number of Retailers Stocking Qualified Models
- Place Program Specific Collateral in Stores
- Provide Training to Sales Associates
- Maintain Relationships



# Identify the “Appropriate” Decision Maker

Who will be responsible for ordering and maintaining qualifying models?

Who will benefit the most if water heater sales go up?


Who can approve our point of sale materials?

- May Not be the Store Manager
- May Not be the Assistant Store Manager
- Department Manager is the Key




# Provide Training and Support

OREGON RESIDENTIAL & COMMERCIAL CONSERVATION PROGRAM GUIDE




**Rebates from Avista  
& Energy Savings...  
The Best Way to  
Satisfy Your Customer!**



Customers who choose high efficiency over standard equipment will enjoy significant savings in operating costs. With rebates from Avista, the payback period on their investment will be even shorter. When you talk to customers about the benefits of high efficiency equipment, remember to share these important points:

- Rebates help offset costs
- Rebates range from \$50 to \$3,000
- Lowers customer's energy bill
- Makes the building/home more comfortable
- Adds value to the building/home



**AVISTA**

Meet with sales associates to educate them on incentives.

Stay in contact, cultivate the relationship.

Follow through on commitments.

Refresh point of sale material as needed.

Don't forget the donuts!



# Help Them Sell Water Heaters


Qualifies for a  
**\$200<sup>00</sup> Rebate**  
from Avista Utilities

**every little bit**  
When it comes to energy efficiency,  
every little bit adds up.



This model qualifies for a  
**\$50<sup>00</sup> REBATE**  
from Avista

For qualifying information  
and rebate forms go to:  
[everylittlebit.com](http://everylittlebit.com)





# Oregon High Efficiency Equipment Rebates - Residential

Fill out each section that applies. Incomplete forms cannot be processed. Allow 90 days for processing.  
**Include a copy of your final invoice(s) and mail to: EP Rebates, Avista, PO Box 1709, Medford, OR 97501**

NAME _____	AVISTA ACCOUNT # _____	( ) HOME PHONE _____	( ) WORK PHONE _____
SERVICE ADDRESS _____	CITY _____	STATE _____	ZIP _____
MAILING ADDRESS _____	CITY _____	STATE _____	ZIP _____

**CHECK ALL THAT APPLY:**

- This is a new natural gas service.  
  This is an existing natural gas service.  
  This is new construction.  
 I am the home owner.  
  I am the landlord.  
  I am the builder.

**PLEASE FILL IN THE INFORMATION FOR THE REBATE YOU ARE REQUESTING. CHECK ALL THAT APPLY:**

Who did you purchase this equipment from? \_\_\_\_\_ ( )  
 DEALER NAME PHONE #

**High Efficiency Forced Air Furnace** |  Replaced an existing gas furnace  
 MANUFACTURER \_\_\_\_\_ MODEL # \_\_\_\_\_ INSTALL DATE \_\_\_\_\_ \$ COST (Include Install) \_\_\_\_\_ AFUE \_\_\_\_\_ %  
The AFUE (Annual Fuel Utilization Efficiency) must be 90% or higher to qualify for the \$200 rebate. If you install a qualifying high efficiency water heater within 30 days of the furnace install, you qualify for an additional \$100 rebate. Rating must be listed in GAMA. See back for additional details.

**High Efficiency Direct Vent Space Heater** |  Replaced an existing gas space heater  
 MANUFACTURER \_\_\_\_\_ MODEL # \_\_\_\_\_ INSTALL DATE \_\_\_\_\_ \$ COST (Include Install) \_\_\_\_\_ AFUE \_\_\_\_\_ %  
The AFUE (Annual Fuel Utilization Efficiency) must be 90% or higher to qualify for the \$150 rebate. If you install a qualifying high efficiency water heater within 30 days of the furnace install, you qualify for an additional \$100 rebate. Rating must be listed in GAMA. See back for additional details.

**High Efficiency Water Heater**  
  40 gallon  
  50 gallon  
  Tankless |  Replaced an existing gas water heater  
 MANUFACTURER \_\_\_\_\_ MODEL # \_\_\_\_\_ INSTALL DATE \_\_\_\_\_ \$ COST (Include Install) \_\_\_\_\_ EF / AFUE \_\_\_\_\_ (%)  
The EF (Energy Factor) must be 0.62 or higher for the 40 gallon water heater and 0.60 or higher for the 50 gallon water heater to qualify for the \$50 rebate. The AFUE (Annual Fuel Utilization Efficiency) for the tankless water heater must be 80% or higher to qualify for the \$200 rebate. If you install a qualifying high efficiency forced air furnace or a high efficiency direct vent space heater within 30 days of the water heater install, you qualify for an additional \$100 rebate. Rating must be listed in GAMA. See back for additional details.

**Programmable Thermostat**  
 MANUFACTURER \_\_\_\_\_ MODEL # \_\_\_\_\_ INSTALL DATE \_\_\_\_\_ \$ COST (Include Install) \_\_\_\_\_  
Must have either 7-day or 5-day/2-day programming along with a change/check filter reminder to qualify for up to \$50. Natural gas must be your main source of heat. See back for additional details.

**Chimney Damper**  
 MANUFACTURER \_\_\_\_\_ MODEL # \_\_\_\_\_ INSTALL DATE \_\_\_\_\_ \$ COST (Include Install) \_\_\_\_\_  
Only applies to roof top dampers on an open wood burning fireplace. No other combustion devices can utilize the chimney. Must be installed by a licensed contractor to qualify for the \$100 rebate. Natural gas must be your main source of heat. See back for additional details.

I hereby request a rebate for the above listed work. Attached is a copy of the final invoice(s). I have read the rebate agreement and additional conditions on the back of this form and agree to the conditions for participation in this program. I also understand that AVISTA will make the final determination of any rebate that I will receive. **Program subject to change or cancel without notice. Please allow 90 days for processing.** Mail to: EP Rebates, Avista, PO Box 1709, Medford, OR 97501

- Send the rebate to my mailing address.  
  Credit the rebate to my Avista account.  
  Send the rebate to the dealer or plumber.

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_ 4/09

**Get \$50 or \$200 back**  
 When you install a Qualifying Tank or Tankless Water Heater –AND you are an Avista Natural Gas Customer.

*Qualifying is easy...*

**Pick a water heater model that qualifies:**

- ✓ 40 gal. with EF of 0.62 or greater
- ✓ 50 gal. with EF of 0.60 or greater
- ✓ Tankless with a min. AFUE of 80%  
(See back of form for additional information)

**To apply for your rebate follow these steps:**

- 1** Pick a qualifying water heater model.
- 2** Cut the UPC code from the packaging.
- 3** Make a copy of your water heater receipt or invoice.
- 4** Fill out the rebate form on the back of this sheet.
- 5** Mail the UPC code, the rebate form and the copy of your receipt to:

EP Rebates, Avista  
 PO Box 1709  
 Medford, OR 97501

**AVISTA**





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