

What Are ECM Pumps and How Can They Save Customers Electricity and Money?

Electronically Commutated Motor (ECM) pumps are a type of water pump using advanced motor technology to improve efficiency and performance. Unlike traditional pumps operating at a constant speed, ECM pumps can adjust their speed based on the demand, leading to significant electric energy savings. These pumps are equipped with a built-in microprocessor that continuously monitors the system’s requirements and adjusts the motor speed accordingly. This not only reduces electric energy consumption but also extends the lifespan of the pump by minimizing wear and tear. ECM pumps are becoming increasingly popular in various applications due to their ability to provide optimal performance while reducing operational costs. Eligible customers with a well pump, boiler pump, or pool pump in their homes can help lower their energy and water bills by taking advantage of the FOCUS ON ENERGY® [efficient residential water pump rebate](https://focusonenergy.com/blog/focus-on-residential-efficient-water-pumps). Focus on Energy offers up to $320 in rebates for ECM variable-speed water pumps to help customers improve their efficiency with upgraded equipment.

**Well Pumps**

In Wisconsin, roughly 900,000 households rely on private wells for drinking water instead of a municipal water supply. This means about one-third of Wisconsin residents get their drinking water from private wells, with many of them located in rural areas. A well pump extracts water from the underground well and pumps it into a home's plumbing system. Efficient well pumps with ECM technology can adjust their speed to match the water demand. This means the pump only uses the necessary amount of energy to deliver the required water, resulting in energy savings. Additionally, efficient well pumps often come with features such as variable frequency drives (VFDs) to further enhance their performance and efficiency.

**Boiler Pumps**

A boiler heats water, which it then circulates (often as steam) through conventional radiators, baseboards, or underfloor radiant heating. Boiler systems are common in Wisconsin homes, especially in multifamily buildings. The boiler pumps circulate hot water or steam throughout a building heated by a boiler. Traditional boiler pumps can be energy intensive, especially if they run continuously at a fixed speed. Efficient boiler pumps adjust their speed based on the heating demand. This allows the pump to operate more efficiently, reducing energy consumption and lowering heating costs. Efficient boiler pumps also contribute to a more comfortable indoor environment by ensuring consistent and even heating.

**Pool Pumps**

The days of lounging by a pool in the hot sun may seem a lifetime away in these frigid winter months. However, it is never too soon for customers to start thinking about how to save on energy costs when warmer days arrive. One of the biggest opportunities for customers with a pool to save electricity is with their pool pump. Pool pumps are crucial for maintaining clean and safe swimming pool water. However, they can also be one of the largest energy consumers in a household. Efficient pool pumps with ECM technology, can adjust their speed based on the pool’s filtration needs and use 60% less energy than their single-speed counterparts. This means the pump can run at a lower speed when less filtration is required, significantly reducing energy consumption. Efficient pool pumps also tend to be quieter, require less filter replacements, and have a longer lifespan compared to traditional pumps.

Investing in efficient water pumps can lead to significant energy and cost savings for customers. Whether it’s a well pump, boiler pump, or pool pump, these advanced pumps can adjust their speed based on demand, reducing energy consumption and operational costs. Eligible residential customers can apply for Focus on Energy’s efficient residential water pump rebate [online](https://focusonenergy.com/forms/2025-residential-hvac-rebate) or with a [paper application](https://assets.focusonenergy.com/production/02-pdf/2025/RES_HVAC_APP_2025.pdf) found on the Focus [website](https://focusonenergy.com/).