



Rewiring America & Carrier Enterprise

April 13, 2023

Stephen Pantano, Head of Market Transformation for Rewiring America



QUESTION!

What are your biggest concerns about the Inflation Reduction Act programs?



A. Uncertainty about rebate availability & timing



B. Educating customers



C. Incentive amounts insufficient



D. Other (please put comments in the Q&A tab)

ONE IDEA



Rewiring America was founded as a
nonprofit in 2020 with one simple idea:
Electrify Everything

It's Electric



Electric appliances aren't just cleaner, **they're better.**

Electric is faster,
more precise, and
more efficient.



Electric vehicles accelerate faster and cost less to maintain than internal combustion engine vehicles

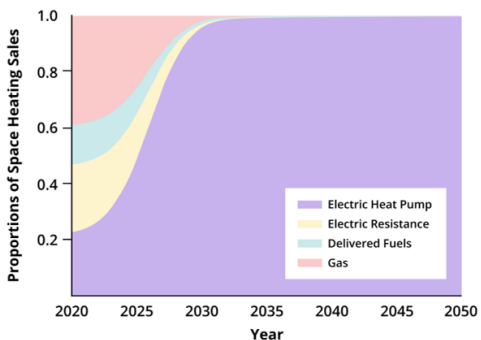
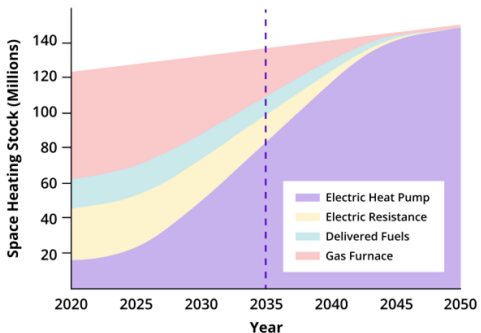


Heat pumps are 2x to 4x more efficient than the most efficient gas furnace.



Induction stoves are quicker, easier to clean, and more precise than gas stoves.

Over 3 years,
we aim to inspire
more than
2.4 million
additional electric
installations
above baseline



That means:

1,360,000

heat pump
HVAC sales

150,000

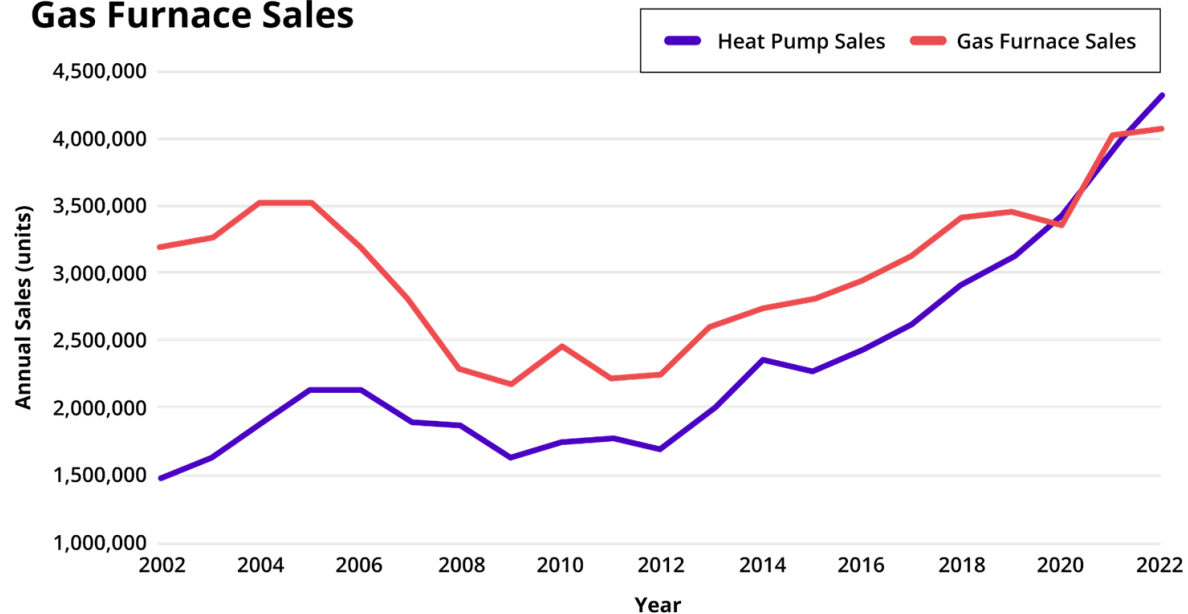
heat pump water
heater sales

880,000

induction
stove sales

HEAT PUMPED!

Heat Pump Sales Exceed Gas Furnace Sales



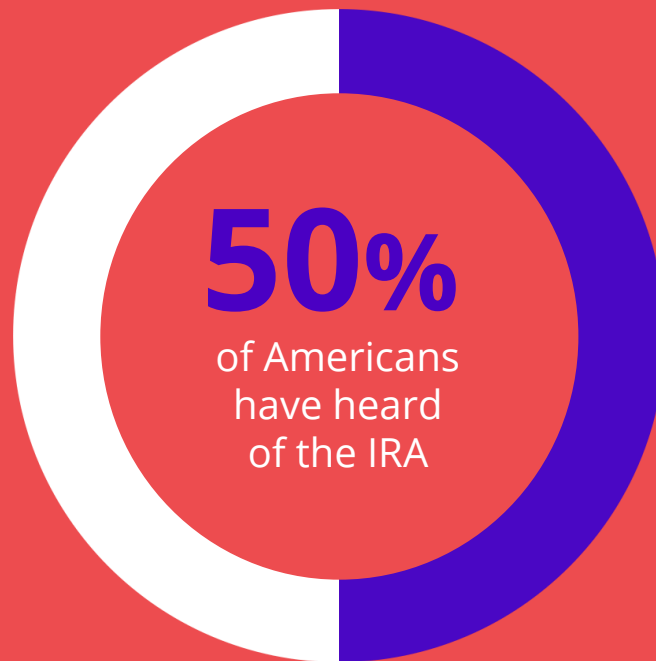
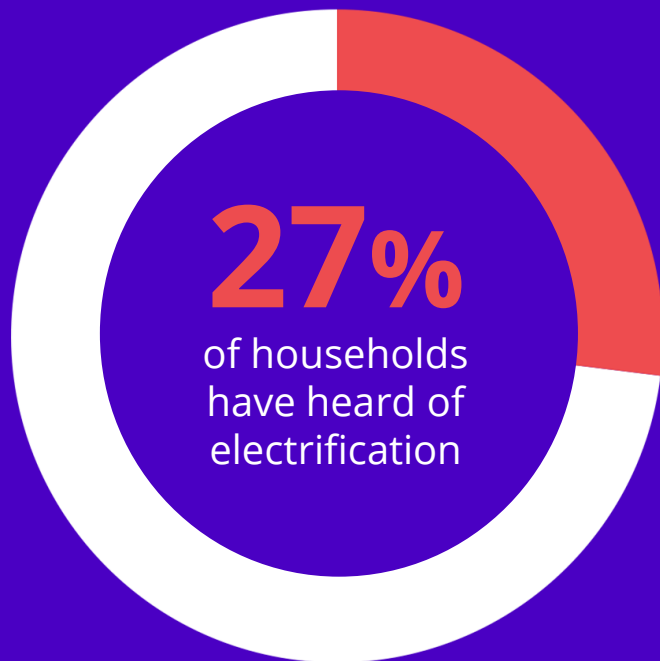
2022 annual sales are projected from available October year-to-date data.

Source: <https://www.ahrinet.org/analytics/research/historical-data/central-air-conditioners-and-air-source-heat-pumps>,
<https://www.ahrinet.org/analytics/research/historical-data/furnaces-historical-data>



These installs need to be done well,
by contractors with the deep know-how
to do the work, **and the ability to explain
the added value to their customers.**

THE CHALLENGE



I HAVE NO IDEA WHAT YOU ARE TALKING ABOUT!



The Inflation Reduction Act has jump started electrification market transformation, opening up **a world of opportunity for contractors who seize the moment.**

The Inflation Reduction Act is an opportunity for contractors to pair customers with the most efficient, highest quality machine. **Every time.**





Contractors can use the IRA to **expand their business and build profitable long-term customer relationships.**

For example, multi-year consumer tax credit eligibility enables planning over time. This can turn reactive emergency replacement conversations into **proactive readiness and resilience** conversations.



IRA benefits for contractors

The Inflation Reduction Act: Workforce and Labor Incentives or Contractors

State-Based Home Energy Efficiency Contractor Training Grants

- \$200M through FY2031
- Financial assistance to states to develop and implement workforce programs
- Training & education to contractors involved in energy efficiency or electrification upgrades, including through IRA rebate programs

Contractor Incentives

- Electrification Rebates: \$500 per project
- Efficiency Rebates: \$200 for projects in disadvantaged communities

Prevailing Wage Incentives

- The full value of the following tax credits is tied to prevailing wage and apprenticeship requirements:
 - 45L New Energy Efficient Home Credit
 - 179D Energy Efficient Commercial Buildings Deduction

The Inflation Reduction Act: Commercial Incentives

179D Energy Efficient Commercial Buildings Deduction

- **Administration:** IRS
- **Timing:** Available now
- **Eligible Recipients:** Building owners or contractors who design an energy efficient retrofit or construction plan on behalf of a commercial building for non-taxable entity
- **Program details:** The 179D deduction incentivizes retrofits of commercial buildings, including traditional commercial spaces and large apartment buildings as well as buildings owned by non-taxable entities like governments, schools, hospitals, and houses of worship.

The Inflation Reduction Act: Commercial Incentives

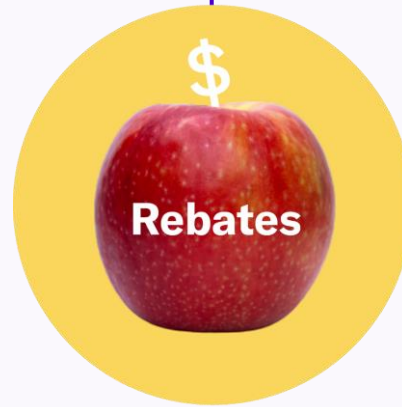
45L New Energy Efficient Home Credit

- **Administration:** IRS
- **Timing:** Available now
- **Eligible Recipients:** Contractors who build and sell qualifying energy-efficient new homes or perform major renovations
- **Program details:** The 45L tax credit incentivizes new homes and major renovations to meet EPA's Energy Star certification and DOE's Zero Energy Ready Homes certification.



IRA benefits for consumers

When it comes to financial incentives available for consumers under the Inflation Reduction Act, they fall mainly under one of two categories:



Energy Efficiency Tax Credit (25C)

- What:** A 30% tax credit for residential efficiency and electrification upgrades, up to \$3,200 per year.
- Who:** Anyone with a high enough federal tax liability, including renters.
- When:** Now through 2032.
- Details:** The purchase and installation of heat pumps & heat pump water heaters qualify for up to a \$2,000 tax credit.

Clean Energy Credit (25D)

- What:** A 30% tax credit for the purchase and installation of solar panels, geothermal heat pumps, and battery storage.
- Who:** Anyone with a high enough federal tax liability, including renters.
- When:** Now through 2034 and retroactive to 2022.
- Details:** The tax credit is uncapped.

Electrification Rebates

- What:** Point-of-sale rebates up to \$14,000 for electric appliances including heat pumps, heat pump water heaters, induction stoves, electrical panel upgrades, and rewiring.
- Who:** Low- and middle-income households.
- When:** State energy offices are finalizing this program now. We expect a roll out in late 2023 and into 2024.
- Details:** 100% of project costs are covered for low income households, 50% for middle-income households.

Efficiency Rebates

What: Rebates for large-scale projects that verifiably improve a home's energy efficiency.

Who: Everyone! Rebates for low-income households are doubled.

When: State energy offices are finalizing this program now. We expect a roll out in late 2023 and into 2024.

Details: Consumers have two ways to claim this rebate, either **modeled** or **measured** energy savings.

The total rebate amount a consumer qualifies for depends on the route & the amount of energy savings the project generates.

QUESTION!

What can Rewiring America and CE do to help make with your job easier?



A. Create brochures/pamphlets on IRA incentives for you to share with clients



B. Establish a forum specifically for contractors to share info and experience



C. Work with OEMs to consolidate IRA-eligible machines



D. Other (please put suggestions in the Q&A tab)

THANK YOU

We are building the
electrification movement
& **we want to hear
from you!**

hello@rewiringamerica.org

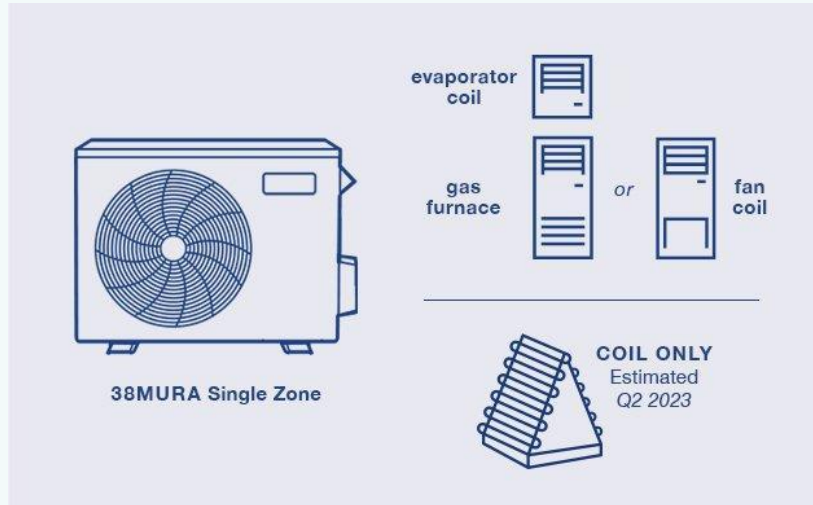




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What is Ductless Crossover?

Designed to be an innovative, customizable option for add-on or traditional heat pump replacement application. The 38MURA is a variable-speed, inverter driven single zone heat pump that works perfectly with the 40MUAA Air Handler System. Crossover systems can integrate with either furnace and evaporator coil or evaporator coil only.



- Single-zone only
- 18k-60k - all sizes available in both High Heat and Standard Heat models.
- Conventional line set sizes; insulation on suction line only.
- Indoor and Outdoor units are powered separately.
- 24V Interface Pre-Installed in the indoor and outdoor unit

\$200 Ductless Crossover Rebate!

Here's what you need to know:

- The rebate is open to all HVAC contractors
- Participants need an active [CE account](#) and [HVAC Partners](#) account with Carrier or Bryant to be eligible
- Sales Period: Now until May 26, 2023
- Installation & Claiming:
Now until July 10, 2023

Speak to your local sales rep to confirm models and additional details.

Model		
	INDOOR	OUTDOOR
Standard	40MUAAQ18XA3	38MURAQ18AA3
	40MUAAQ24XA3	38MURAQ24AA3
	40MUAAQ30XA3	38MURAQ30AA3
	40MUAAQ36XA3	38MURAQ36AA3
	40MUAAQ48XA3	38MURAQ48AA3
	40MUAAQ60XA3	38MURAQ60AA3
High Heat	40MUAAQ18XA3	38MURAQ18AB3
	40MUAAQ24XA3	38MURAQ24AB3
	40MUAAQ30XA3	38MURAQ30AB3
	40MUAAQ36XA3	38MURAQ36AB3
	40MUAAQ48XA3	38MURAQ48AB3
	40MUAAQ60XA3	38MURAQ60AB3

Thank you!

Q&A