ENERGY STAR Certified Heat Pump Water Heater

Contractor Guide and Sell Sheet

A heat pump water heater is often called a "hybrid" electric water heater because some models can switch between heat pump mode and standard electric mode. Just look for the ENERGY STAR® label—all electric water heaters that carry the ENERGY STAR label use heat pump technology.

Same Hot Water, 70% More Efficient

- Heat Pump Water Heaters produce the same hot water while using 70% less energy than conventional electric water heaters. With water heating representing the second largest source of energy consumption in the home, that means they can also produce huge savings!

Big Savings - $550/Year for Family of Four

- An ENERGY STAR certified Heat Pump Water Heater can save a household of four approximately $550 per year on its electric bills compared to a standard electric water heater and more than $5,600 over the unit's lifetime.

How does it work?

- A Heat Pump Water Heater works like a refrigerator in reverse. It uses the same technology, but backwards to add heat instead of removing it. Most also have electric heating elements to ensure a high recovery rate.

Safety, Reliability, and Performance

- ENERGY STAR Heat Pump Water Heaters come with a standard 6-year manufacturer warranty, with 10-year warranties being the most common.
- Though recent advances have made them even more efficient and capable at a wider range of temperatures, heat pumps have been around for decades and are a proven, reliable technology.

An Environmental-Friendly Choice

- ENERGY STAR Heat Pump Water Heaters drastically reduce greenhouse gas emissions compared to standard electric and water heaters that rely on combustion of fossil fuels.

Rebates and Tax Credits

- ENERGY STAR certified Heat Pump Water Heaters are eligible for a federal tax credit of 30 percent of the cost of the unit and installation (max credit of $2,000 per year), as well as generous utility rebates in many parts of the country. Combined with the energy savings, this means they quickly pay for themselves.

Connectivity, Smart Controls

- Most available units include optional connectivity which provide more user control and flexibility. This can include the ability to set water heater to vacation mode to save energy, to track and monitor energy usage, and to participate in energy saving incentive programs, where available.
- Many new models also are capable of communicating to installers if a service issue arises, allowing contractors to better serve their customers.

Overcoming Common Objections

Difficult and expensive to service.

- This is a common misconception. Many plumbers assume that since Heat Pump Water Heaters use compressors that service issues must be outsourced to a HVAC technician. This is not the case.
- If installed correctly with enough air space (typically around 700 cubic feet) and the air filter is cleaned regularly, the compressor should last at least 12-15 years without servicing. However, if a compressor repair is required while under warranty the policy of most manufacturers is to replace the entire water heater.

They are too expensive.

- ENERGY STAR certified Heat Pump Water Heaters typically pay for themselves quickly with energy savings and incentives. The average household will save more than $370 every year on electricity costs compared to a standard electric storage water heater. Federal tax credits of 30% of units, including installation (max tax credit claim of $2,000) and many generous utility rebates equal even faster payback.

They will make the house colder than desired and/or increase the space heating cost.

- This is another common myth. Heat Pump Water Heaters produce a small amount of cool dry air, but extensive research has found the effect is negligible, usually in the range of 2-5°F of localized cooling around the unit. The benefits of dehumidification make them great for cool clammy basements and stuffy laundry rooms. Numerous studies have found little or no impact on space heating costs. Just be sure there is at least 15 ft between the water heater and the closest thermostat.

They are difficult to install.

- Heat Pump Water Heaters are easy to install and last a long time. If needed, a louvered door or air ducting can be installed to give the water heater access to air (most manufacturers recommend 700 cubic feet of air space). Because they run on 100% electricity rather than combustion, there is no need for exhaust venting or gas lines. Heat Pump Water Heaters produce pure, clean, non-corrosive condensate water which can be directed to any drain.

They are noisy.

- Today's heat pump technology is far more efficient than previous generations. An intermittent soft humming sound of the compressor is normal for an ENERGY STAR Heat Pump Water Heater—typically in the range of 45 – 50 dBA*, the same sound levels as a computer fan or air conditioning unit.

You can't install them in cold climates.

- Today's units can be installed almost anywhere a standard storage water heater would go. Heat Pump Water Heaters perform best in spaces that consistently remain above 37°F. Basements are often perfect locations—even in very cold climates.
- Additionally, since heating cold incoming water is particularly energy intensive, Heat Pump Water Heaters, which are 3-5X more efficient than traditional storage and tankless water heaters, are ideally suited to deliver homeowners big savings.

**dBA, or weighted decibel*