



CONNECTICUT UPSTREAM PROGRAM - DISTRIBUTOR PERSPECTIVE

Jen Ryan | Shelton Winnelson - A Winwholesale Company

How To Get Started

- ▶ Identify One Progressive Distributor To Partner With
- ▶ Educate Their Customer Base
 - ▶ Counter Days, Trainings, Email Blasts
- ▶ Do RFI For Ideas & Solutions From Industry Participants
 - ▶ Distributors, Manufacturers, etc.
 - ▶ Pilot A Program With One Supportive Distributor Where Rebates Are Provided At Point of Sale - Reduce Equipment Price By e.g. \$750 Off Of A High Efficiency Boiler



Why It Will Be Successful

- ▶ Distributors Own Contractor Relationships = Trust
- ▶ Contractors and Distributors Make Equipment Decisions
- ▶ Point of Sale Rebates Incent The Right Energy Efficient Decision
- ▶ Industry News Spreads FAST!
- ▶ Pilot Distributor's Customers Feel Special - Exclusive
- ▶ Every Other Distributor Will Want What They Don't Have



Keys To Success



- ▶ Roll-Out Across All Distributors After Pilot Program
- ▶ Cost Reduction On Front-End Expedites Decision to “Go-Ahead” With Heating Upgrades
- ▶ Progressive Distributors Will Find Financing Resources To Offer Homeowners Thru Contractor
- ▶ Contractor Improves Success Ratio With Cost Saving Solutions For Homeowner

What Contractors Say

- ▶ “It’s A No Brainer! Some Jobs Would Never Happen Without The Rebate.”
- ▶ “It Has Helped Me Sell Equipment” - High Efficiency Vs Lesser Alternatives
- ▶ “It’s A Great Carrot”
- ▶ “It Really Helps Close A Sale”

Ripple Effect To Sister Programs

- ▶ Upstream Program Has A Spill-Over Impact On Other Energy Programs
 - ▶ Oil To Gas Conversions - Upstream Rebate Is A Subset Of 3 Available Rebates
- ▶ Incentive Programs Also Benefit From The Increased Awareness
- ▶ Loan Programs Help Make Jobs Affordable
- ▶ Recommend Other States Try To Educate On Menu Of Programs - Less Segregation

Marketing Tools

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EXCLUSIVELY OFFERED THROUGH CT **Win** COMPANIES! 2015

ATTENTION CONTRACTORS INSTANT GREEN!

INSTANT REBATES!

\$750 ON HIGH EFFICIENCY NATURAL GAS BOILERS
90% AFUE or greater with temperature reset or purge control

\$500 ON TANKLESS WATER HEATERS*
* If under 0.94 then rebate is \$300

\$400 HEAT PUMP WATER HEATER
2.0 EF or greater

\$300 NATURAL GAS STORAGE OR CONDENSING WATER HEATER*
* EF of >= 0.87 (storage = \$100), thermal efficiency of >= 0.85 (condensing = \$300)

\$100 BOILER CIRCULATOR PUMP
Must be a variable speed ECM replacing an existing circulator pump

Eligible Brand Names:

A. O. Smith	Navien
Buderus	Lochinvar
Burnham	Rinnai
Crown	Triangle Tube
Heat Transfer	Viessmann

Special Pricing Brought to You By:

energize CT CONNECTICUT

Winnelson Winsupply Winair

Ask at the counter or call Sales
 203-929-6344
 sheltonwinnelson.com

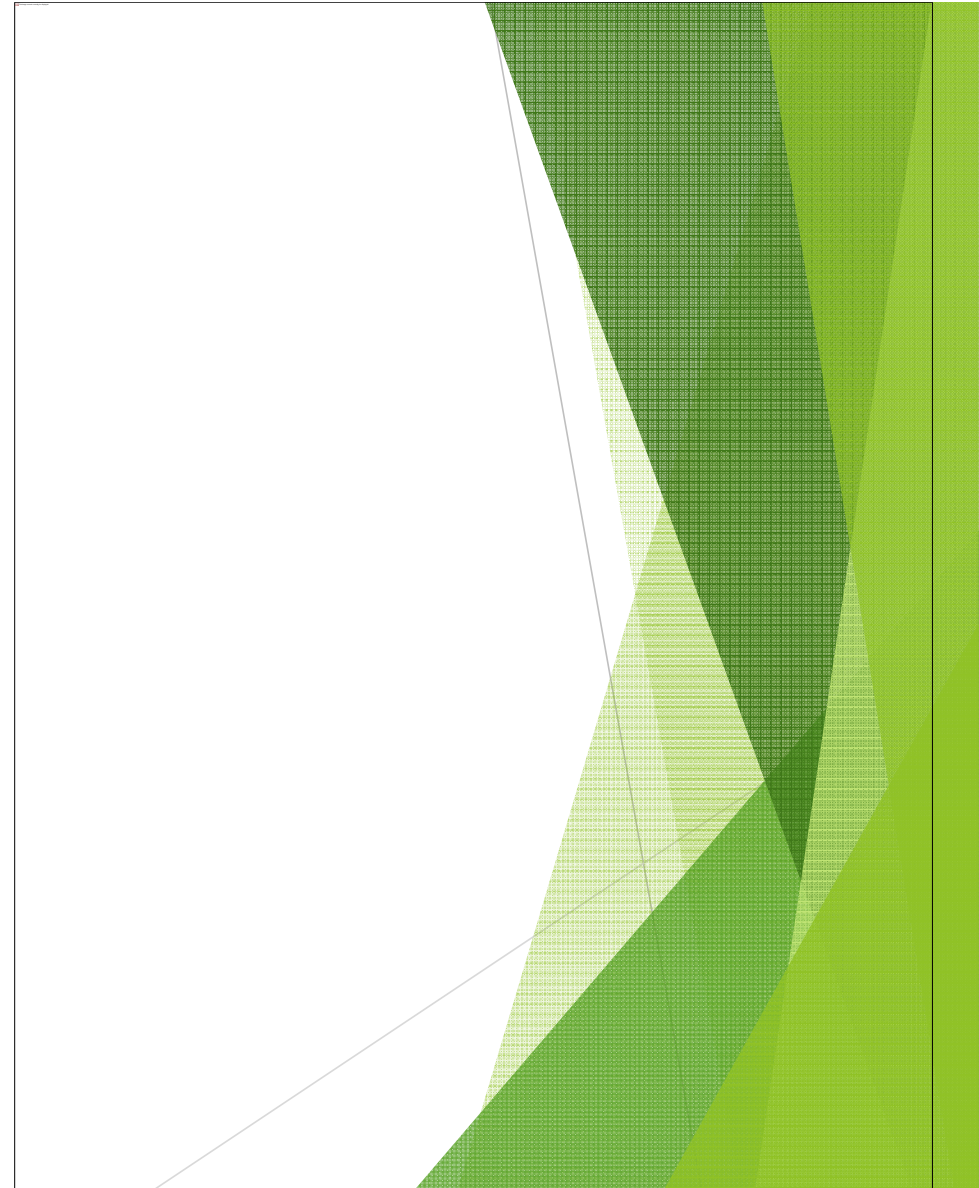
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Commercial Industrial Residential Hospitals

EQUIPMENT	MODELS	PARTS IN STOCK	ENERGY STAR REBATES	MANUF INCENTIVE (CONVERSION)	CNG/SNG NG (CONVERSION)
Lochinvar® <small>Big Efficiency. Pure Bore. Make and Put Us To Test.</small>	Cadet Knight Knight XL Solution		\$750	Cadet \$200 Knight \$400	\$250
Burnham® Hydronics	Alpine ES2/ESC Series 2 & 3 V8 MPD Independence Alliance		\$750 Alpine Only	Alpine \$400 ES2/ESC \$300 Series 3 \$300 Indep \$300	Alpine \$250 ES2/ESC \$150
DAIKIN altherma	Altherma	Limited - Call For Availability	—	—	—
TriangleTube	Prestige Trimax Smart Tank		\$750 Prestige Only	—	—
Buderus	GB142 GB162 G115 G215	Limited - Call For Availability	\$750 GB 142 only	\$250 GB 142 only	\$250 GB 142 only
HTP	Elite FT ModCon		\$750	—	—
Navien®	NPE NCB		\$750	—	—
VIESSMANN	Vitodens 200/222 Vitocrossol	Limited - Call For Availability	\$750	—	—
CROWN BOILER	Aruba 4 (AWR); Cayman (CWI); Bermuda (BSI) Series	Limited - Call For Availability	—	Aruba 4 \$150; Cayman \$150; Bermuda \$150	—

Utility Summary Documents - Make It Simple - Quick Reference Guides

- ▶ Volume Of Information Will Be Confusing
- ▶ One Page Quick Reference Guides Will Be Critical
- ▶ Notate Other Programs That Overlap
- ▶ Specify Any Pre-Approvals Required
 - ▶ For Contractors To Be On Approved List
 - ▶ If Property Owner Needs To Call A Special #



Feel Free To Contact Me

- ▶ Jen Ryan
- ▶ Shelton Winnelson (Winwholesale)
- ▶ 203-984-6592

