



Preparing for 2012: Home Energy Audits and Home Performance with **ENERGY STAR**[®]

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Top points

- Audits do not qualify for rebates until February 1st
- You need credentials for HEAC rebate program participation, audits and HPwES

Take aways

- Evaluate business model “fit” for 2012
 - ◆ www.brainshark.com/xcel/2012HEA-HP
- Register for class / RSVP and know what to expect
- Complete the application and send it in

Trade Partner Value Proposition

Value Proposition Example

<u>Measure</u>	<u>"A la carte"</u>	<u>"Bundled"</u>
Air sealing and Insulation	\$300	\$160
Air sealing and Insulation		\$350
Furnace - 95% AFUE	\$120	\$200
with ECM		\$200
Air Conditioner - 15/12.5	\$350	\$400
with trade-in	\$500	\$550
TOTAL	\$1,270	\$1,860

Trade Partner Participation Options

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Qualifying to Offer Residential Rebates in 2012

Basic rebates
(heating, evaporative cooling, water heating, insulation and air sealing rebates)

Air Conditioning rebates

Home Energy Audit rebates

Home Performance rebates

Overview of Participation

Qualifying to Offer Residential Rebates in 2012

Basic rebates
(heating, evaporative cooling, water heating, insulation and air sealing rebates)

Air Conditioning rebates

Home Energy Audit rebates

Home Performance rebates

- 6 digit Xcel Energy contractor ID

Basic Rebates

Qualifying to Offer Residential Rebates in 2012

Basic rebates

(heating, air conditioning, cooling, water heating, insulation and air sealing rebates)

Air Conditioning rebates

Home Energy Audit rebates

Home Performance rebates

- 6 digit Xcel Energy contractor ID
- Required training completion
- NATE certification

AC Rebates

Qualifying to Offer Residential Rebates in 2012

Basic rebates

(heating, air conditioning, cooling, water heating, insulation and air sealing rebates)

Air Conditioning rebates

Home Energy Audit rebates

Home Performance rebates

- 6 digit Xcel Energy contractor ID
- Required audit software training (some cost)
- Signed agreement
- RESNET, or BPI envelope, or BPI analyst certification

Qualifying to offer Audits

Qualifying to Offer Residential Rebates in 2012

Basic rebates

Heating, air conditioning, cooling, water heating, insulation and air sealing rebates

Air Conditioning rebates

Home Energy Audit rebates

Home Performance rebates

- 6 digit Xcel Energy contractor ID
- Required training
- Signed agreement
- **Certifications**, depending on the type of work being done:
 - For **insulation/air sealing jobs**: BPI envelope, *or* BPI analyst, *or* BPI residential whole house air leakage control (installer or crew chief)
 - For **heating systems and water heater jobs**: *either* BPI heating, *or* NATE gas furnace **PLUS** Interplay CAS training
 - For **air conditioning jobs**: NATE AC or ASHP
 - For **GSHP jobs**: NATE GSHP

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Home Energy Audits in 2012

Home Energy Audits (HEA) in 2012

Customer will

- choose an auditor/contractors
- pull their own bill history
- pick an audit type, pay their auditor
- receive the HEA report via email, generated through software
- fill out rebate form, send in for processing

Audit rebate levels

Infrared Audit

60% of the cost, up to **\$200** rebate

Blower Door Audit

60% of the cost, up to **\$160** rebate

Standard Audit

60% of the cost, up to **\$100** rebate



Home Energy Audits in 2012

Each auditor:

- Certification and 1 year audit/related experience
- Use software approved by Xcel Energy
- \$150 one-time per company software training fee
- Sign the program agreement
- Be active in the program to stay on the list

Home Energy Audits in 2012, continued

Each auditor:

- Market your business, set your prices, generate leads
- Schedule your own appointments
- Work with customers to pull billing history
- Are you a contractor? Lead with HPwES
- Xcel Energy security screening process not required
- Xcel Energy ID badges to be returned

Home Energy Audits in 2012

Xcel Energy will

- ◆ offer a robust advertising campaign to promote the programs
- ◆ have marketing materials, rebate forms, yard signs and other tools to help promote
- ◆ provide software training
- ◆ hire a third party quality assurance implementer. They will train, perform QA, oversee software, manage contractor certifications, and the customer experience

In home energy modeling software

- RFQ is in process now
- Mini-pilot in process now
- Software training January 23 or 30, 2012
- Required for customer receiving the rebate
- No fees to auditors other than one time \$150

Home Performance with ENERGY STAR® in 2012

HPwES customer and contractor process

Customer will

- complete an Xcel Energy HEA
- choose HP contractors
- make three improvements
 - Insulation and air sealing if needed

■ Contractor will

- test-out the house
- mail the rebate form with receipts
- work and testing done by one or more companies

HPwES contractor information

- **Certifications**
- **Sign the program agreement**
- **Be active in the program to stay on the list**
- **Partner with an auditor (network)**
- **First five homes**
 - ◆ **require quality assurance oversight from the 3rd party QA provider**
 - ◆ **then 10% random sample thereafter**
- **Use the Standard Disclosure Form if you're both auditor and HP contractor**

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Trade Partner Preparation: What to do NOW

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Actions

- Go to www.brainshark.com/xcel/2012HEA-HP
- Evaluate whether either / both program(s) fit in your business model for 2012
- Get your contractor ID
- Complete the application
- Send it and your certifications to hpcerts@xcelenergy.com
- Register for class / RSVP
- Network! Build alliances

Who should attend?

- Every qualified auditor in your office
 - ◆ Separate RSVP, based on viewing presentation
- HVAC contractors
 - ◆ With certifications
 - ◆ Who want to participate

RSVP – What to expect in training

- **Ultimately: ready to hit the streets!**
- **Agreement to sign**
 - ◆ **Non-binding**
 - ◆ **No money (other than software fee)**
- **Half-day of program processes and networking time**
- **Half-day of audit software training (auditor only)**
- **Two meals (breakfast and lunch)**
- **Our smiling faces**

Summary: 2012 big changes at a glance

- **HEA**
 - ◆ **is changing to a rebate model**
 - ◆ **will implement in-home energy modeling software**
- **HPwES**
 - ◆ **requires BPI certifications**
 - ◆ **required measures have decreased to 3**
 - ◆ **rebates have increased (\$\$)**
 - ◆ **test-outs have decreased**
 - ◆ **cooling system rebates added**



Residential Rebates Preview 2012

Rebates 2012: no change

- “A la carte” insulation and air sealing
 - ◆ Changes expected in the spring
 - ◆ Why change is needed

- “A la carte” High efficiency AC / ASHP / GSHP
 - ◆ Trade-in rebate and rules remain the same

Rebates 2012: some change

- 5 year rule removed

- “A la carte” heating
 - ◆ Boiler efficiency minimum – 85%
 - ◆ No change to furnace rebates

- “A la carte” water heating
 - ◆ Tankless water heaters - \$100 (was \$50)
 - ◆ No change to the other water heaters

Rebates 2012: evaporative coolers

Evaporative Coolers (electric use)	First time installers*	Evap cooler replacement**
Standard unit: 2500 CFM	\$250 (not more than total cost)	\$100
Premium unit: 85% media efficiency, with purge control and thermostat	\$600	\$500
Whole house system: Same equipment as Tier 2 but with ducts covering the whole house. Minimum of 4 supply ducts	\$1,000	\$1,000

* Customers are new to evaporative cooling and don't currently have an evap unit

**Customers are replacing existing evaporative cooling unit with any new unit

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Rebates 2012: big changes

- Home Energy Audits and Home Performance
- Win – Win
 - ◆ Auditors set own prices, prescriptive rebate
 - ◆ Home Performance contractors offer deeper rebates, wide range of improvements
 - Richer rebates = more work, more profit
 - Fewer improvement requirements = more participating customers

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Get your contractor ID

- Do you have a six digit ID already?
 - ◆ Only one ID needed per company
 - ◆ Use the same one for
 - “A la carte” rebates
 - High Efficiency AC rebates
 - Audit rebates
 - HPwES rebates
- Go to <http://hvacreducation.net/xcel-co/registration/>