



## Preparing for 2012: Home Energy Audits and Home Performance with **ENERGY STAR**<sup>®</sup>

January 2012  
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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](http://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
<b>TOTAL</b>	<b>\$1,270</b>	<b>\$1,860</b>

## 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 3<sup>rd</sup> 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](http://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](mailto: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

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

\* 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/>