ENERGY STAR Certified Air Source Heat Pumps

Contractor Guide and Sell Sheet

An ENERGY STAR certified heat pump offers efficient heating and cooling by transferring heat into the home in winter and out in summer. As this technology gains popularity, contractors should understand its benefits and incorporate it into their business models.

Benefits of Air-Source Heat Pump Technology

ENERGY STAR heat pumps cut heating costs by up to 60% compared to conventional systems by transferring heat instead of generating it. They provide efficient cooling with quiet operation and adjustable speeds to save energy and money, offering both heating and cooling in one device.

Get Ahead

Stocking HVAC heat pump equipment is a smart move as its popularity surges and upcoming legislation and electrification trends create a lucrative opportunity. By preparing now to sell and install these systems, you can stay ahead of the competition.

Lower First-Cost

ENERGY STAR heat pumps qualify for a 30% federal tax credit on unit and installation costs (up to $2,000/year) plus utility rebates in many areas, offering a quick ROI. Visit www.energystar.gov/taxcredits for more info.

Trusted Technology:

Installers are now installing thousands of heat pump units nationwide, and many thousands more units are shipped monthly. Installers are achieving success in all climate zones, including cold climates.

Customer Demand

ENERGY STAR is leading a nationwide campaign to raise awareness and guide consumers toward certified installers.

Proper Installation Delivers Success

Following heat pump installation best practices ensures a high-quality customer experience and avoids callbacks. ENERGY STAR offers free professional training and resources so you can leverage expert insights, refresh your knowledge of best practices, and successfully navigate installation challenges.

Overcoming Common Objections

You can't install them in cold climates.

- ENERGY STAR certified heat pumps excel at providing space heating, even in the coldest climates, thanks to advanced compressors and refrigerants that enhance low-temperature performance.
- Modern heat pumps are suitable for installation across the nation, offering efficient heating even in frigid conditions as low as negative 22°F. Despite extreme cold, outdoor air retains enough heat energy. This warmth is absorbed by the refrigerant, causing it to evaporate due to its lower pressure and temperature. With proper sizing, backup heating isn't necessary. Increasingly, both new and older homes are exclusively using heat pumps for heating and cooling.

They aren't as efficient as traditional equipment.

- An ENERGY STAR certified heat pump can provide heating for approximately 1/3 the cost of traditional electric baseboard heating, depending on where you live, and approximately 1/2 the cost of oil heat. These units can deliver up to three times more heat energy to a home than the electrical energy it consumes. This is possible because a heat pump moves heat rather than converting it from fuel, as combustion heating systems do.

They are difficult to install.

- Heat pumps are one of the most economical ways to heat and cool a home. When properly sized, designed, and installed, they provide low-cost heating, air conditioning, and dehumidification on a room-by-room basis. A central ASHP uses existing ductwork in your home to deliver heating and cooling.
- In most climate zones, an ASHP can be installed as a drop-in replacement when either a central air conditioner or a furnace needs replacement. Mini splits use narrow refrigerant lines positioned outside your home to deliver heating and cooling instead of conventional central heating and cooling which requires bulky, and often expensive ductwork. Only a three-inch hole in an outdoor wall is needed for the refrigeration lines to connect the outdoor unit to the indoor unit.

They are too expensive.

- ENERGY STAR certified heat pumps qualify for a federal tax credit of 30% of the unit and installation costs (up to a maximum credit of $2,000 per year), along with substantial utility rebates available in numerous regions. When paired with energy savings, these incentives allow for a swift return on investment. For further details, visit www.energystar.gov/taxcredits.