

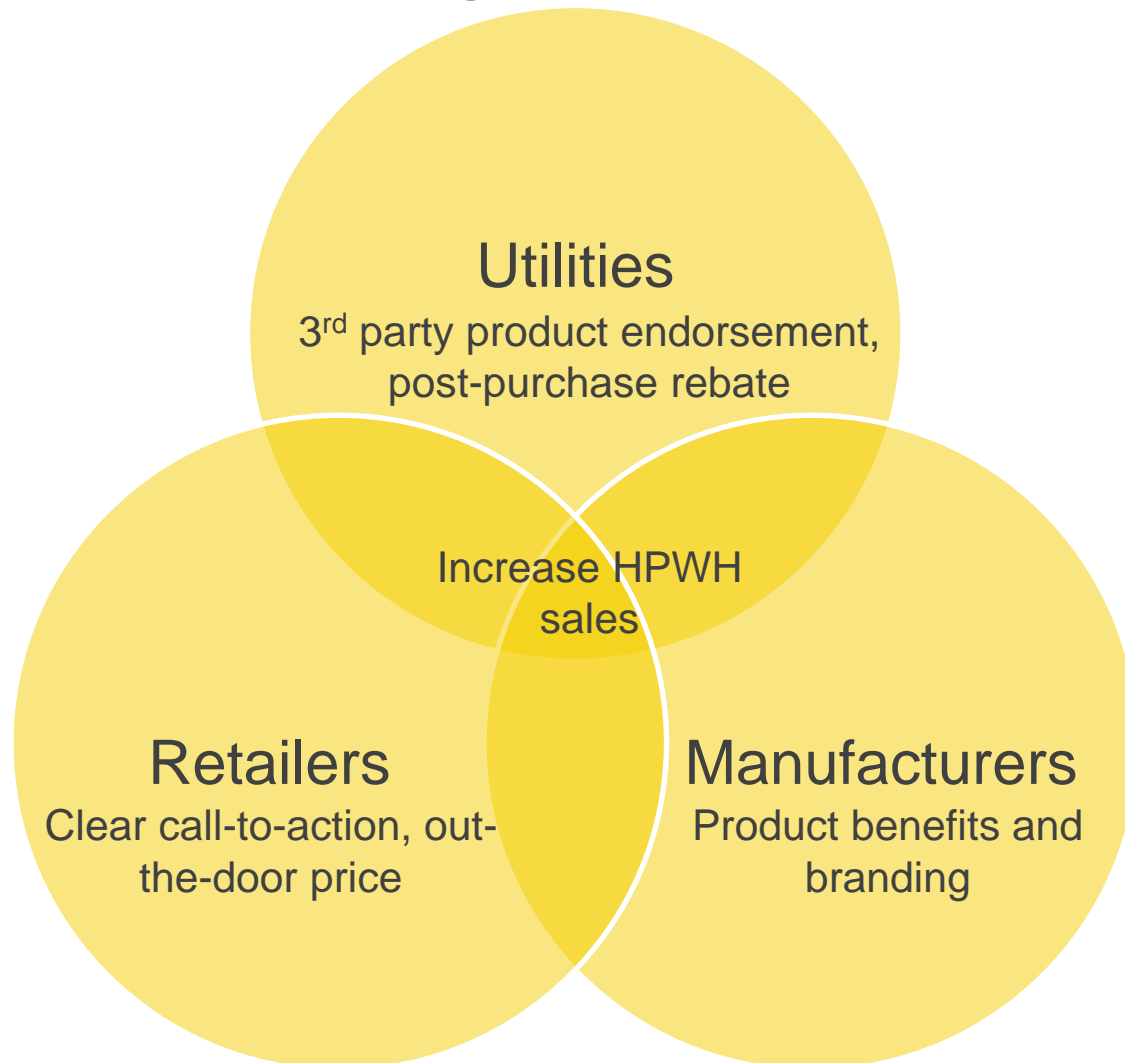
Retail Markets

How to Get Utilities, OEMs, and Retailers on the Same Page

- Why work together?
- Experience in the Northwest
- Lessons learned

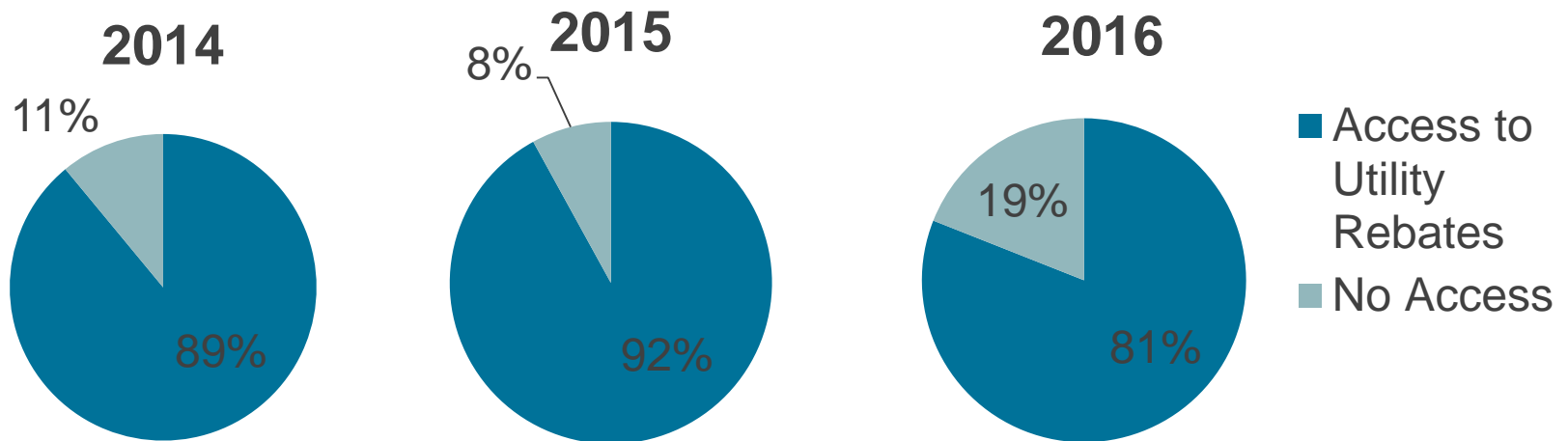
Agenda

Why work together?



Value of Utility Participation

HPWH Promotional Sales in the Northwest

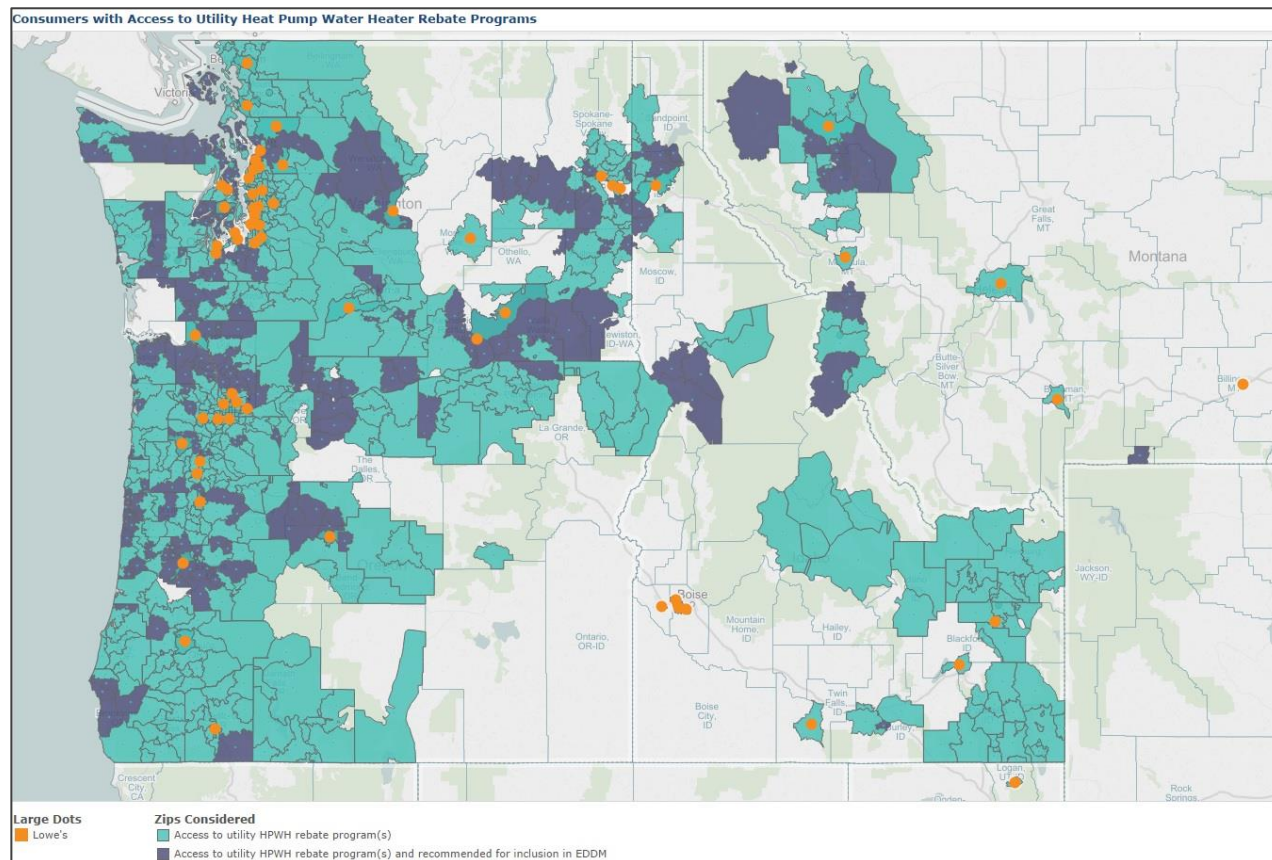


Experience in the Northwest

- Every-Door-Direct-Mail (EDDM) has been popular and successful
- 2015 EDDM
 - **30** utilities participated
 - **50%** better performance in high potential ZIP codes
- 2014 EDDM
 - **21** utilities participated
 - **250%** better performance from in high potential ZIP codes

Collaboration Process


- Identify opportunity and funding source




Collaboration Process

- Coordinate on messaging

SAVE HUNDREDS WITH REBATES FROM LOWE'S®



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Limited-time offer
good until December 1, 2015



GE® GeoSpring™ 50-gallon <small>model GEH50DFEJSR item number 65603</small>	\$1,199
Regular price	\$699
After retailer instant savings	
GE® GeoSpring™ 80-gallon <small>model GEH80DFEJSR item number 65602</small>	\$1,899
Regular price	\$1,299
After retailer instant savings	

Additional Utility mail-in rebates**	50-gal	80-gal
Benton PUD	\$300	\$500
Benton REA	\$500	\$500
Chelan County PUD	\$500	\$500
Clallam County PUD	\$500	\$500
Columbia REA	\$300	\$300
Cowlitz PUD	\$300	\$500
Franklin PUD	\$300	\$500
Gray's Harbor PUD	\$500	\$500
Inland Power & Light	\$300	\$500
Jefferson PUD	\$500	\$500
Klickitat PUD	\$300	\$300
Oregon Power & Light Co. (OPALCO)	\$300	\$500
Peninsula Light Co.	\$500	\$500
Puget Sound Energy	\$300	\$300
Seattle City Light	\$500	\$500

*****ECRWSSDDM*****
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PARTICIPATING UTILITIES***

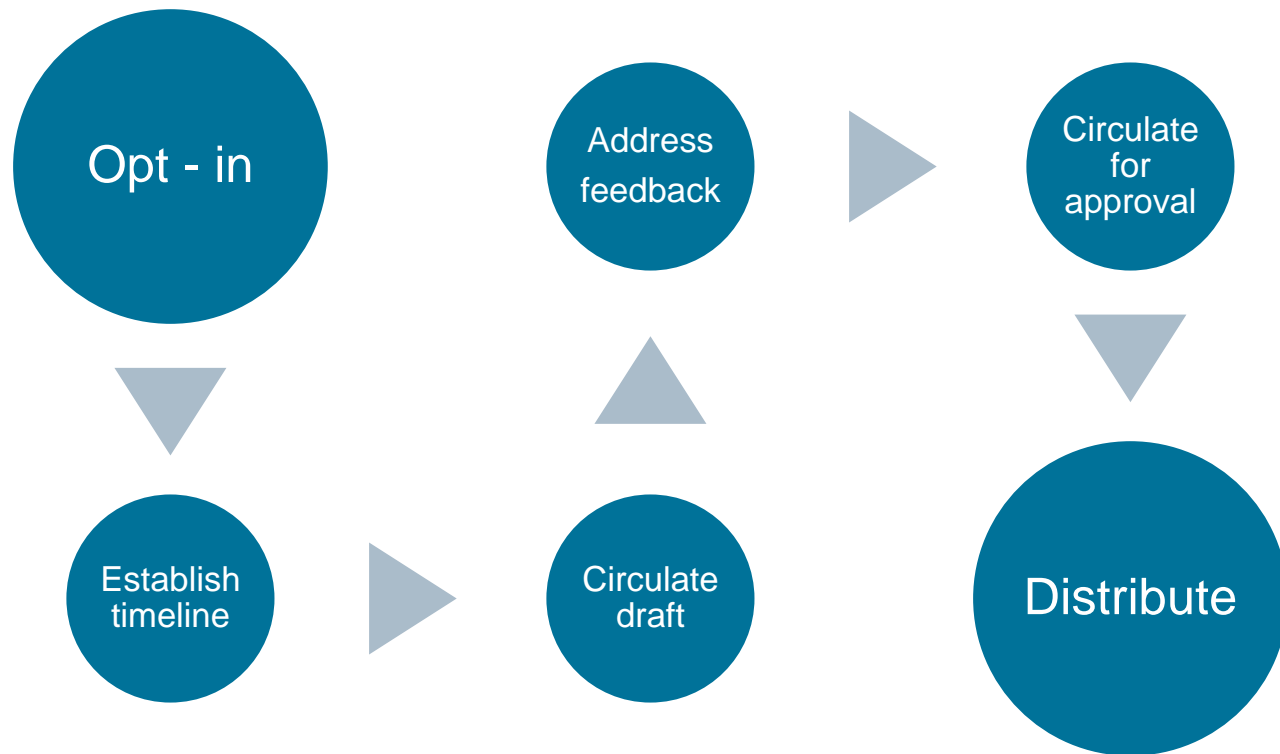
***Rebate amounts and eligibility requirements vary by electric utility and installation conditions; contact your electric utility to confirm the rebate amount and eligibility. *Rebate amount cannot exceed the purchase price of the product for certain utilities.* Some utilities require professional installation by an approved contractor. Some utilities require units installed in conditioned space to be ducted out of conditioned space to be eligible. Unit must be installed outside of the conditioned space for some utility rebates. Please contact your local utility if you have specific questions.

*** Additional electric utilities may offer rebates.

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Collaboration Process

- Create clear process for utility participation



Collaboration Process

- Identify opportunity and funding source
- Collaborate on messaging
- Create clear process for utility participation
- Implement

Three Things to Remember

- Communication is key to collaboration
- Collaboration takes time and coordination
- Collaboration builds relationships and delivers results

- Any questions?

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Thank you