



FOCUS ON HEAT PUMP WATER HEATERS



focusonenergy[®]

Partnering with Wisconsin utilities

SAVE ENERGY AND MONEY IN YOUR NEW HOME

Water heating is the second-largest consumer of energy in your home, costing the average homeowner between \$400 and \$600 a year. Take steps now to cut your new home's water heating costs by as much as 50% by installing a heat pump water heater.

BENEFITS

Energy-Efficient: Use 50% less electricity compared to standard electric water heaters.*

Smart Features: Programmable via your smart device to maximize energy efficiency.

Cost Savings: Can save a family of four up to \$3,400 over the Heat Pump Water Heater's lifetime.*

Investment Payback: Maximize energy efficiency with a shorter payback period. Save \$300 per year in estimated annual operating cost.**

HOW IT WORKS

While a heat pump water heater looks very similar to a traditional water heater, how it operates is quite different. Traditional water heaters create heat using an electric element or gas flame. A heat pump water heater draws in heat from the surrounding air and transfers it at a higher temperature. Think of it as your refrigerator working in reverse.



*ENERGY STAR[®]

**Air Conditioning, Heating and Refrigeration Institute (AHRI) and Bradford White



Get started today!

Have Questions? Call: 800.762.7077

focusonenergy.com/new-home



REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.