

RHEEM RETAIL PROMOTION UTILITY FAQ

PLEASE NOTE: This document is an internal FAQ intended to help utilities better understand promotion details and answer questions they may receive from customers and participating installers.

What is the Rheem retail promotion?

Rheem and Hot Water Solutions partnered to make new Tier 3 Rheem 50- and 80- gallon heat pump water heaters more affordable to Northwest residents through a retail promotion. The promotion is available until December 31, 2017 or while funds last at [The Home Depot stores](#) across Idaho, Montana, Oregon and Washington. Promotion details include:

- 50-gallon and 80-gallon Tier 3 Rheem units are eligible
 - [XE50T10HD50UO](#)
 - [XE80T1HD50UO](#)
- **\$100** manufacturer markdown at regional The Home Depot stores
- Utility rebates and state tax credits may be available in addition to the promotion markdown

****Pricing and participation are subject to change at the retailer's discretion; we recommend confirming with local locations***

What products are eligible for this promotion?

Tier 3 Rheem 50- and 80-gallon units are eligible for this promotion. The Home Depot also offers 65-gallon Tier 3 Rheem units for special order; however, a markdown is not available for the Home Depot 65-gallon unit at this time.

How efficient are these products?

All **12** new Rheem models are [Advanced Water Heater Specification](#) Tier 3 qualified units, and are up to 60% more efficient than standard electric tanks. This is represented in an Energy Factor, or EF. The 50-gallon units have a Northern Climate Energy Factor of 3.2, and 80-gallon units have a Northern Climate Energy Factor of 3.4. Please see the Advanced Water Heater Specification Qualified Products List [here](#).

Can a customer take advantage of additional utility rebates and tax credits?

Yes - if the customer meets applicable eligibility requirements, utility rebates and tax credits may apply.

What are the dates of the promotion?

The promotion is available April 1, 2017 – December 31, 2017, or while funds last. Participating retail partners may offer an additional markdown at various periods during the promotion.

When will these units be available?

Rheem Tier 3 heat pump water heater products are currently available at The Home Depot locations in the Northwest. Most stores are stocking the 50-gallon units, and some are stocking the 80-gallon units. All are available for special order, including the 65-gallon units. However, markdowns are not available for the 65-gallon units. If your customers have questions or concerns about stock levels at stores nearest them, please contact us by emailing info@hotwatersolutionsnw.org and we can work with the supply chain on your behalf.

Where is this promotion available?

This promotion is available at The Home Depot locations in Idaho, Montana, Oregon and Washington. Visit homedepot.com to find your closest location. Participation and pricing are subject to change at the retailer's discretion; confirm with local locations.

How can a customer determine if a heat pump is right for their home?

If a customer has a standard electric water heater installed in an unconditioned or semi-conditioned space, a non-ducted heat pump water heater will usually work best for them. Customers living in parts of the Northwest with colder climates, however, may want to consider a ducted heat pump water heater. If you would like more resources to help your customer make the best choice, we have created a ["Is a Heat Pump Water Heater Right for You?"](#) tool on HotWaterSolutionsNW.org they can use in considering their purchase. Currently there are several rebates and tax credits available for heat pump water heaters, which help make the most efficient water heating option even more affordable.

How can a homeowner find an installer to install the heat pump water heater?

See utility rebate details for installer eligibility requirements. If your utility does not have a qualified installer list, HotWaterSolutionsNW.org has an [installer finder](#) where a homeowner can enter their zip code to see a list of installers who have attended a Hot Water Solutions orientation. Retailers may also offer installation services; check with your local utility for installation eligibility requirements.

Who is Hot Water Solutions?

Hot Water Solutions is an initiative of the Northwest Energy Efficiency Alliance (NEEA) focused on promoting the education, development and adoption of heat pump water heater technology best suited to meet the needs of homeowners in the Northwest.

Who is NEEA?

NEEA is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA is dedicated to accelerating both electric and gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices.

Since 1997, NEEA and its partners have saved enough energy to power more than 700,000 homes each year. As the second-largest resource in the Northwest, energy efficiency can offset most of

our new demand for energy, saving money and keeping the Northwest a healthy and vibrant place to live. www.neea.org

Where can I find more information on heat pump water heater technology?

For more information about heat pump water heater technology, visit HotWaterSolutionsNW.org.

Rheem Promotion Email/Newsletter Content

Overview

Through December 31, 2017 (or while funds last), Rheem will promote special pricing on their 50- and 80-gallon Tier 3 heat pump water heater products. A discount of \$100 is available for Northwest residents who purchase at a participating Home Depot store in Idaho, Montana, Oregon or Washington.

This includes all Rheem, Richmond and Ruud products.

This document provides content that you can customize and use in your existing communication channels to promote the Rheem offer. Please feel free to use our [image library](#) to help enhance your messaging. If you would like access to the image library, please email info@hotwatersolutions.org.

Aligning your promotional marketing activities with Rheem and sending email blasts will help to cost-effectively keep your electric customers informed of a valuable offer, amplify Rheem regional marketing efforts, and increase Rheem installations.

Message Option #1

REPLACE YOUR OLD WATER HEATER. SAVE \$100 INSTANTLY.

Old water heaters break down at inconvenient times. The morning of a big job interview. When you're getting ready for your 10-year high school reunion. Right before you have to pick up your in-laws at the airport. Don't get left in the cold: now through December 31, 2017, you can save **\$100** on a super-efficient and super-reliable [Rheem tier 3 heat pump water heater](#) by purchasing at a participating Home Depot store in Idaho, Montana, Oregon or Washington. You'll save up to **60%** on electric water-heating costs and enjoy the same reliable hot water you're used to. This includes all Rheem, Richmond and Ruud products.

Message Option #2:

YOUR DAILY SHOWER COULD SAVE YOU \$100 INSTANTLY

Did you know hot water provided by a Rheem heat pump water heater can save you up to **60%** on electric water-heating costs? Now through December 31, 2017, you can receive **\$100** off by purchasing a super-efficient and super-reliable [Rheem tier 3 heat pump water heater](#) at a participating Home Depot in Idaho, Montana, Oregon or Washington. Now that's something to think about during your morning shower.

Rheem Promotion Social Media Content

Overview

Designed to drive consumers to the promotion, these social media posts give your followers a direct call to action. We recommend including an image with every post. Please feel free to use our heat pump water heater [image library](#) to help enhance your posts. If you would like access to the image library, please email info@hotwatersolutions.org.

Facebook Posts

POST 1:

Don't get caught without hot water on an important day. Replace your old water heater with a Rheem tier 3 heat pump water heater and get \$100 off instantly at participating Home Depot locations. Not to mention you'll save up to 60% on electric water-heating costs. [\[insert link to Rheem promotion here\]](#)

POST 2:

Here's something to think about in your morning shower: An efficient Rheem heat pump water heater can save you up to 60% on your electric water-heating costs. Buy now at Home Depot and get \$100 off instantly. [\[insert link to Rheem promotion here\]](#)

POST 3:

High water-heating bills got you down? Now you can save \$100 on an efficient heat pump water heater from Rheem by purchasing at Home Depot AND up to 60% on your electric water-heating costs. [\[insert link to Rheem promotion here\]](#)

Twitter posts

Please note: The character limit on Twitter posts that include links is 117 characters, including spaces. You may also include images with your Twitter posts; images do not count toward the character limit.

POST 1 (115 characters + link):

Save money by showering. Seriously. @rheem heat pump water heaters can save you up to 60% on your hot water costs. [\[insert link to Rheem promotion here\]](#)

POST 2 (114 characters + link):

Hot water costing you too much? Save \$100 on @rheem heaters that save up to 60% on electric hot water costs. [\[insert link to Rheem promotion here\]](#)

POST 3 (106 characters + link):

Don't get left in the cold: Save \$100 on a @rheem heater and up to 60% on electric hot water costs. [\[insert link to Rheem promotion here\]](#)